



Creating a year of **POWERFUL** marketing in 30 minutes

Carl Reader

Today's speaker



Carl Reader

Small Business Champion. Owns some businesses, written some books, and likes to talk. A lot.

@CarlReader

CPE Process

In order to receive CPE credit

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **2 hours of CPE**
- CPE certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register



**Share with your
neighbor – what
content marketing
does your firm
currently do?**

#QBConnect | WiFi: QBConnect Password not required

Agenda

The building blocks of POWERFUL content marketing

Live example of content building

What do we do with the content

How do we improve the value and reach of the content

What are our next steps?

The building blocks of POWERFUL content marketing



What are the usual options of marketing for most firms?

Networking

- Great fun!
- Free breakfasts
- Make new friends...
- ...long tail for business results

Offline Advertising

- Relatively untargeted
- Higher cost / lead
- Supports local networking

Online Advertising

- Limited by searchers
- Lower cost / lead
- High management cost

But, we shouldn't look at these in isolation...



Content marketing is all the marketing
that's left.

Seth Godin

Personal or corporate brand?

Corporate brand

- Boring logo, even though you've paid lots of money and tried to be cool
- You have to talk in a certain voice
- And you cannot express an opinion
- Don't forget the disclaimers...
- ...and who even are you?

Personal brand

- People buy from people.

You might see, I'm a little bit biased...



Business is no longer B2B or B2C.
It's H2H – human to human.

Become A Non-Exec - Search NED Roles, Training and Events On The Worlds Largest NED Network! Ad ...



Carl Reader

Small Business Champion. Owns some businesses, written some books, and likes to talk. A lot.

Hungerford, Berkshire, United Kingdom

Add profile section

More...

Hodder & Stoughton

Southend High School for Boys

See contact info

See connections (500+)

Small business champion, helping people understand that business isn't difficult - in language an eight year old can understand! Started as a (failed) hairdressing apprentice. Author of two published books (Hodder): The Startup Coach and The Franchising Handbook. Columnist in national press and business...

Show more

Edit public profile & URL

Add profile in another language

Carl, hiring?



Post a job in minutes

Start job post

Add new skills with these courses

Advanced Grammar
Viewers: 45,415

Creating a Business Plan
Viewers: 83,561

Managing Your Small Business
Viewers: 12,916

See my recommendations

This is all that you see without taking action

Your Dashboard

Private to you

All Star

Messaging

Show all



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- Hodder & Stoughton
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Small business champion, helping people understand that business isn't difficult - in language an eight year old can understand! Started as a (failed) hairdressing apprentice. Author of two published books (Hodder): The Startup Coach and The Franchising Handbook. Columnist in national press and business magazines. Owns a handful of businesses (see below). Passionate keynote speaker, TV and radio commentator, have appeared in almost every national newspaper, and always happy to voice an opinion

Currently also serving as a non executive director for the BFA (British Franchise Association) and the Martial Arts Standards Agency. Ambassador for IPSE (Association of Independent Professionals and Self Employed), and Campaign Board member for Buttle UK.

Contact: through my PA please in the first instance - Laura Daniels (01793 741600 / laura.daniels@team-dt.com).

Specialities / topics: #BeYourOwnBoss (even if you have a boss), Starting a Business, The Future Of Business, Franchising.

Honours: City AM Top 100 Entrepreneurs, Smith & Williamson Power 100, Accountancy Age 35 under 35, ICAEW Economia50 influencer

Carl, hiring? Ad ...

Post a job in minutes

Start job post

- Add new skills with these courses
- Advanced Grammar Viewers: 45,415
 - Creating a Business Plan Viewers: 83,561
 - Managing Your Small Business Viewers: 12,916
- See my recommendations

Highlighted SEO

Credibility

Carl Reader
Small Business Champion. Owns some businesses, written some books, and likes to talk. A lot.

Add profile section More...

Articles & activity

29,979 followers [Manage followers](#)

High prominence, low reach

Ten VERY important lessons. Read this.
Carl Reader
Published on LinkedIn

It's rare that I post something like this. But, it touched me. A friend of mine is currently battling lung cancer, and as would be expected, his views on life are developing. Here is what he post...see more

40 Likes • 25 Comments

Like Comment Share

- Good luck mate 🙌 let me know details for the stream
Carl commented
1 Like
- You jet setter x
Carl commented
1 Like
- Thanks for sharing Zoe - have a fantastic holiday 🙌
Carl commented
1 Like

[See all articles](#)

[See all activity](#)

Experience

Author - The Startup Coach and The Franchising Handbook
Hodder & Stoughton
Jan 2014 – Present · 4 yrs 10 mos
Author of The Startup Coach (published February 2015) and The Franchising Handbook (published June 2016).
Regular contributor to the national press and various trade journals.

Ambassador
IPSE - Association of Independent Professionals and the Self-Employed



Credibility first

Messaging



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Add profile section

More...

Entrepreneurship · 99+

Endorsed by Rob Brown and 10 others who are highly skilled at this

Endorsed by 15 of Carl's colleagues at British Franchise Association

Strategy · 99+

Endorsed by Samir EMILE and 3 others who are highly skilled at this

Endorsed by 13 of Carl's colleagues at British Franchise Association

Show more

Recommendations

Ask for a recommendation

Received (92) Given (58)



Michael Bohan
Mastering the use of the force, and franchising!
October 12, 2018, Michael worked with Carl but at different companies

I have worked with Carl for a few years now, as we both like to come up with ideas, there is nobody better to bounce them around with. Having created the Selling a Franchise brand with Carl, Which is still in its early days, I can see me not just being partners with Carl but friends. His books are a good read too.



AC Escudero
Marketing Executive at INDEX Conferences & Exhibition
July 26, 2018, Carl was a client of AC'S

I had the pleasure of working with Carl during the first edition of TGFM Dubai. I was particularly impressed by Carl's ability to handle the panel discussion—during the 1st edition of TGFM's conference.

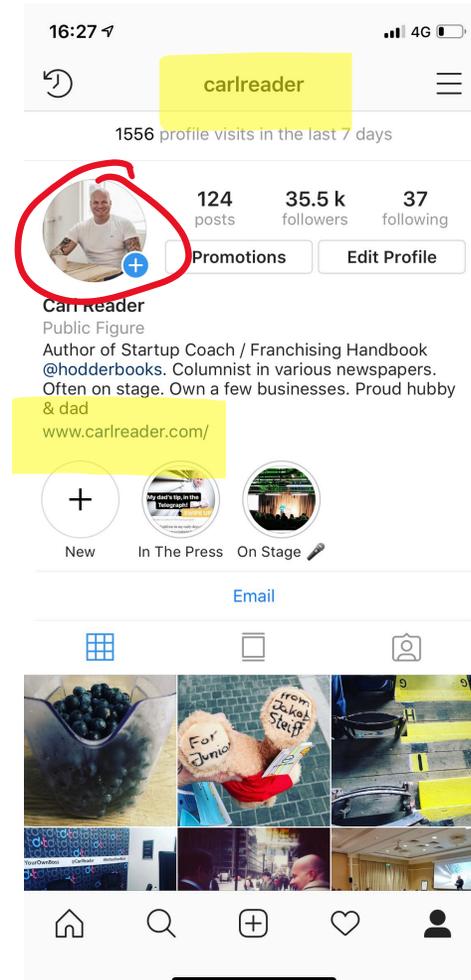
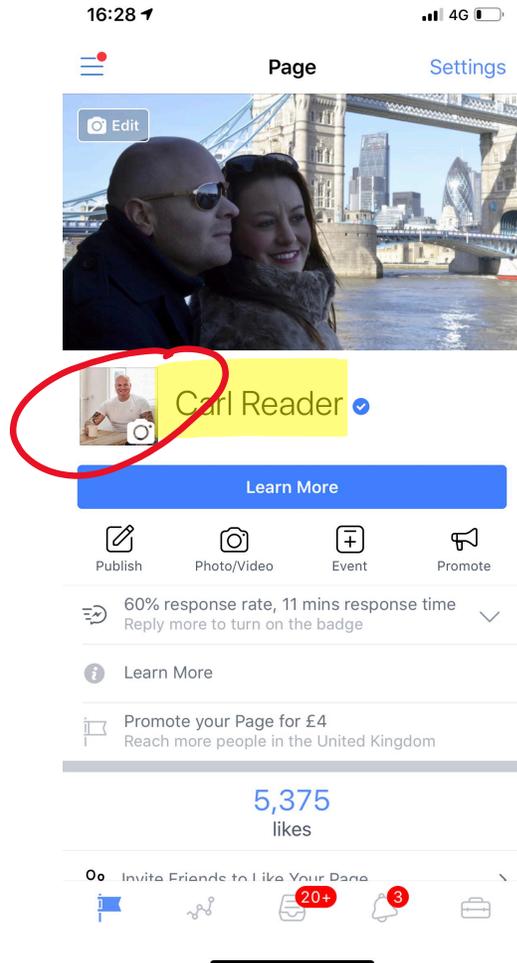
In fact, Carl is one of the most enthusiastic and engaging presenters I have seen, Carl earns my highest recommendation for public speaking.

Show more

Messaging

Show all

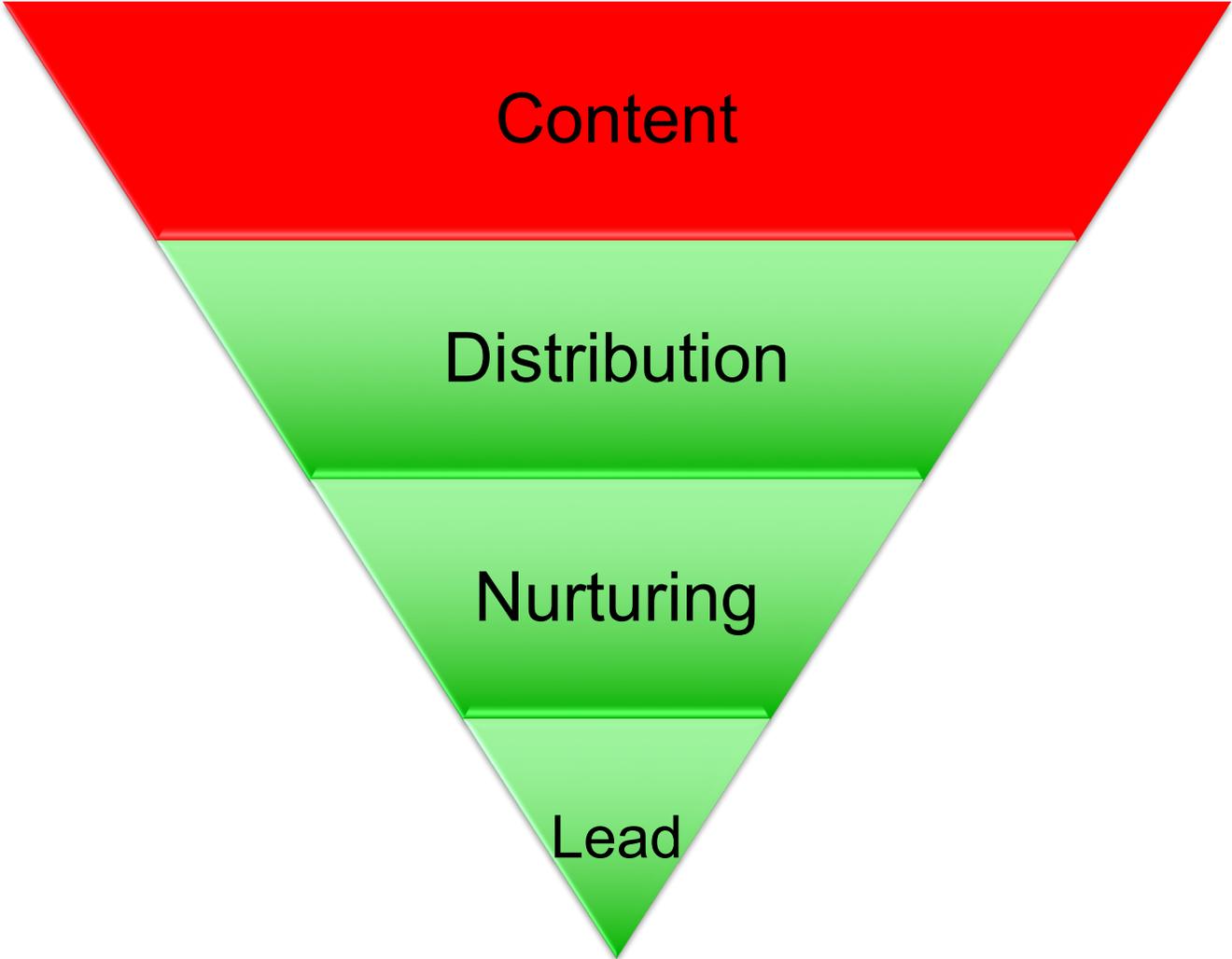
Consistency is key



Things to remember:

- Consistent images
- Consistent @ handles
- Consistent hashtags
- Consistent websites
- Adapt content for each platform
- Tweak bios for each platform

The content funnel



Live example of content building





YourOwnBoss @CarlReader #BeYourOwnBoss



1. START
2. GROW
3. WIN
#BEYOUROWNBOSS





1. START
2. GROW
3. WIN
#BEYOUROWNBOSS

BUSINESS
DOESNT
HAVE TO BE
COMPLICATED
@CARREADER

#BeYourOwnBoss

- ① - Paperwork
- ② - Soundtrack
- ③ - Hi, no photos
social media pics
- ④ - FB live?
- ⑤ - Camera roll



The logistics of an interview

- Ensure that you meet the interviewee 15-30 minutes before 'go live'
 - Meet and greet, comfort break and coffee!
 - Run through the broad structure of the interview – DO NOT SCRIPT
 - Check your audio and video equipment
 - Check and double check their desired biography
 - Take photos before the podcast – not during
 - GET THE CONTRACT SIGNED!

Content Marketing System

File Edit View Insert Format Data Tools Add-ons Help *Last edit was made on August 17 by Gemma T*

SHARE

100% \$ % .0 .00 123 Arial 10 B I A

REMEMBER - BOTH ON #TEAMDT AND CARL READER PERSONAL

	A	B	C	D	E	F	G	H	I	J	K	
1				REMEMBER - BOTH ON #TEAMDT AND CARL READER PERSONAL								
2		Accountability	Done?	LinkedIn	Facebook Page	Twitter	Instagram	YouTube	Medium	Google Plus	Website	
3	CONTENT - 3 DAYS BEFORE											
4	Announce and request Q&A's on Social Media	LD										
5	Ensure sufficient content for circa 3 hours recording	GT										
6	Ensure guests have signed contracts and re-confirm time	LD										
7	Announce guests on blogs and Social Media	LD										
8	CONTENT - ON THE DAY											
9	Announce and request Q&A's on Social Media	LD										
10	Provide guests with details of interview	LD										
11	LOGISTICS - COMPLETE 2 HOURS BEFORE RECORDING											
12	Set up desk, comfortable chairs, branded background	LD										
13	Set up video camera on tripod and lapel mic	LD										
14	Set up mobile on tripod	LD										
15	Set up separate audio recording from Rode	LD										
16	Set up SLR for high quality images	LD										
17	Set up audio mixer if more than one guest	LD										
18	Set up guest microphone if needed	LD										
19	Check all equipment plugged in or fully charged	LD										
20	Check all equipment providing suitable audio	LD										
21	Check space on all memory cards	LD										
22	POST PRODUCTION											
23	Write 500 word articles	GT / LD										
24	Identify 3 key quotes - one liners	GT										
25	Create 3 - 5 bullet point learnings per subject	GT										
26	Create media quotes for expert opinions	GT										
27	Review photos and find those suitable for sharing	LD										
28	Edit photos where needed pre social adaptation	LD										
29	Create 30 second teaser videos with relevant intro / outro	LD										
30	Create 2 - 4 minute teaser videos with relevant intro / outro	LD										
31	Save all written content, audio content, video content in libraries	LD										

Add 1000 more rows at bottom.

The structure of an interview

- Try to limit to 30 – 40 minutes maximum for listener / viewer attention span
 - Begin with a brief introduction of the guest
 - Warn them of the first question: “Who is.....”
 - Have a general direction for the interview (2 – 3 key topics to bring out)
 - Leave more personal / emotional questions to the end
 - Fun, rapid fire questions at the end

Before we start...

AUDIENCE PARTICIPATION WARNING... PAY ATTENTION!

- Try to find content that can be repurposed from this interview
 - Ideally unique “top tips” style content
 - Any key quotes that resonated with you
 - Bullet point content that can be easily expanded into articles
 - Any key themes that you can pull out from the interview
 - ...valuable content isn't usually what you expect from the interviewee!

THE BEST EXAMPLES IN OUR Q&A AFTERWARDS WILL WIN PRIZES!

Today's guest



Dawne Leaney Davidson

Owner, Freelifa Accounting & Bookkeeping.

Admin, QB-HQ

[@freelifaacctg](#)

[@qb_hq](#)

AUDIENCE PARTICIPATION

What content did you take from the interview?





There are two types of content: topical and evergreen.

What do we do with the
content?

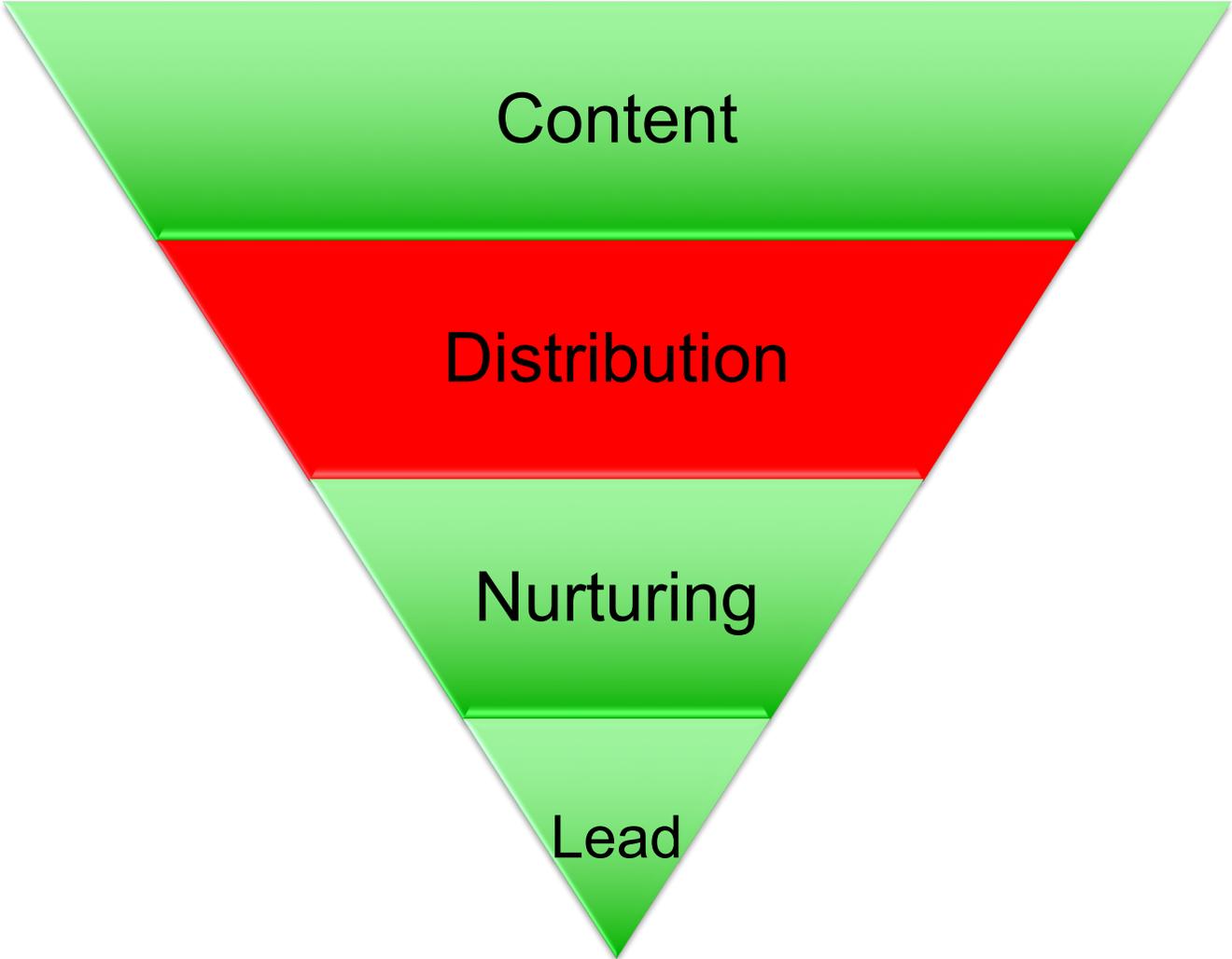




Content is king, but distribution is queen. And she wears the pants.

Jonathan Perelman, BuzzFeed

The content funnel



100% | \$ % .0 .00 123 | Arial | 10 | B I A | [Grid Icons] | [Filter Icons]

REMEMBER - BOTH ON #TEAMDT AND CARL READER PERSONAL

	A	B	C	D	E	F	G	H	I	J	K
1	<i>Check comments in Google Sheets for specific instructions / guidance!</i>			REMEMBER - BOTH ON #TEAMDT AND CARL READER PERSONAL							
2	TO BE USED FOR ALL CONTENT - INCL PRESS ARTICLES	Accountability	Done?	LinkedIn	Facebook Page	Twitter	Instagram	YouTube	Medium	Google Plus	Website
3	PRE-CHECKS										
4	Google a paragraph to make sure it hasn't been used before	LD									
5	Make sure we have a key quote	LD									
6	Make sure we have 3 - 5 bullet point learnings	LD									
7	Round up a video, image, article for sharing on same subject	LD									
8	PRODUCTION OF CONTENT										
9	Adapt imagery to fit the size of each social / web platform	LD									
10	Double check all imagery for right font, colours, tone (CR & DT)	LD									
11	Create LinkedIn and Facebook medium form wording	LD									
12	Create Twitter short form wording	LD									
13	Create Instagram wording & hashtags	LD									
14	Create YouTube description	LD									
15	Sign off all imagery	GT									
16	Sign off all written content	GT									
17	Sign off all videos	GT									
18	Post across platforms with video (IG image only)	LD									
19	Upload podcast	LD									
20	Post long form content as a LinkedIn article with imagery	LD									
21	Add to IG Story (30s video), IGTV, FB Story, Periscope	LD									
22	Add to database of content	LD									
23	FUTURE SCHEDULING										
24	Schedule 10x on Twitter over 3 weeks	LD									
25	Schedule reminder post on Facebook - quote pic & brief update	LD									
26	Schedule reminder post on Instagram - quote pic & brief update	LD									
27	Schedule reminder post on LinkedIn - quote pic & brief update	LD									
28											
29											
30											
31											
32											

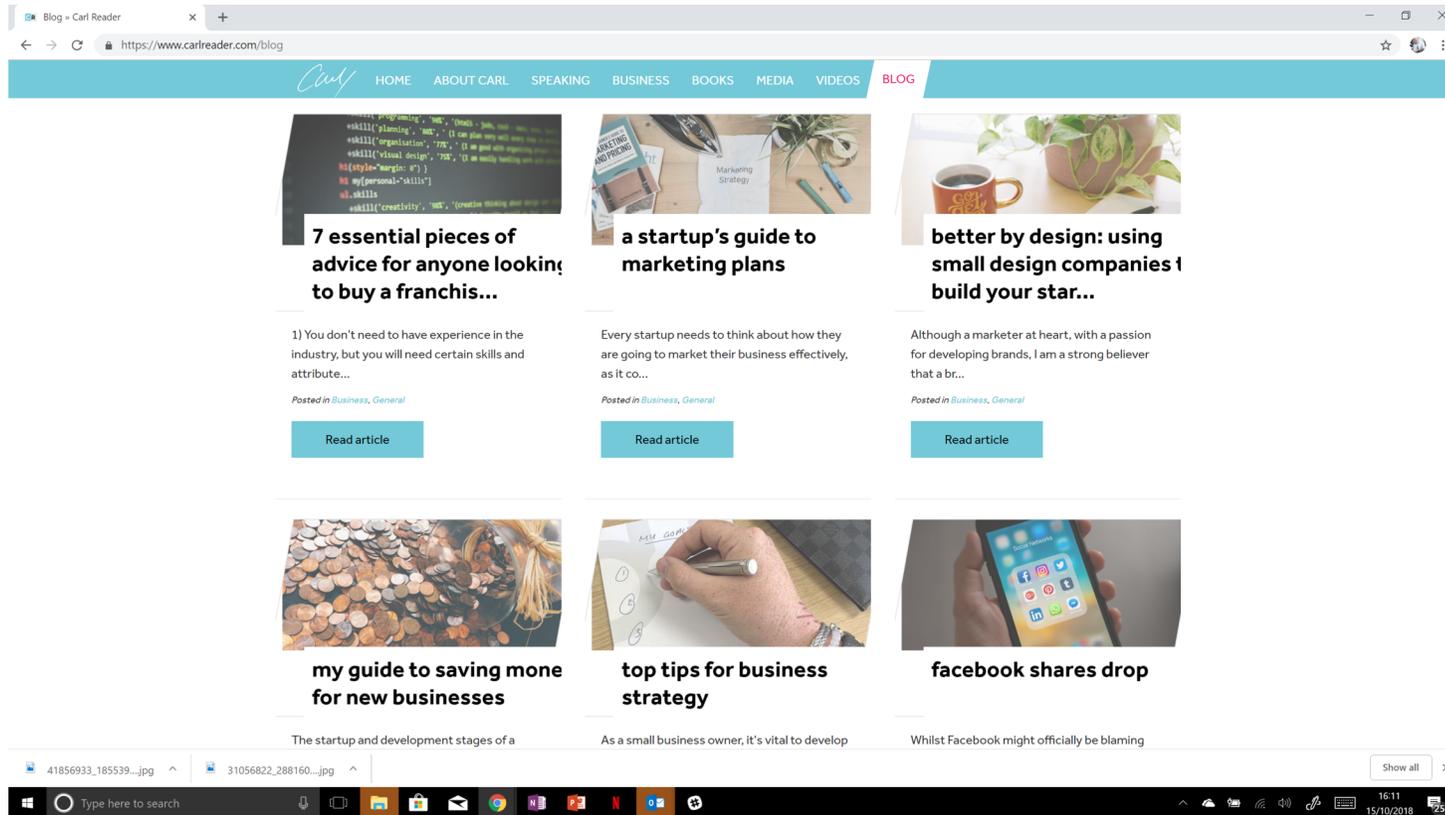
Add 1000 more rows at bottom.

Distribution of podcasts and videos



- Podcast platforms include iTunes, Spotify, Soundcloud and many more
- Video platforms include YouTube and Vimeo
- Always post video natively on social media sites
- Don't forget to live stream!

Converting the content into words

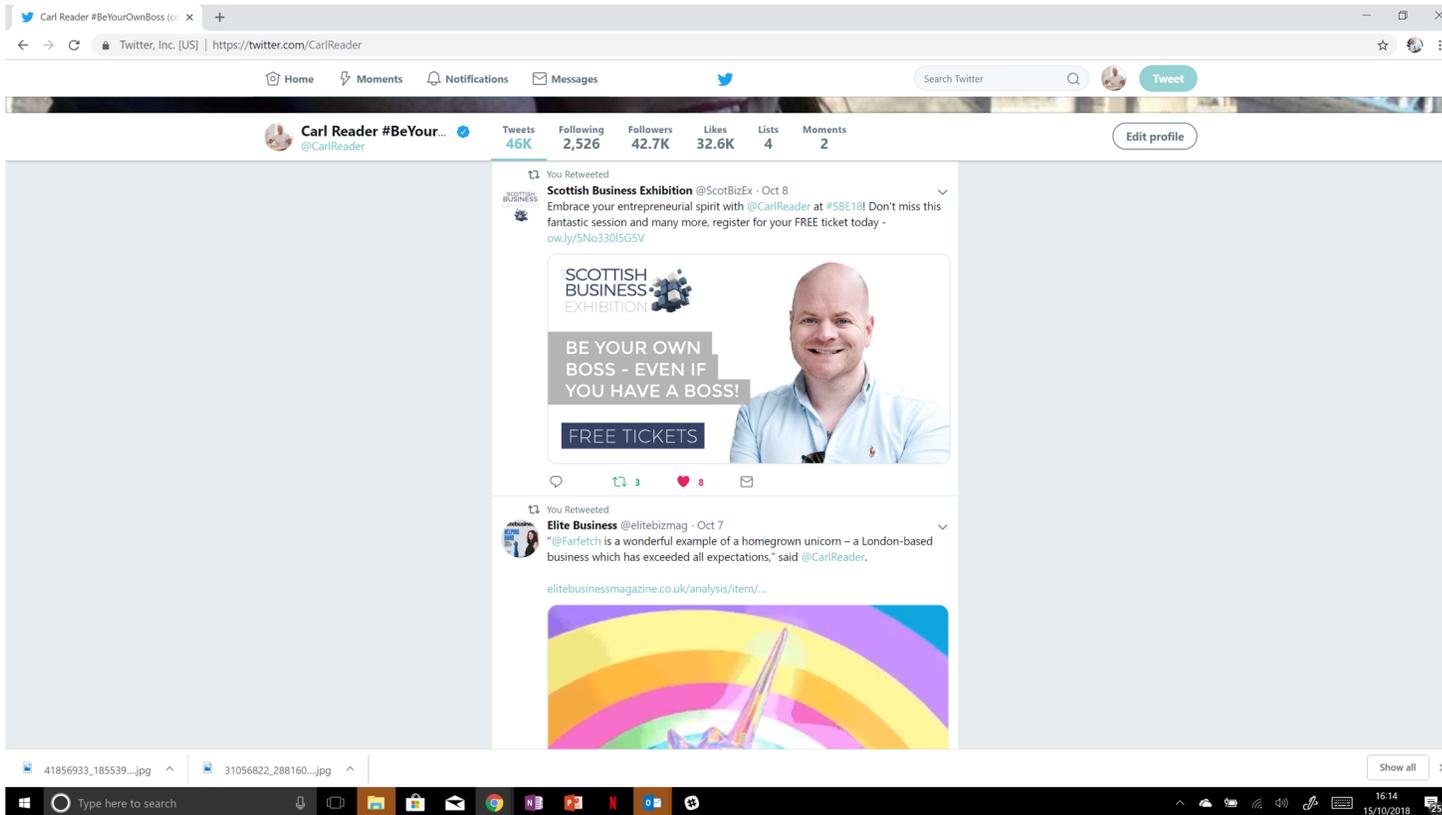


Blog posts

- Try to prioritise readability over formality
- A good baseline is 300 words, with key bullet points
- If enough content, develop into 600 and 1,000 word versions
- Pull out quotes and bullet points for social media
- Always find an image if possible

Twitter posts

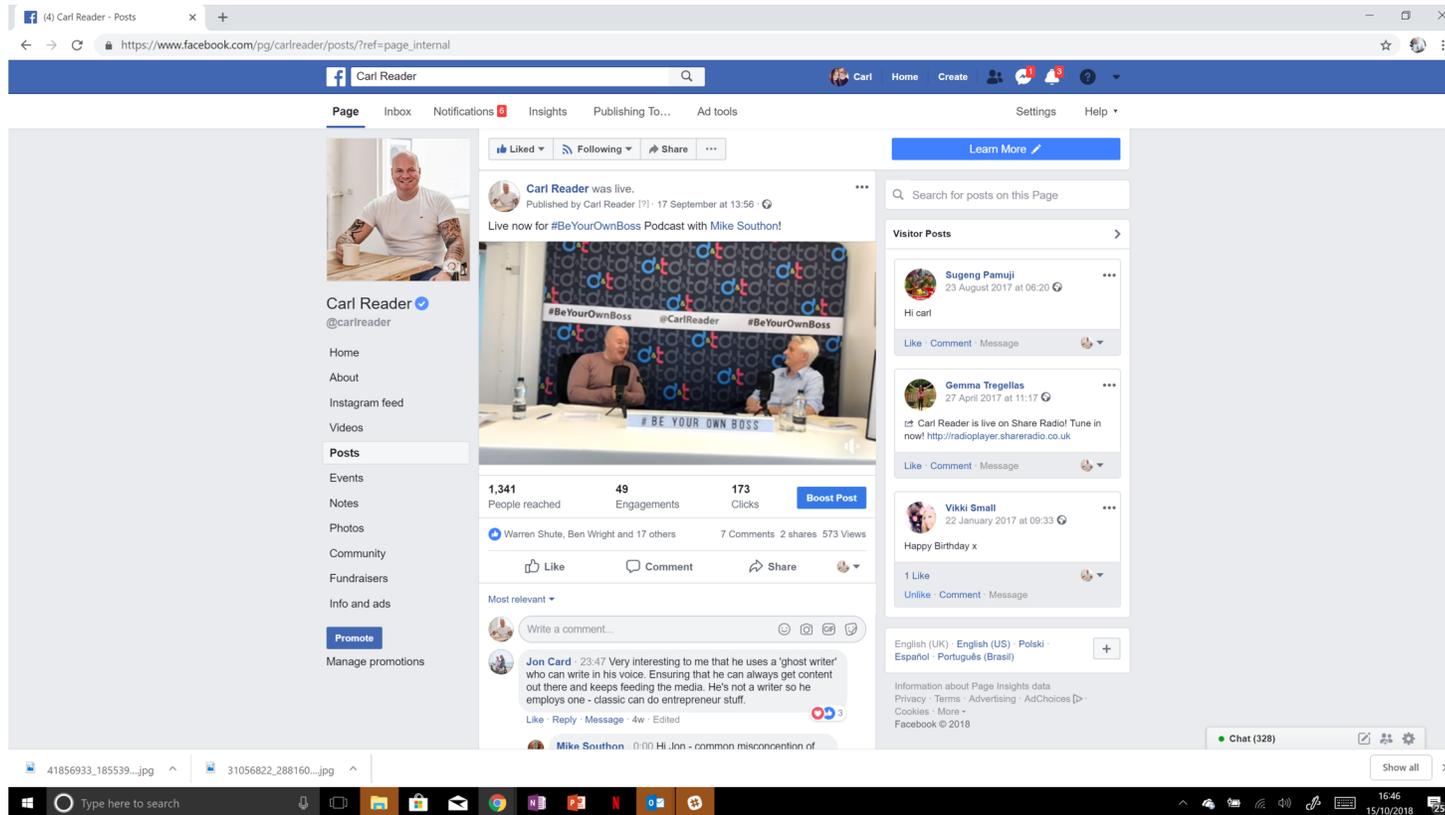
An endless stream of noise...



- Share from other platforms rather than yourself
- Think 30% share, 30% interact, 30% original, 10% sales
- We're there... our market generally isn't

Facebook page post

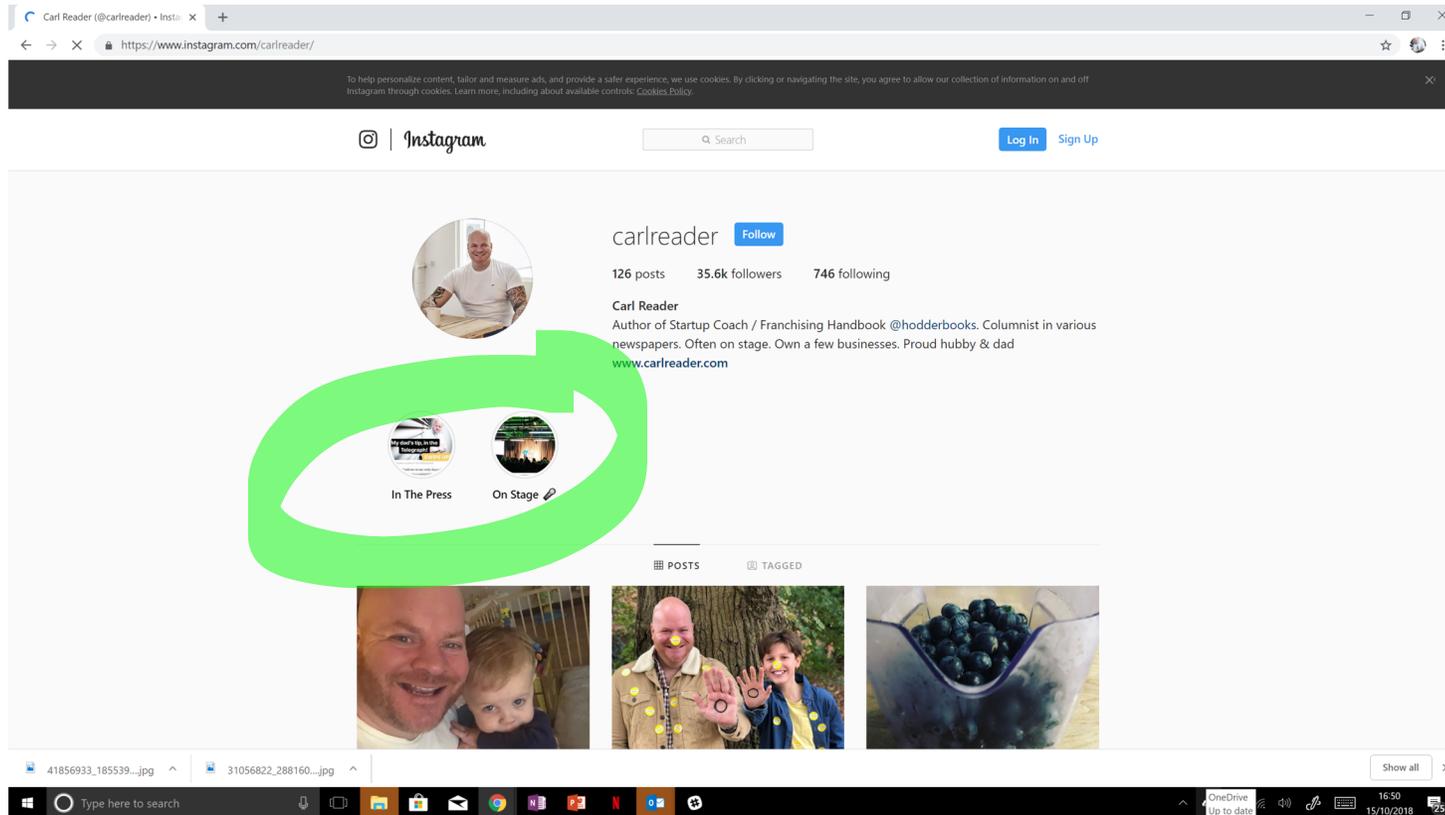
To get a 'like' from your mum...



- For any organic traction, focus on Live or embedded content
- Written posts should take the LinkedIn form, with a clarifying header
- Images need to be FB friendly – minimal text
- Audience targeting is the only saving grace

Instagram

Pictures of kids, breakfast, coffee... and some useful insights!



- Ask A Question in stories is ***the best*** content source
- Pinned stories act as a showcase
- At 10k followers, 'swipe up' becomes really valuable
- Remember to tag question respondents!
- Engagement is vital

How do we improve the reach
and the value of the content?





It's not the best content that wins. It's the best promoted content that wins.

Andy Crestodina

PR: Reactive and Proactive PR

Reactive PR is fairly simple

- Search for #journorequests on Twitter (free, largely UK but some international)
- Use a tool for obtaining requests:
 - US / Canada: Help A Reporter Out (HARO)
 - UK: ResponseSource
 - Aus: Sourcebottle
- Help the journalists do their job! They're only human
- Remember: bio, photos, media pack

Let's discuss this press release...

XYZ Accounting increases profit by \$50,000

Today, XYZ Accounting are delighted to announce an increase of their profit. The increase is due to them working harder. A senior executive said “this was a really good year and you should all buy lots more of our services”. The innovative company offers strategic insightful reporting for blue-sky thinking managers so that they can touch base with their data and reach out to improve their market share of low hanging fruit, whilst thinking outside of the box. They do this by concatenating data from a hetrogenity of origins. If you've read this far and stayed awake, please contact our press team by fax on...

Let's discuss this press release...

XYZ Accounting (who?) increases profit by \$50,000 (This is news?)

Today, XYZ Accounting are delighted to announce an increase of their profit **SO WHAT?**. The increase is due to them working harder **REALLY??!**. A senior executive **UNNAMED** said “this was a really good year and you should all buy lots more of our services **SALES PITCH**”. The innovative company offers strategic insightful reporting for blue-sky thinking managers so that they can touch base with their data and reach out to improve their market share of low hanging fruit, whilst thinking outside of the box **A LONG SENTENCE FULL OF MANAGEMENT JARGON**. They do this by concatenating data from a hetrogenity of origins **AND EVEN WORSE... TECHNICAL JARGON**. If you've read this far and stayed awake **DESPITE THE LACK OF PARAGRAPHS AND SPACING**, please contact our press team **WHO?** by fax on... **FAX???!**

 **Carl Reader**
Small Business Champion. Owns some businesses, written some books, and likes to talk. A lot.

[Add profile section](#) [More...](#)

Articles & activity

29,979 followers [Manage followers](#)

 **Ten VERY important lessons. Read this.**
 **Carl Reader**
Published on LinkedIn

It's rare that I post something like this. But, it touched me. A friend of mine is currently battling lung cancer, and as would be expected, his views on life are developing. Here is what he post...see more

40 Likes • 25 Comments

[Like](#) [Comment](#) [Share](#)

[See all articles](#)

-  **Good luck mate 🙌 let me know details for the stream**
Carl commented
1 Like
 -  **You jet setter x**
Carl commented
1 Like
 -  **Thanks for sharing Zoe - have a fantastic holiday 🙌**
Carl commented
1 Like
- [See all activity](#)

Experience

-  **Author - The Startup Coach and The Franchising Handbook**
Hodder & Stoughton
Jan 2014 – Present · 4 yrs 10 mos
Author of The Startup Coach (published February 2015) and The Franchising Handbook (published June 2016).
Regular contributor to the national press and various trade journals.
-  **Ambassador**
IPSE - Association of Independent Professionals and the Self-Employed

Messaging [✎](#) [⚙️](#)

Endlessly waiting until tomorrow – The trouble is, you always think you have more time than you do. But one day you will wake up and there won't be any more time to work on the

 **Carl Reader**
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[20 articles](#)

 404  41  25  10

Being lazy and wishy-washy – The world doesn't owe you anything, you owe the world something. So stop daydreaming and start DOING. Develop a backbone, not a wishbone. Take full responsibility for your life – take control. You are important and you are needed. It's too late to sit around and wait for somebody to do something someday. Someday is now; the somebody the world needs is YOU

Nearly 20% E.R.

Report this

41 Likes



25 Comments

Show previous comments

 **Katie Mateus** • 3rd
Digital Marketer & Social Media Manager at Solbar
2mo ...
These all went straight to my soft spots. Thank you so much for sharing, Carl.
Like Reply

Messaging  

Non Execs Needed! - Experienced In Marketing? Share Your Expertise & Earn a 6 Figure Salary. Ad ...

PREMIUM



Carl Reader
Small Business Champion. Owns some businesses, written some books, and likes to talk. A lot.

Who's viewed your profile **1,913**
Views of your post **6,584**

See all Premium features

dt TeamDT - d&t ...
564 followers

Page notifications **0**
Recent visitors **61**

Share an update

Your communities

Hashtags

- #euro
- #europe
- #europeanunion

Show more

Discover more

Share an article, photo, video or idea

Write an article | Images | Video | **Post**

Carl Reader **New posts**
Small Business Champion. Owns some businesses, written some books, and likes ... now

So, this is how you write the BEST LinkedIn post. *Challenging statement*

Do you agree with this simple method? *Compelling question* ...see more

Like | Comment | Share

James Hacking commented on this

Chatri Sityodtong • 1st
Founder | Group CEO at ONE Championship
4h

I am thrilled to announce that **ONE Championship** has closed its latest investment round led by **Sequoia Capital**. Our total capital now stands in excess of US\$250 million. New investors, including **Temasek**, **Greenoaks Capital Partners**, ; ...see more

399 Likes · 29 Comments

Like | Comment | Share

Add a comment...

James Hacking • 1st
Founder, Socially Powerful | Influencer & Attention Marketing Agency
5h ...
Congratulations, excited to see the next steps!
Like Reply

Load more comments

Add to your feed

- DC Thomson** Company • Newspapers **+ Follow**
- Kevin O'Leary** Chairman at O'Shares ETFs and Shark on... **+ Follow**
- Satya Nadella** CEO at Microsoft **+ Follow**

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Ad ...
Get the latest jobs and industry news



Carl, explore relevant opportunities with **Social Point**

Follow

in LEARNING

Stay sharp on your current skills

Nail the problem
6:06

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Compelling question

Challenging statement

Our target!

Non Execs Needed! - Experienced In Marketing? Share Your Expertise & Earn a 6 Figure Salary. Ad ...

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TeamDT - d&t ...
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Share an update

Your communities

Hashtags

- #euro
- #europe
- #europeanunion

Show more

Discover more

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So, this is how you write the BEST LinkedIn post.

Do you agree with this simple method?

You start with a clickbait title, and then a leading question that entices you to 'click more'... this is followed by some real world explanation of what you are trying to cover.

You then introduce a list of bullet points:

- 👍 Emojis work really well for pulling them out from the main text.
- 👋 Your second point is raised here, but
- 👉 You finish at a maximum of three, because of the character restrictions on a post.

Having already nailed CTA (call to action) in your leading question, you then line up a final call to action. This is a great time to use hashtags, after all it is #linkedin

Let me know your thoughts - does this work for you?

#socialmedia #metoo #wellness #brexit #writing

Post Settings Post

Add to your feed

- DC Thomson**
Company • Newspapers
+ Follow
- Kevin O'Leary**
Chairman at O'Shares ETFs and Shark on...
+ Follow
- Satya Nadella**
CEO at Microsoft
+ Follow

View all recommendations

Ad ...
Get the latest jobs and industry news



Carl, explore relevant opportunities with Social Point

Follow

in LEARNING
Stay sharp on your current skills
Nail the problem
6:06

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Intro CTA

Paragraph with personality

THIS IS YOUR CONTENT!

Another paragraph with personality

Main CTA

PREMIUM



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[View full profile](#)

29,978 Followers

Manage
Private to you

Your followers

Your drafts

Carl Reader
Small Business Champion. Owns some businesses, written some books, and likes ...
7mo

I've noticed something that limits even those in the highest ranks of their companies, or those who have their own business.

In fact, I'd go as far to say as it's a killer for progress, and nearly everyone suffers from it.

They forget their identity.

Jane becomes Jane the businesswoman, not Jane the artist or Jane the funny girl from school or Jane the sportswoman.

We tend to let our business and / or career identify us.

That's fine to a point. But it can be devastating if that isn't your true identity.

Business goals have to be congruent with personal goals. If you lose your personal goals, your business is pointless. Your career is pointless.

Find yourself, and then you can find your strategy to help your business help yourself.

This has come about from a few different conversations this week... and it was a recurring theme... look forward to your thoughts! 👍

85 Likes · 17 Comments

- Like** **Comment** **Share**
- Add a comment...
- Stephan Weibel** · 3rd
Senior Consultant ERP bei abas Consulting AG
And if personal and career goals differ too much, you obviously need to bring up double the effort to reach both goals. Burnout and depression are a possible outcome... Not very tempting...
Like **Reply** | 1 Like
- Carl Reader** · You
Small Business Champion. Owns some businesses, written some books, a...
John Garrett 👍
Like **Reply** | 1 Like

include employees for engagement

this element is after the "see more"

call to action

PREMIUM



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29,978 Followers

Manage
Private to you

Your followers

Your drafts

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7mo

Apprentices are a vital part of our economy.

Here are my thoughts, in the Daily Express.

TeamDT - d&t chartered accountants
564 followers
7mo

In the Spring Statement, Philip Hammond earmarked £80m to support businesses in engaging apprentices. Here's our director [Carl Reader](#) in the Daily Express explaining why this is great news for business



Return of the apprentice? Hammond injects £80m to build army of small business apprentices
express.co.uk

3 Likes · 2 Comments

Like Comment Share

Add a comment...

Kaley Cooper · 1st
Accounts Assistant at Haines Watts
7mo ...
I started out my career as an apprentice and I'm so glad I did. They need to be given more credit!

} This is why you don't:
① Share
② Link external

Shocking!

PREMIUM



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[View full profile](#)

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Manage
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Your followers

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Carl Reader
Small Business Champion. Owns some businesses, written some books, and likes ...
8mo

In an interview earlier, I got asked what my biggest tip to business owners is.

It actually applies to employees too, and is too good not to share.

Have a crystal clear view of what you want to achieve, and assess EVERY conversation, question, and decision against it.

Does it take you towards your goal, or not?

Are you taking the easy decision, or the right decision?

So often, we do things to please others, to avoid conflict, or to take a break.

Instead, consider whether you need to say what hasn't been said. Do what hasn't been done.

Your current self might hate it, but your future self will thank you.

Would be interested to know YOUR biggest tip - let me know in the comments!

63 Likes · 33 Comments

from another activity

bring in employees!

CTA

Like Comment Share

Add a comment...

Tom Ogilvie · 2nd
Digital Marketing Co-Ordinator at Gordon & MacPhail/Benromach Whisky
8mo ...
One of the best bits of advice I ever received was to 'not leak frustration'. There's so many times you might want to explode in a pity fit of rage but it's almost always not worth it. Take a moment, pause, take a couple of deep breaths and really figure out the most mature way to address whatever problem is in front of you. It can be easier said than done some times!
Like Reply | 1 Like · 1 Reply

Carl Reader · You
Small Business Champion. Owns some businesses, written some b...
8mo ...
Oh yes. Great tip Tom - always respond, don't react. There's about 5 seconds difference between the two!
Like Reply

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PREMIUM



Carl Reader
Small Business Champion. Owns some businesses, written some books, and likes to talk. A lot.
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Carl Reader
Small Business Champion. Owns some businesses, written some books, and likes ...
11mo

It's not often you get to speak to the CEO of a \$38.7 BN company, one to one!

So I asked him a question. The burning question...

What was it that helped him implement such a stunning culture in his business?

He is **Brad Smith**, and the company is Intuit. His answer was almost deceptively simple, and brutally honest.

Leaders need to only do 3 things.

1. Set the dream, bigger than it should ever be.
2. Remove any obstacles in the way
3. Step away and let the team reach for the stars.

It resonated with me, and is such a simple 3 step process.

Thank you Brad for your insights. Hopefully this is of interest to my network - please do, let me know your thoughts!

341 Likes · 41 Comments

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Add a comment...

Kate Benest · 2nd
Associate Partner, EMEA Intercompany Effectiveness at EY
Agree. Great leaders are those that have the courage to give space.
[Like](#) [Reply](#) | 1 Like · 1 Reply

Carl Reader · You
Small Business Champion. Owns some businesses, written some b...
Indeed - and it really does take courage!
[Like](#) [Reply](#)

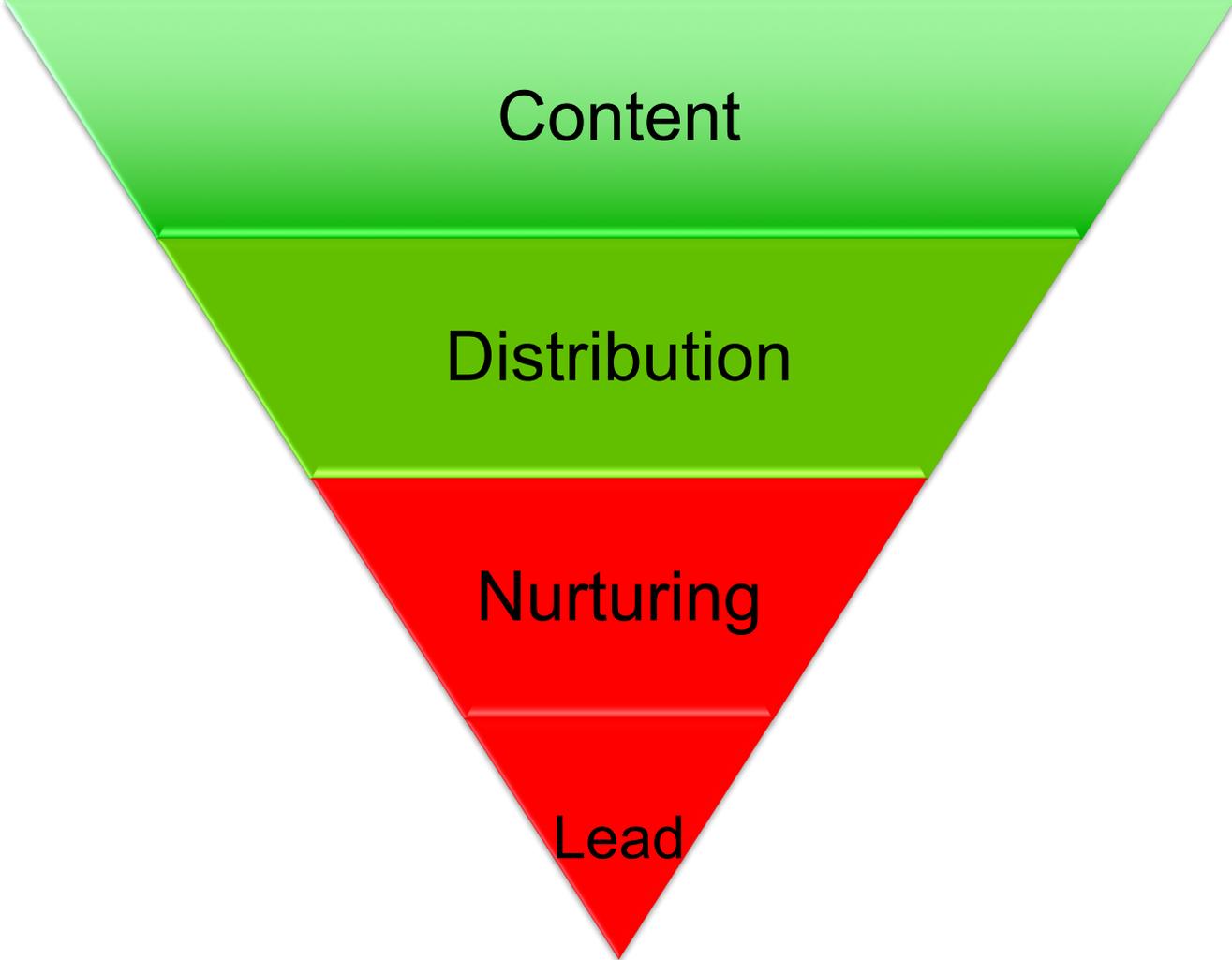
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Call to action - validation of value

three bullet points

engagement CTA... it worked!

The content funnel



The final stages of the funnel

What I've learned so far:

- Tools such as snip.ly, Mailchimp, Leadpages,
- Engagement in nurturing is far more measurable than “Press Value”
- Look at all styles of consumption – reading, viewing, listening, interacting
- Optional: transition from you to your business

IMPORTANT THING HERE: Use this new variation of the ‘Bang Box’ to emphasize important information

Questions and Goal Setting

The key points to remember

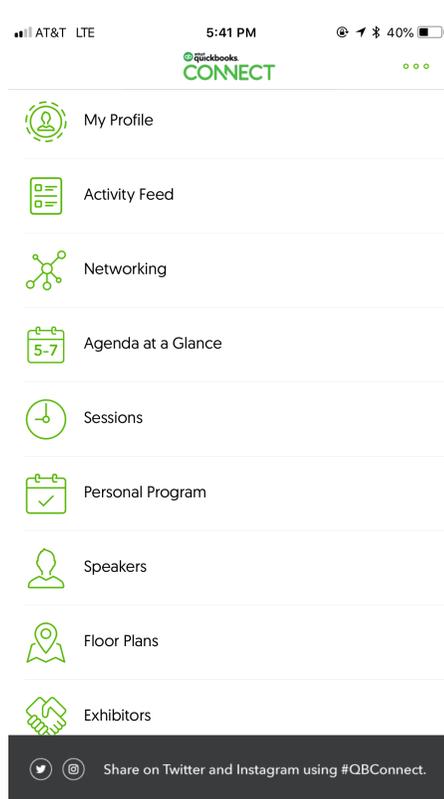
- Build a solid foundation first for distribution
- Remember the funnel – don't just focus on one part of the process
- Look for the content within the content – all you need is 3 bullet points. Evergreen is best
- Systemize the way that you do it and share it
- Don't forget to nurture and convert!

For my templates, please email:
laura@carlreader.com

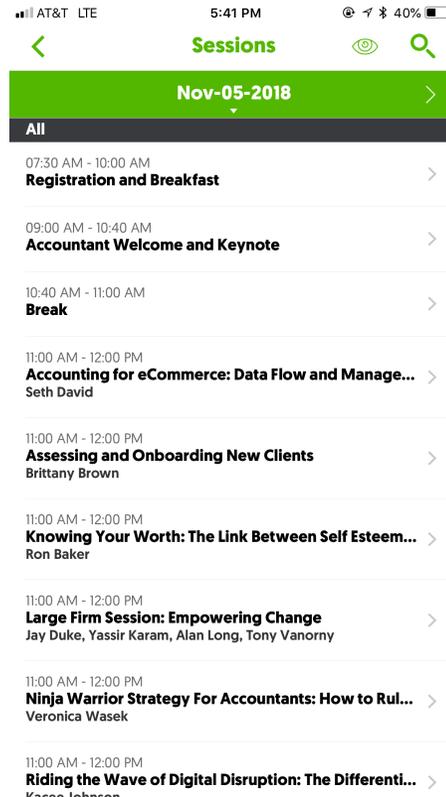


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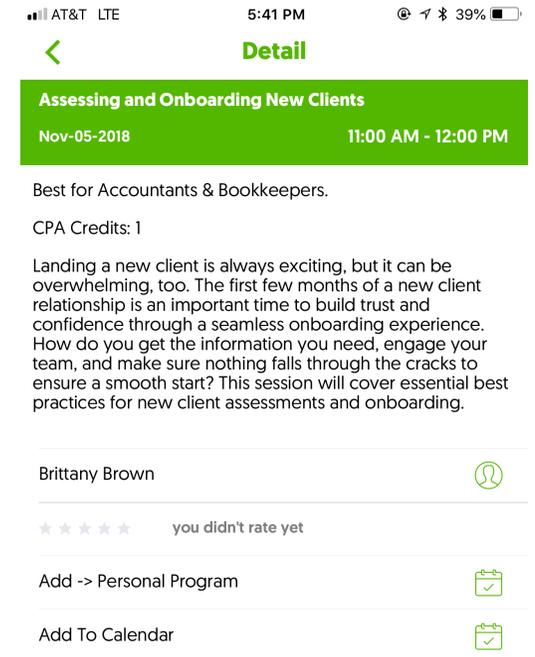
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