

Forbes | Councils



Using Membership
for Professional
Visibility

Meet the Team



Miranda Barrett
VP of Membership

15 years of working with
membership orgs for
business leaders



Lindsey Donner
Chief Content Officer

15 years creating &
editing content for web
publication

Our Team



100+ full-time editors, event planners, community managers all devoted to
your experience as a member of a Forbes Council

concierge@forbescouncils.com



MEMBER DIRECTORY

GET PUBLISHED

EXPERT PANELS

COACHING

MARKETPLACE

KNOWLEDGE BASE

BLOG

FACEBOOK FORUM

BADGES & PLAQUES

MY ACCOUNT

LOG OUT



Jimmy Jain
Square Sequel Consulting

MUMBAI, Maharashtra IN



Michael Maffucci
Optimas Talent &
Leadership Consulting

Alpharetta, GA



Robin Blakely
Creative Center of America

Kansas City, MO



Lindsey Day
Magnetic Career Consulting

Fernandina Beach, FL

Your
Member
Dashboard

Tools to Increase Your Visibility

1. Publishing: Articles & Expert Panels
2. Public Profiles
3. Member Forum
4. Other Visibility Tools

Visibility - Why It Matters

SHOWCASE YOUR EXPERIENCE

through publishing articles,
contributing expertise and
managing public profile pages


MANAGE THE SEARCH RESULTS

Ensure that online search results
reflect your industry leadership



Forbes

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Publishing:
Articles and
Expert
Panels

Using the Website

Log in and click on **GET PUBLISHED**.

Here, you can...

- Submit new articles
- Respond to editor feedback/ask Qs
- See current article status
- See your published content (coming soon!)
- Review guidelines
- Answer Expert Panels!

Using the Website

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Forbes | Technology Council

STEPHAN

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Search



Neha Sampat
Contentstack

San Francisco, CA



Sultan Meghji
Virtova

Saint Louis, MO



Sushanth
Ramakrishna
Seniorly
San Francisco, CA



Jatind
Hotel T
Santa





Participate in Expert Panels

Get exposure by answering short questions.

All Questions Unanswered

To build better tech, some companies are increasingly turning to behavior-driven development to ensure that the final product truly meets the needs of all stakeholders. Has your company explored behavior-driven development, and if so, what's one benefit or strategy you'd share with a company that's considering it?



Can't answer



Answer

There's been a lot of press about the benefits of cloud computing for businesses, but it's not the only option to explore -- some businesses tasks and functions might see some benefit from edge computing. What's one business use case that could benefit from edge computing, and why?



Can't answer



Answer

5G is coming -- but are we ready? What's one area in which business and industry is seriously lagging in preparation for 5G, and how can it be addressed?



Can't answer



Answer



12 Tips For Marketing Your Business's Culture To Both Consumers And Future Employees



Forbes Agency Council COUNCIL POST | Paid Program
Leadership

POST WRITTEN BY

Expert Panel, Forbes Agency Council

Successful PR, media strategy, creative and advertising executives from [Forbes Agency Council](#) share trends and tips.

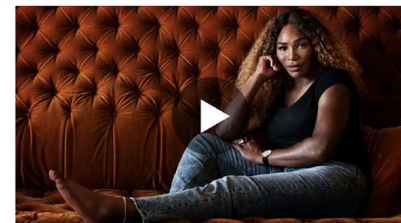
- f Creating and showcasing a positive and welcoming company culture is imperative these days. Not only does
- ✈ this tactic attract new employees, but with how focused Millennials and Gen-Z consumers are on brand identity,
- in it's also beneficial in attracting these customers as well.

If you create an inviting culture and find an effective way to showcase it, then you can secure lifelong customers and truly invested employees. We know all of this can seem like a daunting task, so we've asked 12 experts from [Forbes Agency Council](#) to share their top tips and help you figure out the best strategy for your company.

Forbes

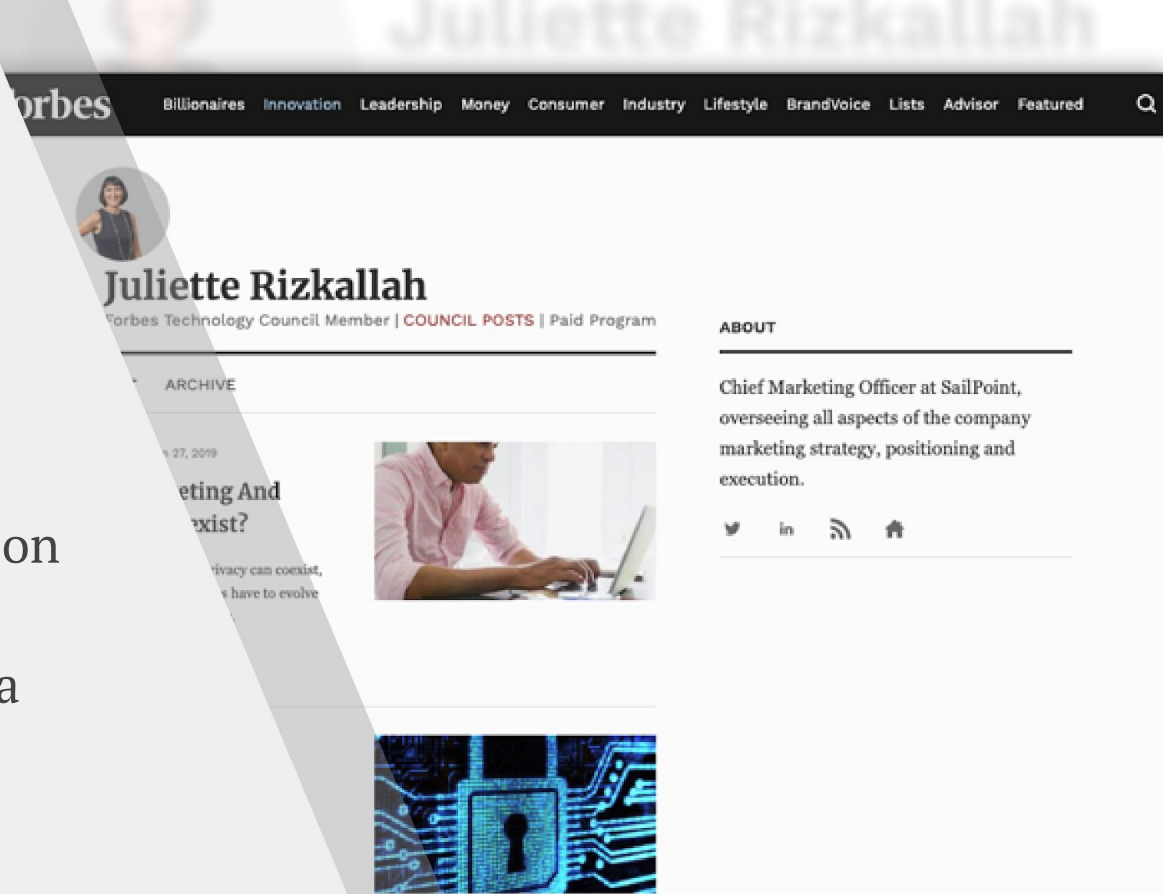
Agency
Council

EXPERT PANEL



Articles

Create and publish first-person expert articles on Forbes.com that showcase **YOUR** unique expertise as a leader; plus, you get a dedicated author page!



Choosing Your Topic

The best articles educate readers and help them solve a problem. They offer a fresh take based on your firsthand experience.

Ask yourself, “**What can I teach or share with my readers that no one else can?**”

This isn't an opportunity to sell. It's your chance to build trust and showcase your knowledge.

PRO TIP

Stick to your areas of industry expertise to attract the readers who are most important to you.

Editorial Guidelines

THE BASICS:

- 700-800 words (1k max)
business advice/insights based on your expertise and field
- Must be previously unpublished (including LinkedIn posts)
- Do NOT sell or promote - it undermines your credibility
- Check guidelines regularly for updates.
- Include a takeaway (or 2, or 3) to stay top of mind
- No politics, religion, etc.

PRO TIP

Evergreen advice → more marketing opportunities for you

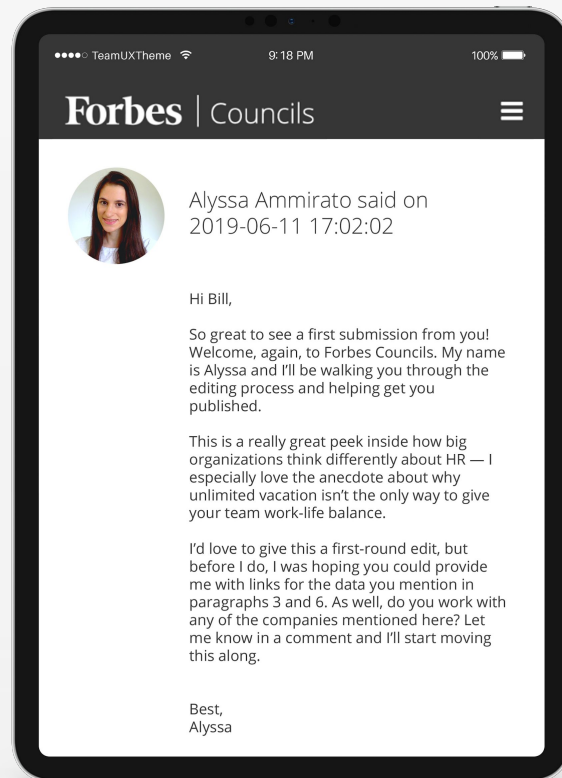
Efficiency Secrets

- Read guidelines BEFORE writing
- Watch your inbox for updates from your editor
- Carve out time in the 2-4 weeks after submission to respond to editorial feedback quickly
- Hyperlink all research and data and disclose relationships so we can fact-check faster

Finally, **PLAN AHEAD**. Articles take an average of 3 to 5 weeks minimum because of the attention we give each one.

Collaborating With Your Editor

- Trust your editor – they're here to expedite the process AND make you look great. You share the same goals!
- Respond quickly w/ questions or feedback
- If you have a member of your team helping you, set up an email filter or give them your credentials!
- Ask your editor for thoughts on your next topic(s)



You're Published!

Now it's time to make sure you get your content into the right hands!

Some quick ideas:

- Add title & link to your email signature
- Include link in your next company newsletter
- Email it to your staff and stakeholders
- Draft plan to share on all social channels – not just today, but over several weeks/months
- Sit down with your team to get started on your next article topic! (And feel free to email ideas to concierge@forbescouncils.com before you get started.)

Boosting Content on Facebook

Every article gets shared on our community's Facebook page.

For an additional fee, some members choose to have us boost these posts to a targeted audience to increase your Facebook reach.

For more information, email concierge@forbescouncils.com.

Content Studio

If time is your biggest obstacle, consider investing in [Content Studio](#) and have us do the heavy lifting.

- **Goal-based strategy:** We help you define a strategy catered to your audience/goals
- **Experienced team:** Collectively, we've been published on leading sites, authored books, served as ghostwriters for top influencers and edited award-winning publications
- **Expedited process:** Eliminate back-and-forth and take advantage of your membership faster

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Public
Profiles

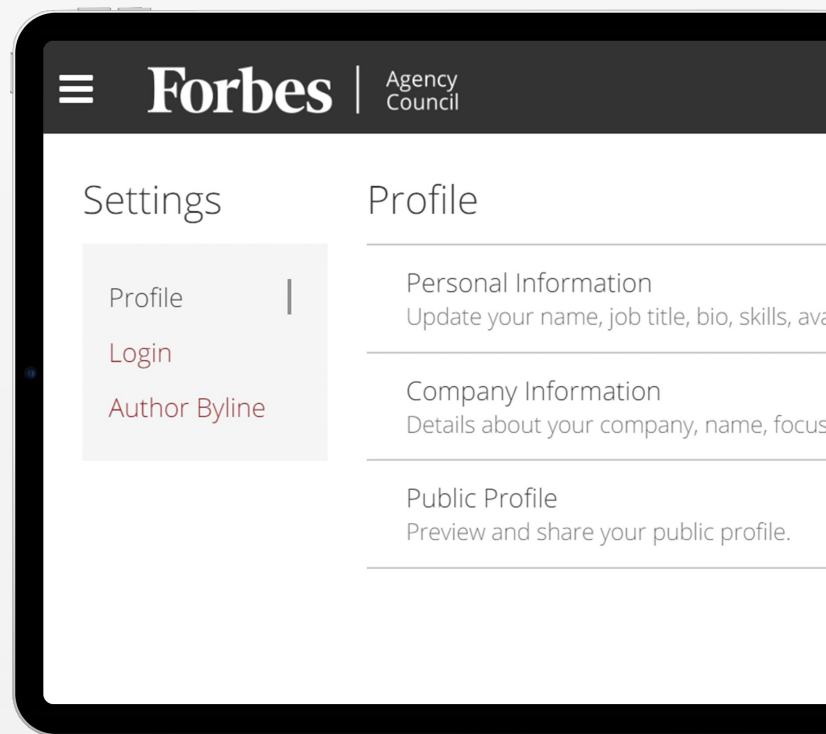
Maximizing Your Profiles

EXECUTIVE PROFILE

Share details on your professional background, experiences, business, publications, etc.

AUTHOR PROFILE

Appears as your by-line in published articles. Author page contains links to all your publications. Activated once you publish.



Your Forbes.com Executive Profile

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**Shama Hyder****Zen Media**

CEO

Miami, FL



Shama Hyder is a visionary strategist for the digital age, a web and TV personality, a bestselling author, and the award-winning CEO of Zen Media – a global marketing and digital PR firm. She has been named the “Zen Master of Marketing” by Entrepreneur Magazine and the “Millennial Master of the Universe” by FastCompany.com. Shama has also been honored at both the White House and The United Nations as one of the top 100 young entrepreneurs in the country.

Shama is the bestselling author of *The Zen of Social Media Marketing*, now in its 4th edition and *Momentum: How to Propel Your Marketing and Transform Your Brand in the Digital Age*. An acclaimed keynote speaker, Shama has delivered keynotes in over 20 countries and spoken for recognized brands including Movado, Chase, Tupperware and Inc 5000.

Forbes.com Author Page

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William Leach

Forbes Dallas Business Council Member | **COUNCIL POSTS** | Paid Program

LATEST ARCHIVE

6 hours ago

How To Design Brand Experiences Around Your Consumers' 'Valley Moments'

It's in the small, seemingly less memorable "valley moments" that we also find opportunities to elevate our brand experience.



Sep 9, 2019

Selling To Mindstates: How To Use Mindstates To Increase Sales

If you're a salesperson, you can likely attest to the fact that selling is more difficult today than it's ever been.



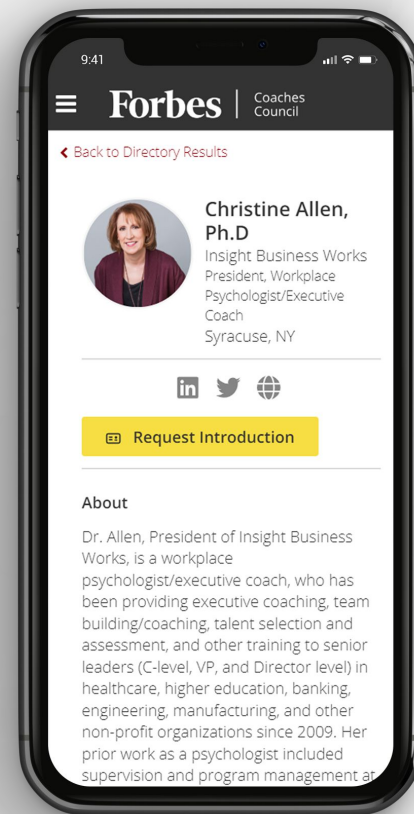
Forbes | Councils

A laptop screen is shown at an angle, displaying the Forbes Council website. The website has a dark theme. At the top, the 'Forbes | Council' logo is visible. Below it, there's a sidebar with a list of members, each with a small profile picture and name. The main area of the screen shows a large video call window featuring a man with glasses and a beard, wearing a suit and tie, smiling. At the bottom of the laptop, a portion of an Apple logo is visible on the desk surface.

Member Forum

Forbes Councils Member Forum

- Closed discussion group of Forbes Councils members worldwide
- A place to post questions and conversation starters around business topics & challenges
- Transitioning out of Facebook to private system



Reasons to Post Regularly

- Share your expertise with a global community of entrepreneurs
- Build name recognition & trust for yourself and your business
- Find solutions for your own challenges
- Closed and private - safe place for questions
- Build relationships and credibility



Ryan Selewicz

July 29

Happy Monday everybody! I'm looking for benchmark data for IT spend compared to revenue (non software companies). I'm also looking for benchmark data around percentage CAPEX vs. OPEX. I'd appreciate any recommendations!



Rie Coller, Patrick O'Keefe and 4 others

8 Comments



Like



Comment

[View 4 more comments](#)



Mukesh Kapadia Benchmarking is a necessary instrument however as Amie and Joseph mentioned, it should be used as a guidance and not absolute gospel because every organisation is different. Typically IT Spend % of revenue for most (non tech organisation is between 1-3... [See More](#)

...



1

Like · Reply · 4w



Ryan Selewicz replied · 2 Replies



Tarek Alaruri This is why we built Fairmarkit, benchmarking alone helps get to optimal pricing.



1

Like · Reply · 3w



Write a comment...



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BADGES & PLAQUES

MY ACCOUNT

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A dark, stylized image of a laptop screen. The screen displays a Forbes Council member's profile on the left and a video call interface on the right. The video call shows a man with glasses and a beard, wearing a suit and tie, smiling. The laptop is an Apple iMac, and the background is dark with a diagonal light gray stripe.

Other Tools

Forbes | Business
Development Council

MEMBER NEWS

Share your news with us! Monthly newsletters contain a link, or send your news to concierge@forbescouncils.com.

Alisa Marie Beyer Appointed CEO of Spa Girls Cocktails

Alisa Marie Beyer has been named CEO of Spa Girls Cocktails. Spa Girls will draw Beyer's proven entrepreneurial skills; she will work with the founder to grow the Spa Girl Cocktails brand offerings globally and lead efforts to secure a Series A round of financing, which is slated to close in August 2019.

Logos, Badges, Images

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Email Signature

A simple way to brand yourself every time you press send.



DOWNLOAD

Twitter Stream Image

Tweet about your acceptance and tag us for a retweet.



DOWNLOAD

Member Badge

Perfect for your website footer, press section, or a sidebar.



DOWNLOAD

Using Badges and Logos

- Showcase your membership
- Help other members find you
- Update in social media
- Place in email signatures with link to your Executive Profile
- Add to your business card
- Add to your newsletter

Downloads Available

Social Media Pack

Download headers and profile images sized to help you share your membership on social channels.



Download



Press Release

Download a press release so that you can announce your new membership to a bigger audience.

Download



Badge Pack

Download digital badges to add to your website sidebar, header, footer, or 'as seen in' page. You can also add a badge to your email signature.

Download



Use Your Social Media

- List your membership as a role
- Post a press release that you have joined
- Follow us on LinkedIn, Facebook and Twitter
- Link / tag Forbes Councils when you share articles; we will help amplify

Experience



Official Member
Forbes Coaches Council
2017 – Present · 2 yrs

Forbes Councils Retweeted



Paula Chiocchi @paula_chiocchi · 23h

Awesome to be quoted in this #Forbes article - How To Make An #EmailMarketing Campaign More Mobile-Friendly: 11 Actionable Tips via @forbes, @forbes_agency #mobilemarketing bit.ly/2BIGMxK

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Take 10 minutes and....

1. Log in, explore member dashboard
2. Update your Executive Profile and author byline
3. Answer an Expert Panel or read Editorial Guidelines to start an article
4. Add digital badges to your email signature, linked to your Executive Profile
5. Make a post in member forum

Need help? Concierge@forbescouncils.com

QUESTIONS?

Use the Q&A box to type
a question.

concierge@forbescouncils.com

This presentation will be shared via email.

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