

The background of the right side of the image is a dark, semi-transparent overlay of a laptop screen. The screen displays a video conference interface. On the left side of the screen, there is a vertical list of participant avatars. The main area of the screen shows a large video feed of a woman with long dark hair, smiling. Below the video feed, there are icons for video, chat, and other conference controls. The laptop's Apple logo is visible on the bezel below the screen.

Using
Membership to
Boost Visibility!

Meet the Team



Lindsey Donner
Chief Content Officer

15 years creating &
editing content for
web publication



Miranda Barrett
VP of Membership

13 years of working
with membership orgs
for entrepreneurs

Editorial Team

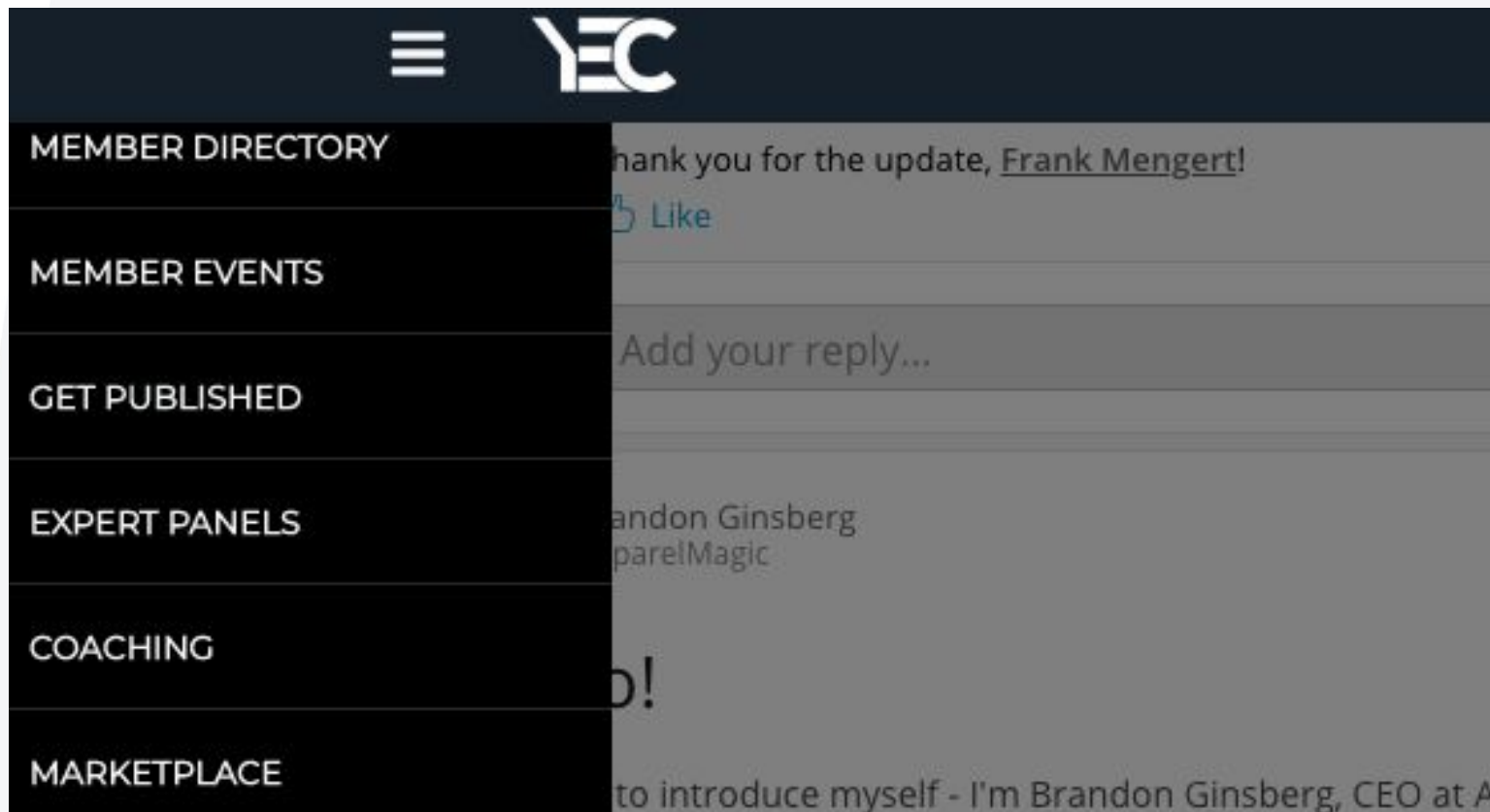


25+ full-time expert editors & member success staffers who help members
prepare articles for publication

Reach the entire YEC team:

Concierge@yec.co

YEC Member Dashboard

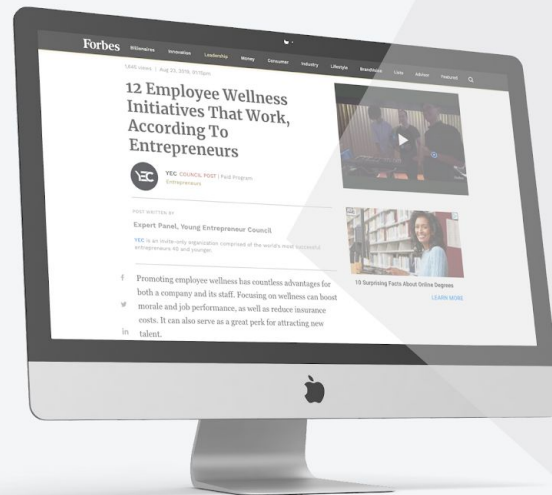




NEW - YEC Member App!

Tools to Increase Your Visibility

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



A dark, semi-transparent image of a computer monitor displaying a video conference. The main window shows a woman with long dark hair smiling. To the left of the main window is a sidebar with several smaller video thumbnails. The monitor is an Apple iMac, and the background is a dark, textured surface.

PUBLISHING

Why Publish?

BUILD VISIBILITY & CREDIBILITY
by publishing expert
content

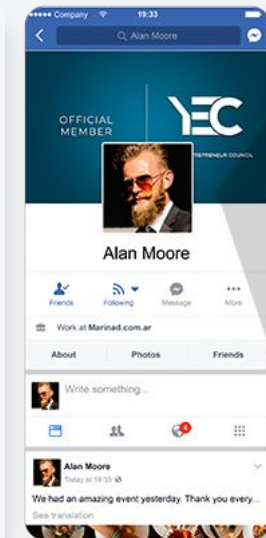
SHOWCASE YOUR EXPERTISE
when potential customers,
hires, investors Google you



Why Publish?

CREATE EVERGREEN CONTENT

- Personal branding
- Hiring & onboarding
- Company site, white papers, etc.
- Sales & marketing collateral
- Investors, board, potential partners
- Social proof



Using the Website

Log in at member.yec.co 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



STEPHANY SAN

MEMBER DIRECTORY

MEMBER EVENTS

GET PUBLISHED

EXPERT PANELS

COACHING

MARKETPLACE

KNOWLEDGE BASE

EDUCATION

 Search



Jared Brown
Hubstaff Talent

Indianapolis, IN



Torrey Tayenaka
Sparkhouse

Irvine, CA



Murray Newlands
Murray Newlands

Palo Alto, CA



Jim
Esq

Expert Panels



STEPHANY SANDERS



REFER MEMBERS

Participate in Expert Panels

Get exposure by answering short questions.

All Questions Unanswered

[LONGER ANSWERS PREFERRED] There are a lot of steps involved when looking to hire a COO for your company. What is one thing that smaller businesses should absolutely remember during the planning stages or during the actual search process? Why is this element so important?

 Can't answer


 Answer

[WOMEN IN TECH ONLY] What is one interview question you wish companies would stop asking? What question should they be asking instead and why?

 Can't answer

 Answer

[WOMEN ONLY; LONGER ANSWERS PREFERRED] As a business grows, one of the most crucial -- but also most time-consuming -- tasks the founder or leader must tackle is hiring. What's the biggest difficulty you have encountered in hiring new staff, and how did you overcome it?

 Can't answer

 Answer



Expert Panel



1,645 views | Aug 23, 2019, 01:15pm

12 Employee Wellness Initiatives That Work, According To Entrepreneurs

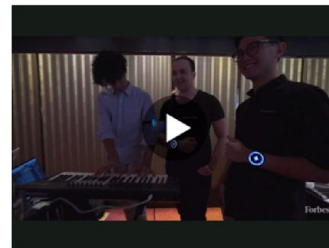


YEC COUNCIL POST | Paid Program
Entrepreneurs

POST WRITTEN BY

Expert Panel, Young Entrepreneur Council

YEC is an invite-only organization comprised of the world's most successful entrepreneurs 40 and younger.

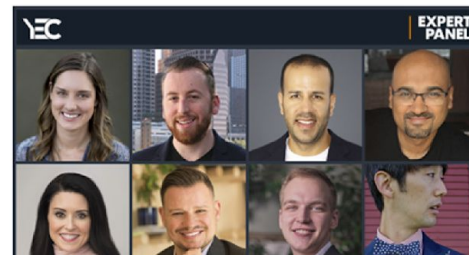


10 Surprising Facts About Online Degrees

[LEARN MORE](#)

- f Promoting employee wellness has countless advantages for both a company and its staff. Focusing on wellness can boost morale and job performance, as well as reduce insurance costs. It can also serve as a great perk for attracting new talent.

We asked the members of [Young Entrepreneur Council](#) what wellness initiatives they've implemented at their company, and what impacts they've seen as a result. Below are 12 tried-and-true ideas to improve your employees' health and engagement in the workplace.



Articles

Create and publish first-person expert articles for publication that showcase **YOUR** unique expertise as a leader

3,331 views | Aug 16, 2019, 07:30am

Now That You Have A Startup, How Should You Fund It?



YEC COUNCIL POST | Paid Program
Entrepreneurs

POST WRITTEN BY

Jack Tai

CEO & Co-Founder of [OneClass](#).



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.

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, rant, religion, etc.

PRO TIP

Evergreen advice → more
marketing opportunities for you

Role of the Editors

Collaborate with you to make your content the best it can possibly be

Develop your story ideas through 1-on-1 feedback

Ensure content meets publishing guidelines AND resonates with readers

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.

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@yec.co before you get started.)

A dark, semi-transparent image of a laptop screen showing a video call interface. The main window displays a woman with long dark hair, smiling. To the left of the main window is a list of participants, each with a small circular profile picture. At the bottom of the screen is a control bar with various icons for video, audio, and other call functions. The entire image is overlaid on a blue background with white diagonal lines.

**PUBLIC
PROFILES**

Your YEC Executive Profile



Shama Hyder

Zen Media

Founder & CEO
Miami, FL



OFFICIAL



MEMBER

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 online marketing and digital PR company. She has aptly been dubbed 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.

Under her leadership, Zen Media has grown an average of 400% growth annually since 2009 to include a team of 30 and serve clients ranging from publicly-held Fortune 500 companies to privately-held small businesses and nonprofit organizations across the globe.

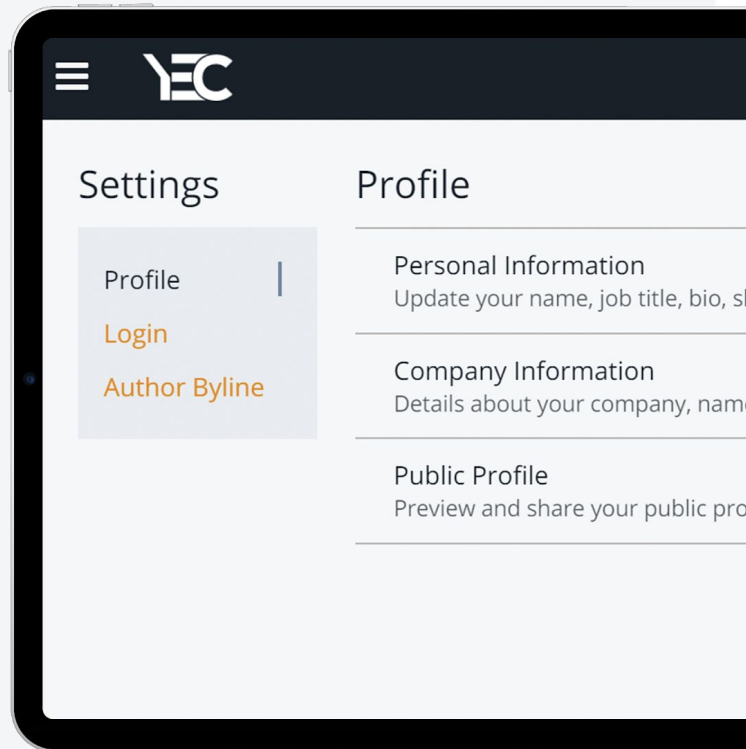
Maximizing Your Profiles

Executive Profile

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

Author Profile

Appears as your byline in published articles.





**MEMBER
FORUM**

YEC Member Forum

- Closed discussion group of YEC members nationwide
- A place to post questions and conversation starters around business topics & challenges
- Accessible on website and in mobile app
- Additional Facebook group

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

Recent Discussions

- Sourcing a low-cost web developer
- Getting a Twitter account “verified” status
- Implementing automatic rate increases to clients
- Sourcing venues for business events
- Getting together with other members while traveling

A computer monitor displaying a video conference. The main window shows a woman with long dark hair, smiling. To the left of the main window is a sidebar with several smaller video thumbnails of other participants. The monitor is an Apple iMac, and the background is a dark, blurred office setting.

OTHER TOOLS

Hosting a Local YEC Event

HOST A LOCAL YEC EVENT

Member Meet-Up

A casual get-together where **everyone pays for themselves**. We'll include a link to your meet-up registration page in our event calendar and send an email to local members.

Member Hosted

A gathering of members where **you pick up the check** and handle event details as the host. We'll share the event on our calendar and in an email to local members. We'll also manage registrations and reminders for you!

Member Sponsored

A gathering of members with awesome sponsorship opportunities for you and your business. We'll handle all the details from planning promotion with a YEC staff member on-site to run your event. **You pay for the event plus a \$3K event management fee*** and your bu





YEC News June 19, 2019

Cresco Capital Partners Closes Oversubscribed \$60 Million Fund

[Codie Sanchez](#)'s company, Cresco Capital Partners, announced the closing of an oversubscribed [\\$60 million fund](#) (CCP Fund II), surpassing their goal of \$50 million. Cresco Capital Partners has deployed approximately \$22 million to date from Fund II in 15 companies that operate across the cannabis supply chain.

Jeremy Brandt Profiled in REI Ink Magazine

[Jeremy Brandt](#) was profiled with a [cover story](#) in *REI Ink Magazine* where he talked about entrepreneurship, mentoring, his life journey, and real estate investing.

Robert Glazer Delivers TEDx Talk

[Robert Glazer](#) recently presented his first [TEDx Talk](#), entitled, "It's Time to End Two Weeks Notice." In the talk, Robert discusses why the "two weeks notice" paradigm for changing jobs is a broken system that is bad for both employees and companies, and discusses a better way to handle employee transitions — a Mindful Transition program that is built on honesty, transparency, trust and respect.

Digital Badges



Blue Gradient Avatar

[Download](#)



Grey Outline Avatar

[Download](#)



White Outline Avatar

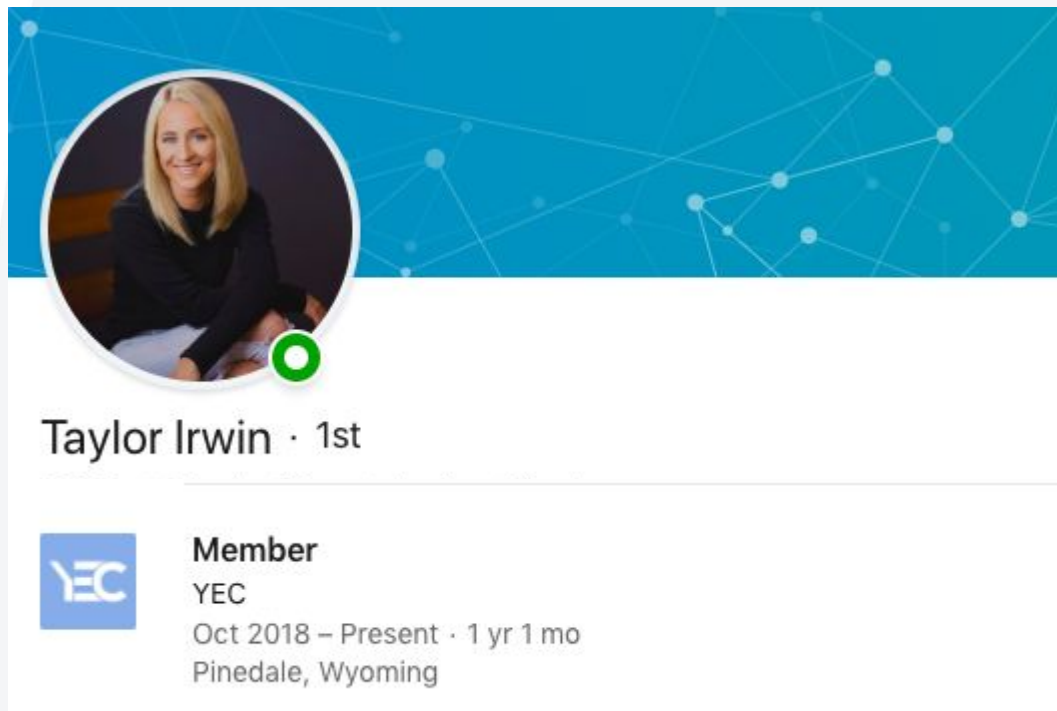
[Download](#)



Transparent White Avatar

[Download](#)

Social Media



Take ten minutes and...

1. Log in, explore member dashboard
2. Update your profile and byline
3. Make a post in the member forum
4. Download the mobile app
5. Answer an Expert Panel question

QUESTIONS?

Use the Q&A box to type
a question.

Concierge@yec.co

This presentation will be
shared via email.

