

The right side of the image features a dark, semi-transparent overlay. Within this overlay is a photograph of a smiling woman with long dark hair, appearing to be on a video call or a laptop screen. The background of the entire image is a solid blue color, with a white diagonal line separating the blue area from the dark overlay.

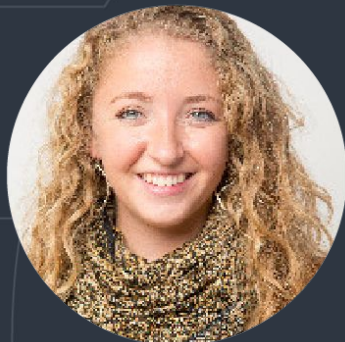
Using Your  
Membership to  
Accelerate  
Success

# Meet the Team



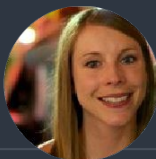
Marisa Behnke  
Member Engagement  
Manager

Helping you get the  
most from your  
membership



Sara Adams  
Member Onboarding  
Specialist

Helping you jump in  
with member  
benefits



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

concierge@yec.co



# Your Member Dashboard



Forum

**Members**

Expert Panels

Articles

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## 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

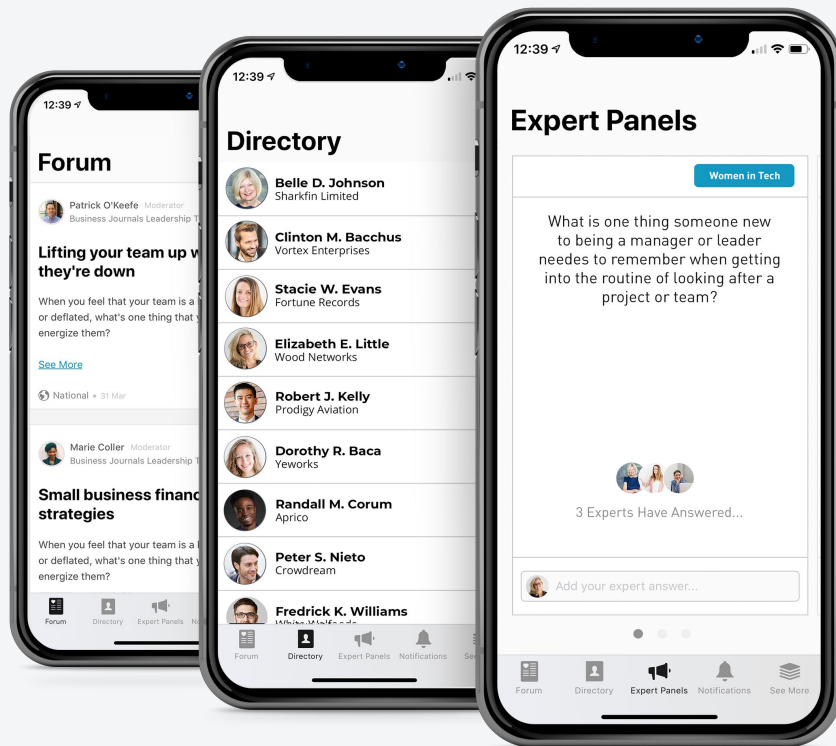
a month ago

## Recently Viewed



5





# YEC Member App!

# Pillars of Your Membership



Visibility



Connections



Growth

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 is a sidebar with several small circular icons representing other participants. The bottom of the screen shows a control bar with icons for mute, video, chat, and other functions. The monitor is an Apple iMac, and the background is dark and out of focus.

**VISIBILITY**

# Visibility

## 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



# Your YEC Executive Profile



**Shama Hyder**

***Zen Media***

Founder & 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 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.

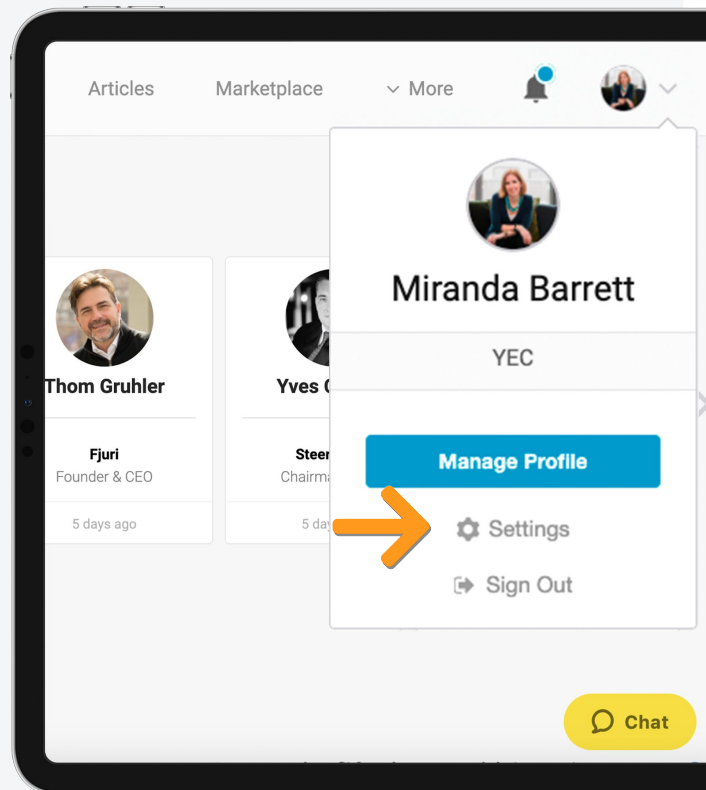
# Maximizing Your Profiles

## Executive Profile

Share details on your professional background, experiences, business, publications, etc. Include hyperlinks to other content.

## Author Profile

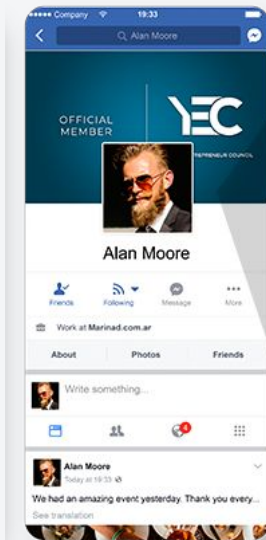
Appears as your by-line in published articles. Author page contains links to all your publications. Activated once you publish.



# Why Publish?

## CREATE EVERGREEN CONTENT

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







## Expert Panel



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

# 12 Employee Wellness Initiatives That Work, According To Entrepreneurs

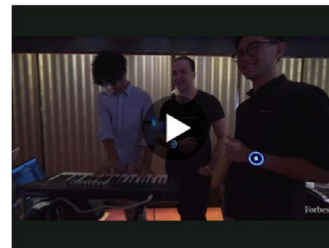


YEC COUNCIL POST | Paid Program  
Entrepreneurs

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.

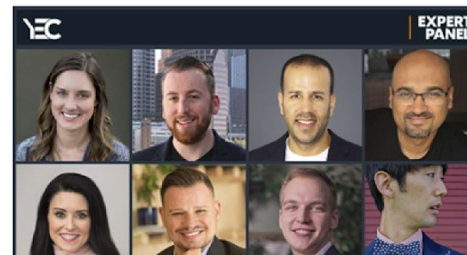


10 Surprising Facts About Online Degrees

[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.





# Expert Panels



Forum

Members

Expert Panels

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## 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 Tips

- Available in the member app
- New questions are posted the first Wednesday of the month
- Selected based on quality and diversity of responses
- Scroll down to see the answers have already been submitted
- Questions disappear as they fill up - don't wait to post
- Articles are published about 4 weeks after closing
- An email is sent to members who are included

# 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](#).



# 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
- Best topics educate readers  
and help them solve a  
problem
- 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

# 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.

# 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.

# Using the Website



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Founder/Principal

a month ago

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# Using the Website



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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





A grayscale photograph of two hands shaking, symbolizing a partnership or agreement. The hands are positioned in the center-right of the image, with the fingers interlaced. The background is a dark, textured gray.

**CONNECTIONS**

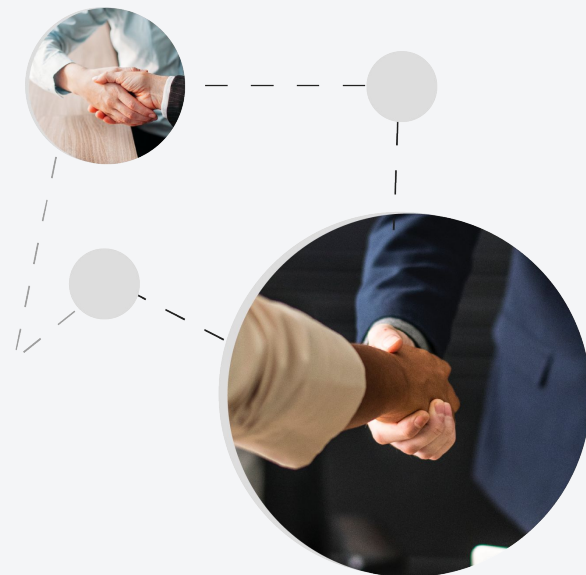
# Connections

## CONNECT WITH OTHER MEMBERS

Review the member directory,  
request introductions  
Attend YEC events

## PARTICIPATE IN THE MEMBER FORUM

Join the active discussions taking place. Post questions, share your expertise, find solutions to your business challenges.





Elizabeth Braman · Los Angeles, CA  
JoyHub

## Hi YEC Community – Seeking Rental Operators for Beta

Hi Everyone,

It is a pleasure to meet you, I just joined YEC. My name is Liz Braman and I am the Co-founder and President of JoyHub. I was previously an early executive at RealtyMogul, a series B real estate crowdfunding platform and ReadyCap Commercial, a private equity backed commercial real estate finance company. I am an angel investor and work as an advisor to early stage startups in the proptech, fintech and construction tech space.

My new company, JoyHub, is a SaaS... [See More](#)

14 days ago

+ Follow 5



Hannah Johnson · Moderator · 13 days ago

Welcome to the forum [Elizabeth Braman](#), and thank you for introducing yourself! It's great to have you here.

I'll tag in some other rental folks in here too, to help jumpstart the convo: [Andrew McConnell](#), [Daniel Mishin](#), [Eric Saleh](#), [Robert De Los Santos](#), [Adrian Fisher](#), [David Boehl](#), [Phil Laboon](#) or [Ali Jamal](#) - Elizabeth is looking to connect with folks who could help introduce her to small operators who might benefit from her company's beta or partner programs.... [See More](#)

👍 2 Likes



Andrew McConnell · Atlanta, GA · 13 days ago

Thanks, Hannah. [Elizabeth Braman](#) actually introduced me to our CFO. Happy to help if/where I can, but believe we are in different parts of the rental industry (short term v. long term). Hope all is well!

👍 1 Like



Forum

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Articles

Marketplace



Elizabeth Braman · Los Angeles, CA  
JoyHub

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Hi Everyone,

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My new company, JoyHub, is a SaaS... [See More](#)

9 days ago

Apr 1st at 3:50 PM



Hannah Johnson · Moderator · 8 days ago

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# Join the Member Forum

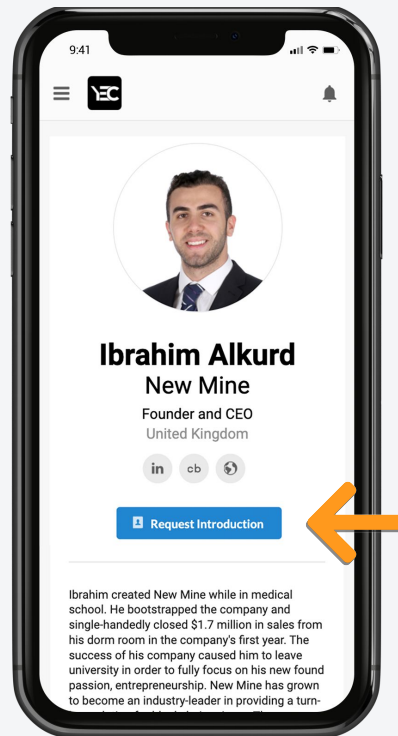
# Connections

## PARTICIPATE IN THE MEMBER FORUM

Join the active discussions taking place. Post questions, share your expertise, find solutions to your business challenges.

## CONNECT WITH OTHER MEMBERS

Review the member directory, request introductions to build relationships



## Request an Introduction

Please thoughtfully fill out the information below for our team to review. All introductions must be approved by our community team. Intros for the purpose of sales are never approved.

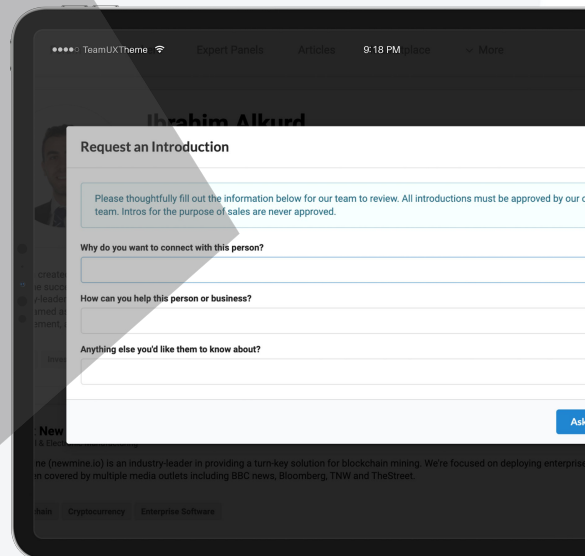
Why do you want to connect with this person?



How can you help this person or business?

Anything else you'd like them to know about?

Ask for Introduction



# Escape

January 24-26, 2020

[LEARN MORE](#)



## Let's Get Together!

YEC is an amazing community of entrepreneurs, and we want you to connect in person as often as possible. Check out this page for YEC-hosted events taking place at conferences, and learn what local gatherings your fellow members are hosting.

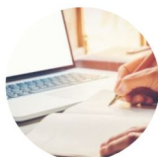
[HOST A LOCAL YEC EVENT](#)



### Founders Dinner NY

February 19, 2020

[LEARN MORE](#)



### Virtual Workshop: Using Your YEC Membership to Accelerate Success

February 19, 2020

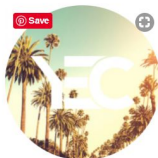
[LEARN MORE](#)



### Virtual Workshop: Get Published with YEC

February 25, 2020

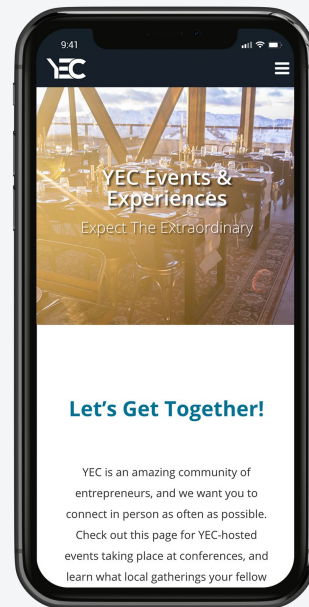
[LEARN MORE](#)



### Member Meet Up Orange County

March 12, 2020

[LEARN MORE](#)



[yec.co/events](https://yec.co/events)

# Host a Local YEC Event!

Thanks for your interest in organizing a local YEC event! We'd love to support you in promoting and planning to make it a great success!

First, let's decide what kind of event you want to host based on how much organizing you want to do. When you have your details ready, just fill out the form below. We'll be in touch to finalize the details and start promoting your event. Easy, right? Let's discuss event types:

## Member Meet-Up

You want a casual get-together for members in your city, and have everyone **pay for themselves**. You'll book the venue, track who's coming and communicate with people who sign-up. YEC will include your event in our calendar and send out one registration email to local members for you.

## Member Hosted

You want to plan and host a gathering for members in your city **and pick up the check**. Cheers! YEC will create a shiny event registration page for you, listing you as the host, and send a registration email and reminder. You book the venue, handle event details, and pay for the event.

## Member Sponsored

You want to hand off all organizing duties and just show up! No problem - you'll **pay for the event and a management fee** for the YEC team to plan and execute it for you. Your business will be named as a sponsor on the registration page and promotional emails, and have a few marketing opportunities with attendees. Showcase your business to fellow members!

Not sure which category is right for you? [Read more about each category and how our team will support you](#)



# Host a Local YEC Event!



## Let's Get Together!

YEC is an amazing community of entrepreneurs, and we want you to connect in person as often as possible. Check out this page for YEC-hosted events taking place at conferences, and learn what local gatherings your fellow members are hosting.

**HOST A LOCAL YEC EVENT**



# YEC Escape - Jan 24 - 26, 2020





# YEC Blog

ALL POSTS / ASK AN ENTREPRENEUR / BRANDING & PUBLISHING /  
ENTREPRENEURSHIP / EVENTS / SUCCESS STORIES / MEMBER NEWS /  
MEMBER SPOTLIGHTS



## MEMBER NEWS

KWSM: A Digital Marketing Agency Has Merged With Modi Marketing



## MEMBER NEWS

Member News: Opportunity Network Launches App



## MEMBER NEWS

Member News: Andrew Schrage Featured on KTLA 5

YEC

GROWTH

## What's Keeping You from Having *a Record-Breaking Revenue Year?*



"My company has achieved a dramatic  
250% increase in net profit..."

"Working with my coach one-on-one has made a big difference in my life and business. In just the last 30 days, my company has achieved a dramatic 250% increase in net profit, during a time that by all other standards, we should have lost money. Val and I focus on the critical few things that make the biggest difference, and having her help me identify those while also holding me accountable, is huge!"

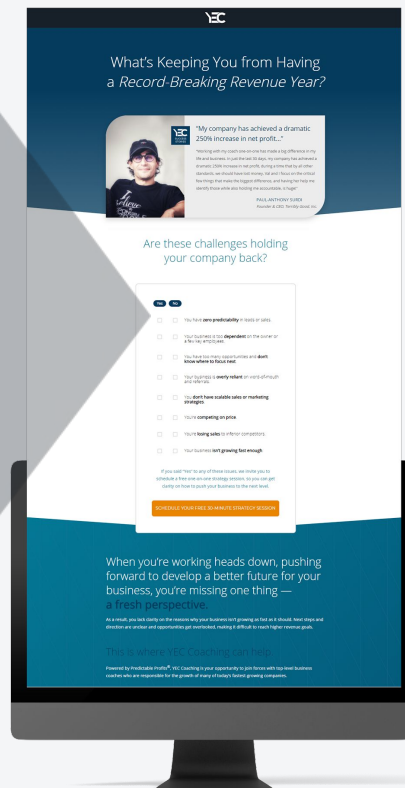
PAUL-ANTHONY SURDI  
Founder & CEO, Terribly Good, Inc.

Yes No

- ☐ ☐ You have **zero predictability** in leads or sales.
- ☐ ☐ Your business is too **dependent** on the owner or a few key employees.
- ☐ ☐ You have too many opportunities and **don't know where to focus next**.
- ☐ ☐ Your business is **overly reliant** on word-of-mouth and referrals.
- ☐ ☐ You **don't have scalable sales or marketing strategies**.
- ☐ ☐ You're **competing on price**.
- ☐ ☐ You're **losing sales** to inferior competitors.
- ☐ ☐ Your business **isn't growing fast enough**.

If you said "Yes" to any of these issues, we invite you to schedule a free one-on-one strategy session, so you can get clarity on how to push your business to the next level.

[SCHEDULE YOUR FREE 30-MINUTE STRATEGY SESSION](#)



- ✓ A dedicated business growth coach matched to you based on your needs
- ✓ Business opportunity profile to organize your thoughts and find direction from day 1
- ✓ Ongoing, one-to-one calls with your coach, schedule at your convenience
- ✓ Anytime email support when you have a question or need advice between sessions

# Growth

## ACCESS COACHING COURSES

Watch short, actionable videos focused on helping you grow your business. Two new videos are added each month.



## JOIN PREMIUM WORKSHOPS

Dive deep with our coaching team during these live classes on topics like outbound sales systems, systemization, and more.



NEW FROM THE YEC COACHING TEAM

## Predictable Business Systems

A 3-day advanced workshop on systematizing your business for greater scalability, profitability, and freedom.

[REGISTER NOW](#)

Is your business too dependent on you or a few key employees?

Do you find it difficult to get everyone on the same page to create growth?

Ever wish you could “clone yourself” to get more done in other areas of your business?

# Take ten minutes and...

**Log in to the website!**

- Update your profile

- Check out where to start your articles

- Scan the directory

- Register for an event / Check out Escape

**Download the NEW member app**

- Make a post in the forum

- Answer an Expert Panel



# QUESTIONS?

Use the Q&A box to type  
a question.

[concierge@yec.co](mailto:concierge@yec.co)

This recording will be  
shared via email.

