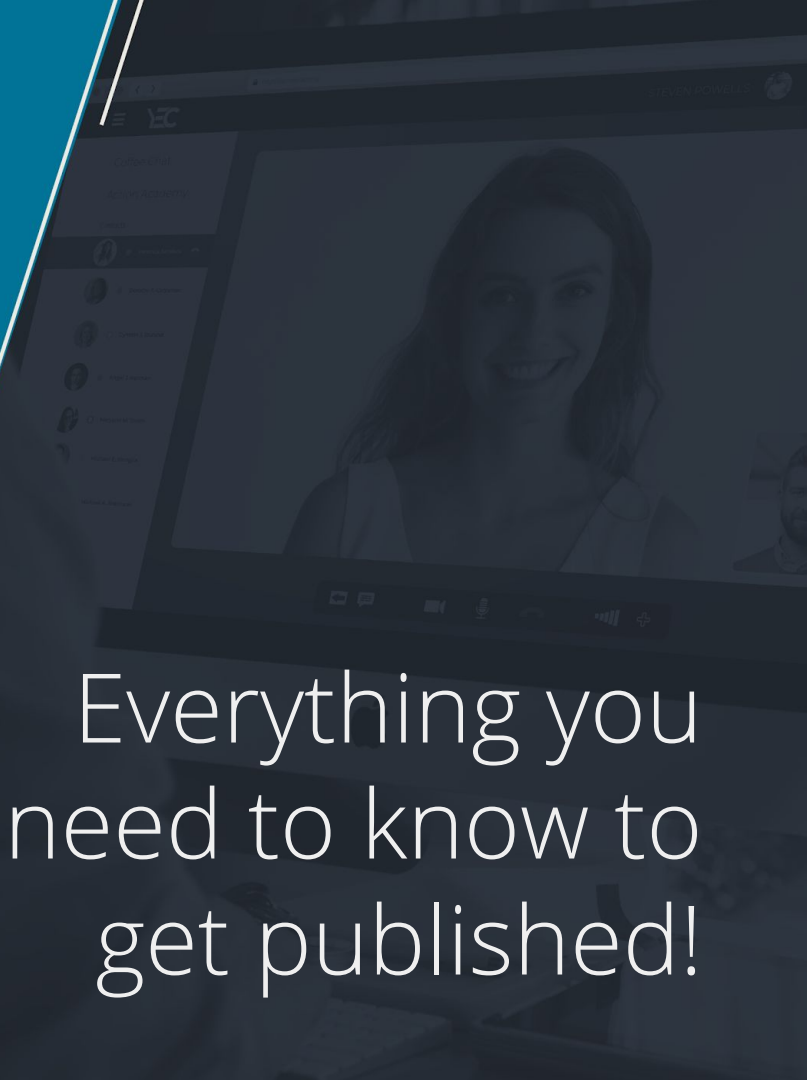




YEC



Everything you  
need to know to  
get published!

# Meet the Team



Lindsey Donner  
Chief Content Officer

15 years creating &  
editing content for  
web publication



Marisa Behnke  
Member Engagement  
Manager

5 years of working  
with membership  
organizations

## Editorial Team



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

## 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



“Every time I had an interaction with YEC, particularly with the editors of the pieces that I wrote myself, I was floored. They were total professionals, absolutely easy to work with, and responsive.”

**Alyssa Rapp**

PUBLISHING

# Publishing With Your Membership

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](#).



# Why Publish?

BUILD VISIBILITY & CREDIBILITY  
by publishing expert  
content

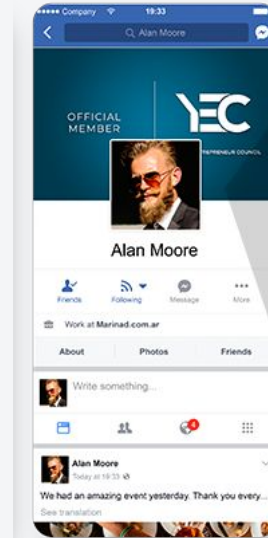
SHOWCASE YOUR EXPERTISE  
when potential customers,  
hires, investors Google you



# Why Publish?

## CREATE EVERGREEN CONTENT

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



# 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.



# Topics That Always Work

- The last big problem your org solved + steps you took to fix
- One unusual tip for improving your output as a leader
- Very best or very worst business advice you ever received
- Top 3-5 predictions for what's next in your industry
- Unique ways you improve customer satisfaction

## PRO TIP

Know WHO your reader is before you choose a topic.

# 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, rants, religion, etc.

### PRO TIP

Evergreen advice → more marketing opportunities for you

# Using the Website

Log in at [member.yec.co](http://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



Forum

**Members**

Expert Panels

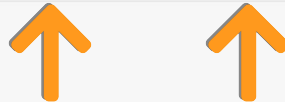
Articles

Marketplace


More



Discover Browse



## Recently Joined




**Ibrahim Alkurd**

---

**New Mine**  
CEO

a day ago




**Vic Maculaitis**

---

**THE DATA INITIATIVE**  
Founder and Chief Executive

2 days ago




**Anna Anisin**

---

**Formulatedby**  
Founder, CEO

17 days ago




**Elizabeth Braman**

---

**JoyHub**  
Co-founder, President

25 days ago




**Jordan Savitsky**

---

**ATC Alert**  
Founder & CEO

25 days ago



**Britt Fero**

---

**PB&**  
Founder/Principal

a month ago

## Recently Viewed

# Using the Website



Forum

Members

Expert Panels

Articles

Marketplace

More



Write

Published

Guidelines

Settings

## Create An Article

Share your expertise with potential prospects, partners, hires, and colleagues.



## Write Your Own

Write an article yourself, follow feedback given by our professional editors and get published. Before you begin, read our [editorial guidelines](#) and [watch our video](#) on how to write great content.

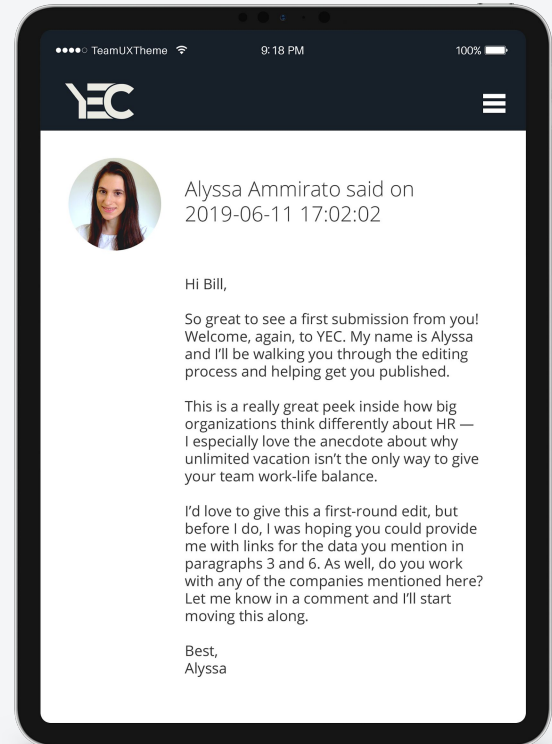


Create New Article



# 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)



# 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.

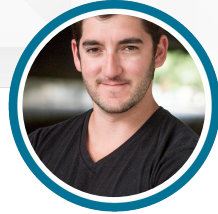
# You're Published!

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 [conciierge@yec.co](mailto:conciierge@yec.co) before you get started.)





“The thought leadership that I contribute is super helpful to our branding and marketing. I’m using it as an asset to communicate with our existing audience. I look at it as validation.”

**Erik Huberman**

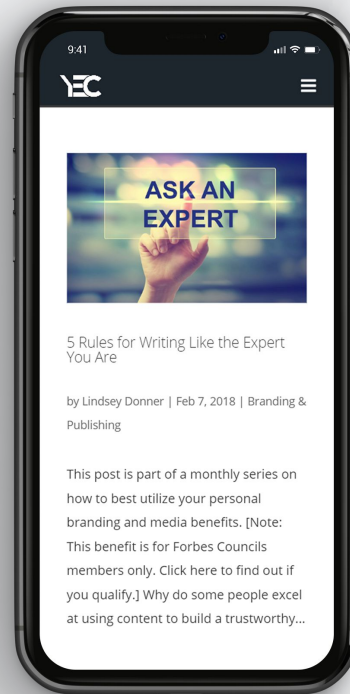
PUBLISHING

# Resources to Help

## Need more help?

Here are some quick resources:

- [concierge@yec.co](mailto:concierge@yec.co)
- Blog: [yec.co/blog](https://yec.co/blog)
- Member dashboard  
(to reach your editor, read guidelines, or check on article status: [member.yec.co](https://member.yec.co))



# Expert Panels



Forum

Members

**Expert Panels**

Articles

Marketplace

▼ More



## Expert Panels

What is one particular thing to remember NOT to do when doing content marketing? What should people do instead? >



15 Expert Answers. Add yours.

What is one low-cost way of growing your business? Why does this approach work so well? >



16 Expert Answers. Add yours.

**LONGER ANSWERS PREFERRED**

Thoughtfully connecting with potential and current customers allows business to grow. What's your best advice for keeping conversations with your customers productive and positive? Why is this advice effective? >



12 Expert Answers. Add yours.



## Expert Panel



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

# 12 Employee Wellness Initiatives That Work, According To Entrepreneurs

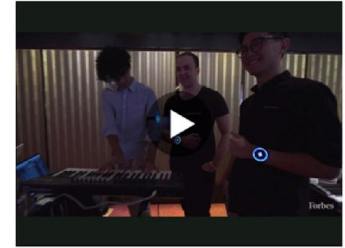


YEC COUNCIL POST | Paid Program  
Entrepreneurs

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.

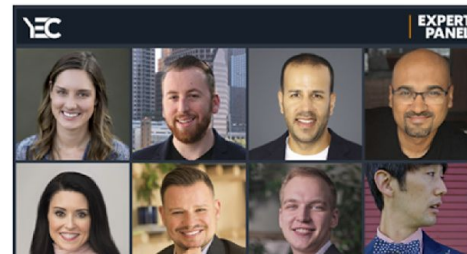


10 Surprising Facts About Online Degrees

[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.
- in

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.



# QUESTIONS?

Use the Q&A box to type  
a question.

This presentation will be  
shared via email.



THANK YOU!

