Forbes | Councils

Using Your Membership to Accelerate Your Professional Success
Meet the Team

Marisa Behnke
Member Engagement Manager
5 years of working with membership organizations

Sara Adams
Member Onboarding Specialist

Our Team

100+ full-time editors, event planners, community managers all devoted to your experience as a member of Forbes Councils
concierge@forbescouncils.com
Pillars of Your Membership

Visibility

Connections

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

Expert Panel, Forbes Agency Council

Successful PR, media strategy, creative and advertising executives from Forbes Agency Council share trends and tips.

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, 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.
What is a good way to review your processes, in order to make sure what your employees are doing still makes sense?

5 Expert Answers. Add yours.

What is the best way to help an intern get the most out of their experience?

5 Expert Answers. Add yours.

How can leaders support their teams during a crisis or times of uncertainty?

10 Expert Answers. Add yours.
Expert Panel Tips

- New questions are posted the first Wednesday of the month
- Selected based on quality and diversity of responses
- Scroll down to see what 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 Content

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!
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
- Build trust and showcase your own knowledge
- Expert editors collaborate to make the piece stand out
- Entire process takes 3-5 weeks

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.
Using the Website

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]

Use Content Studio
For an additional fee, get matched with a dedicated content strategist who will develop your strategy, write, and edit. Learn more and schedule a call to get your questions answered.

[Learn More]
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
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
Agile’s Next Sprint – Ep. 49

Agile methodologies are making the leap from software development to project management in other industries, some of which are client-facing. Forbes Councils members Kisan Patel, Christopher Yang, and Eryk Warren discuss how agile is expanding, how to make it more be more client-centric, and what’s getting lost in mass adoption.
Connections

CONNECT WITH OTHER MEMBERS
Review the member directory, request introductions
Attend Forbes Councils experiences

PARTicipate in the-member forum
Join the active discussions taking place. Post questions, share your expertise, find solutions to your business challenges.
Co-Habitating: Office and Remote Teams

I am curious - how do you strike a balance between your remote teams and your co-located teams? Have you noticed any impacts or benefits to your teams' productivity, creativity, efficiency, or culture? What tools do you use to help you coordinate remote and onsite workers?
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
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
Forbes Councils Coaching

Collaborate with an executive or business coach on your individual plan for igniting personal growth or generating increased revenue.

I'm Interested In ...

EXECUTIVE COACHING  BUSINESS COACHING
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.
Take 10 minutes and...

1. Log in, explore dashboard
2. Update your profile
3. Answer an Expert Panel or read Editorial guidelines to start an article
4. Make a post in forum or review the directory

Need help?
concierge@forbescouncils.com
QUESTIONS?

Use the Q&A box to type a question.

This recording will be shared via email.

Concierge@forbescouncils.com
THANK YOU!