

# **Results Based, Problem Solving Content Marketing Strategies – With Ryan Hanley**

This article features an enlightening interview with Daryl Urbanski, providing valuable strategies and insights into scaling a business into a multimillion-dollar venture. The importance lies in understanding the core elements that drive growth: outbound marketing, authentic content, and a problem-oriented focus. The exercises in this workbook will help internalize these concepts and apply them practically to your business.

## **Quote to remember from the Interview**

"Problems are markets, not demographics, not profiles." - Daryl Urbanski.

## **What You'll Learn From the Activity**

As you engage with these questions, you will gain a more profound understanding of the concepts mentioned in the interview. Not only will this deepen your understanding, but it will also teach you how to apply these strategies to your own business scenario for a higher ROI and success rate.

**Activity**

What do you understand by outbound marketing?

Give examples of outbound marketing strategies you currently use in your business.

How can you enhance your outbound marketing for growth?

Discuss a time you have used inbound marketing. What were the results?

What distinguishes inbound and outbound marketing?

How can authenticity play a role in your content marketing?

Write down three ways you can make your content more authentic and real.

How does providing 'value' establish credibility with your audience?

Define 'problems as markets'. Give an example from your own business.

List three problems that your product/service solve.

How can you better capitalize on these problems as market opportunities?

Reflect on Urbanski's idea of growth and investment. Are you willing to invest in growth?

List three areas in your business where investment could accelerate growth.

How does focusing on the problem instead of demographic or profile increase the potential market size?

How can you apply Urbanski's insights about problems as markets to your marketing strategy?

What were the major lessons you learned from the interview?

Write down three action points based on these lessons.

Reflect on Urbanski's quote: "Remember, taking action is the secret sauce to results." How has action brought results in your business?

How can you ensure that the lessons from this interview get implemented?

After reading the interview, what specific steps will you take to turn your business into a multimillion-dollar business?

In what ways can you implement Urbanski's advice regarding outbound marketing in your own business?

Share an anecdote from your business where you solved a complex problem using the strategies discussed in the interview.

Describe a situation where you could apply the lessons regarding authentic content marketing in your business.

Do you agree with Urbanski's opinion on investing for growth? Explain.

Share a scenario where focusing on problems instead of demographics helped your business grow.

If you were to have a conversation with Urbanski, what is the one question you would ask?

Identify one persistent problem your customers face and devise a solution based on Urbanski's advice.

Reflect on how the interview has reframed your understanding of growth strategies.

What is your one key takeaway from the interview that you plan to implement immediately?

How can you consistently apply these takeaways in your business processes to ensure sustained growth?