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## BROKERING A BETTER BLOG

A Case Study with Justin Cooke and Joe Magnotti, Empire Flippers



*For web-business brokerage, Empire Flippers, flipping websites was only half the battle. They needed Craft Your Content to bring their written content to the next level.*

When the company was founded in 2010 by Justin Cooke and Joe Magnotti, it was known as AdSense Flippers, but was rebranded to Empire Flippers in 2013 when it became clear the market contained more buyers than sellers. With their *Empire Podcast* and Empire Marketplace, Justin and Joe help people buy, sell, and invest in websites and online properties by providing a fast, safe, and secure marketplace that features only quality sites selling for top dollar.

When dealing with site builders, sellers, buyers, and investors from a wide cross section of online and offline entrepreneurial backgrounds, the voice of Empire Flippers needs to be accessible and engaging. The site's posts are geared toward readers with a broad base of general business knowledge, but not necessarily a detailed understanding of programming and technology.

In recent years, Empire Flippers' marketplace has grown considerably. Meeting the demand and consequent opportunity that Justin and Joe see in the online business market meant turning their focus to producing quality written content for their site.

## BUILDING A CONTENT EMPIRE

“We realized over the years that creating and publishing quality content was our number one driver for new customers and sales,” Justin explains. “We wanted to expand our content marketing by both increasing volume and moving traffic through additional channels. To do



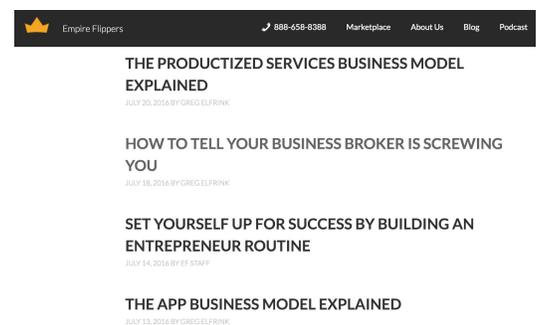
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that, we knew we'd have to add new voices, but our concern was consistency of message. How could we add voices and yet keep the quality and message on point?"

To meet their content production needs, Empire Flippers wished to establish a consistent publishing schedule. This would allow them to drive more traffic via their email list. They also wanted to focus the topics in their blog posts and make them more engaging. To meet these goals, they required long form posts that dealt with the details of what was happening in the online business industry. The hope was that this type of content would become authority pieces, which would establish Empire Flippers as an industry leader.

As Justin notes, more writers were needed, but—in order to maintain credibility and loyalty among their customers—they had to ensure that the voice of the Empire Flipper brand was consistent.

"We've relied on Craft Your Content (CYC) to review and edit most of the written pieces of content we produce," says Justin, "and have been happy with the outcome. Over the years, we've had a few pieces that have received quite a bit of attention, and those were articles we had CYC spend quite a bit of time on. We knew they potentially had wide appeal, and the CYC team worked with us to get them right."



## FLIPPING THE EDITORIAL PROCESS

Justin admits that he shopped around for content editors before recognizing the value that CYC would bring to Empire Flipper's content production:

"I knew the founder, Elisa Doucette, personally and had been impressed with the quality of content she'd written, but I realized her ability as a writer didn't necessarily mean that she'd built a stellar team, so I looked at several different competitors. Ultimately, we went with Craft Your Content because they took the time to actually learn and understand our business. Others jumped immediately into their sales pitch while CYC took the time to make sure there was a good fit and we would be able to work together."

The process begins with all of CYC's content management clients completing a [Voice and Vision](#) questionnaire. This document helps the client explain their company's identity,



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business model, and customer profiles. With this document, CYC writers and editors have a clear understanding of the messages and values they should include when creating and editing content.

Using the Voice and Vision questionnaire, CYC creates a unique Style Guide for each client to follow, which is also referenced by all editors and proofreaders when preparing content. This ensures that a consistent voice comes through in everything the client posts.

CYC helps Empire Flippers keep a regular editing and publishing schedule by using an editorial calendar set up in [Trello](#). “We work with the content manager at Empire Flippers to oversee the Trello editorial calendar and all submissions in Google Docs,” Elisa explains. “While they create the majority of the content in-house, we occasionally will contribute opinion and editorial pieces about entrepreneurship and online business.”

Setting these systems up and getting everyone up to speed takes between 30 to 45 days. Once everything’s in place, ease of communication, creative flexibility, and productivity increase dramatically. In addition to communicating online, CYC and Empire Flippers have monthly strategy calls to ensure that new content matches their current sales foci and addresses important things happening in the online business industry.

## THE EVER GROWING RESULTS

Reflecting on the beneficial outcomes of Empire Flippers’ relationship with CYC, Justin says, “One of the reasons we've stayed with CYC is because they've been so flexible in working with us as we continue to grow and scale. They understand that some pieces of content are more important and valuable to us than others and can adjust their focus to match our marketing needs.”

The rapport between Justin, Joe, and Elisa is a pleasure and an added asset. Looking back, Justin reflects, “We've had a great working relationship with Elisa over the years, and it's been fun to watch her company grow. We appreciate our catch-up planning calls, and we both share tips, tricks, and strategies we've used to grow our businesses.”

When asked what particular solutions CYC brings to the content creation process, Justin says, “The best value we receive from CYC is their editing service. While we appreciate having them fix our grammatical errors/mistakes, we find their holistic approach to a content piece to be the most valuable part of their service. They will look at a written piece of content and give us suggestions on structure, focus, and message—going much further than most blog editors.”



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In terms of scaling and growth, CYC has been a great ally for Empire Flippers. According to Justin:

“We've grown from \$200K in sales in 2012 to more than \$4.5M in 2015, and we're looking at around \$7M - \$8M in 2016.

We also went from 233,762 visitors in 2014 to 476,065 visitors in 2015.

Content marketing is our number one driver for new business, and CYC has been a large part of that growth.”

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