How to Build a Presentation Around One Clear Message

October 25, 2026
Start with one takeaway the audience should remember, then cut any slide that does not support it.

How to Recommend a Book or Worksheet Without the Hard Sell

October 25, 2026
Recommend a book or worksheet in a way that helps the reader, explains what it adds, and discloses any relationship.

How to Track Which Article Links Readers Use

October 25, 2026
Learn how to label article links, define one question, and interpret click data without confusing clicks with conversions.

Plan Seasonal Content Without Forcing a Holiday Hook

October 25, 2026
Plan seasonal articles around real deadlines and reader needs, and swap weak holiday tie-ins for evergreen topics.

How to Adapt One Article for Facebook and LinkedIn

October 25, 2026
Find the one takeaway in an article, write two introductions suited to each platform, and preview both before sharing.

How to Follow Up Without Pestering Prospects

October 25, 2026
A good follow-up adds useful context, respects the prospect’s choices, and stops when interest is not there.