

**MASTER THE LESSONS FROM
THE WORLD'S MOST SUCCESSFUL
REMOTE-WORK PIONEERS**

RUNNING REMOTE

**LIAM MARTIN &
ROB RAWSON**

*"A critical
guide to thriving
in the new world of
asynchronous work."
—CAL NEWPORT,
New York Times bestselling
author of Deep Work*

A PDF COMPANION TO THE AUDIOBOOK

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THREE

Democratized
Workflow—The
Power of Process

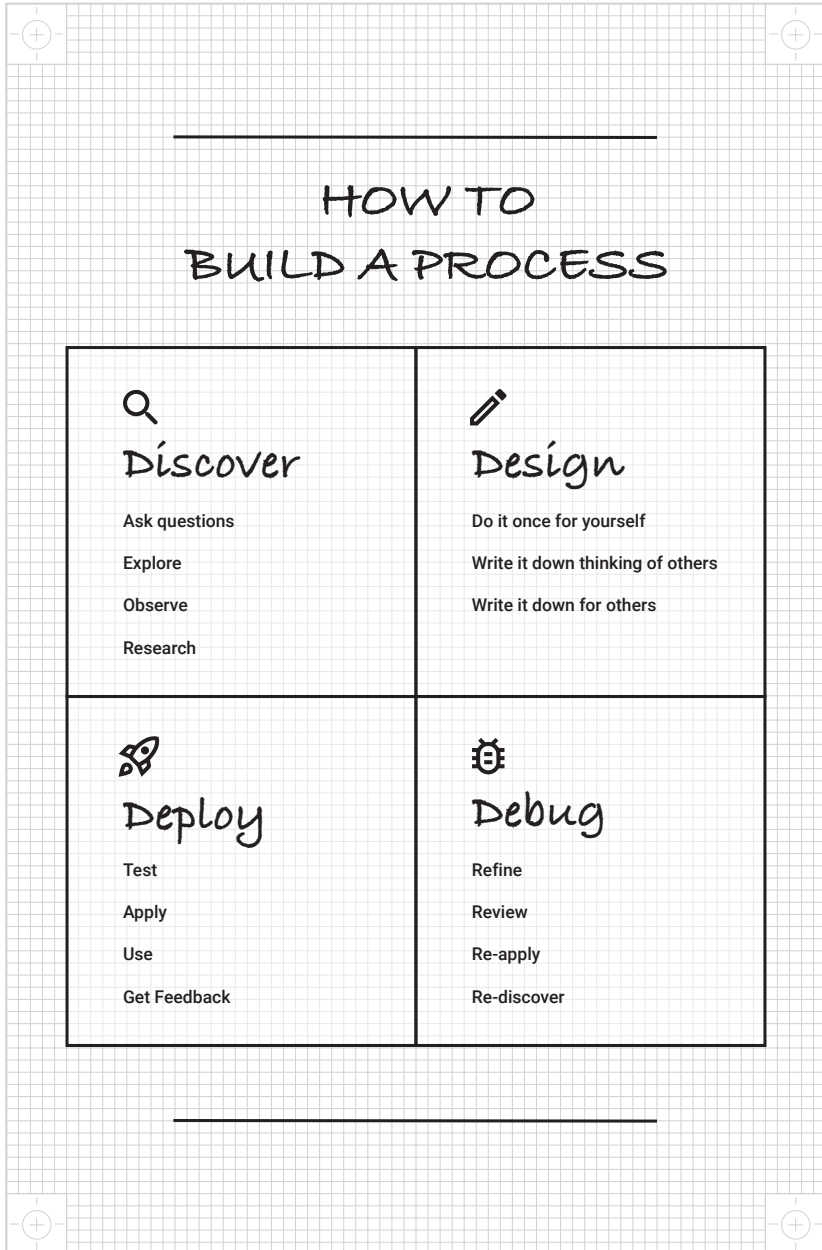


FIGURE 1

HOW TO WRITE A BLOG POST

A Live Version of the Process to Write a Blog Post

www.runningremotebook.com/processes/marketing/howtowriteablog

Step 1: Log into WordPress at <http://yoursite.com/wp-admin> and enter the provided login and password.

Step 2: Start a new blog post.

Step 3: Go to the keyword external tool at <https://app.ahrefs.com/keywords-explorer> and punch in the keyword for which you will be writing the article.

Step 4: Copy the top related keywords into a separate document so that, later, you can use them in the post.

Step 5: Write the blog post integrating those top related keywords into the post, include subcategories with H2 header tags, bold the relevant keywords, link relevant keywords to other appropriate pages, place YouTube videos and pictures that relate to the specific keyword. To confirm quality score, log in to ahrefs.com (online search engine optimization tools) and test the page in question.

Step 6: Place appropriate post tags that relate to your main keyword.

Step 7: Place your blog post in an appropriate category or make a new category if the post does not fit in any of the categories presented.

Step 8: Optimize the post by using an SEO plugin. Write a keyword-rich title tag, write a keyword-rich description tag, write keyword-relevant keyword tags.

Step 9: Publish the post.

Example of a Running Remote Blog Created Strictly Within
Our Process

<https://runningremote.com/non-verbal-communication-for-distributed-teams/>

LEGO Create and Share Site

<https://ideas.lego.com/projects/create>



FOUR

Detailed Metrics—
Multidimensional Proof

QUARTERLY SCORECARD									
	Responsible	Metric	OCT '21	NOVEMBER 2021				DEC '21	Q4 Totals
			Actuals	Actuals	Forecast	Difference	Target	Actuals	
Business KPI	Michael	MRR from Self-Serve							
		MRR from Inbound Sales-Led							
		MRR from Outbound Sales Led							
		Expansion MRR							
		Contraction MRR							
		Churn MRR							
		Net MRR							
Leads In	Letitia	Website Visitors							
		Inbound SALs							
	Manny	Inbound SQLs							
		Channel SQLs							
		Expansion SQLs							
Revenue	Juan	Self-Serve New Business MRR							
		Self-Serve Net MRR							
	Manny	Inbound MRR							
		Outbound MRR							
		Channel MRR							
	Nicole	Tier 1/2 Expansion MRR							
		Tier 1/2 Contraction MRR							
		Tier 1/2 Churn MRR							
	Juan	SS Expansion MRR							
		SS Contraction MRR							

FIGURE 2



X-Team Experience Example

<https://www.youtube.com/watch?v=EdWlF3z0JQo>

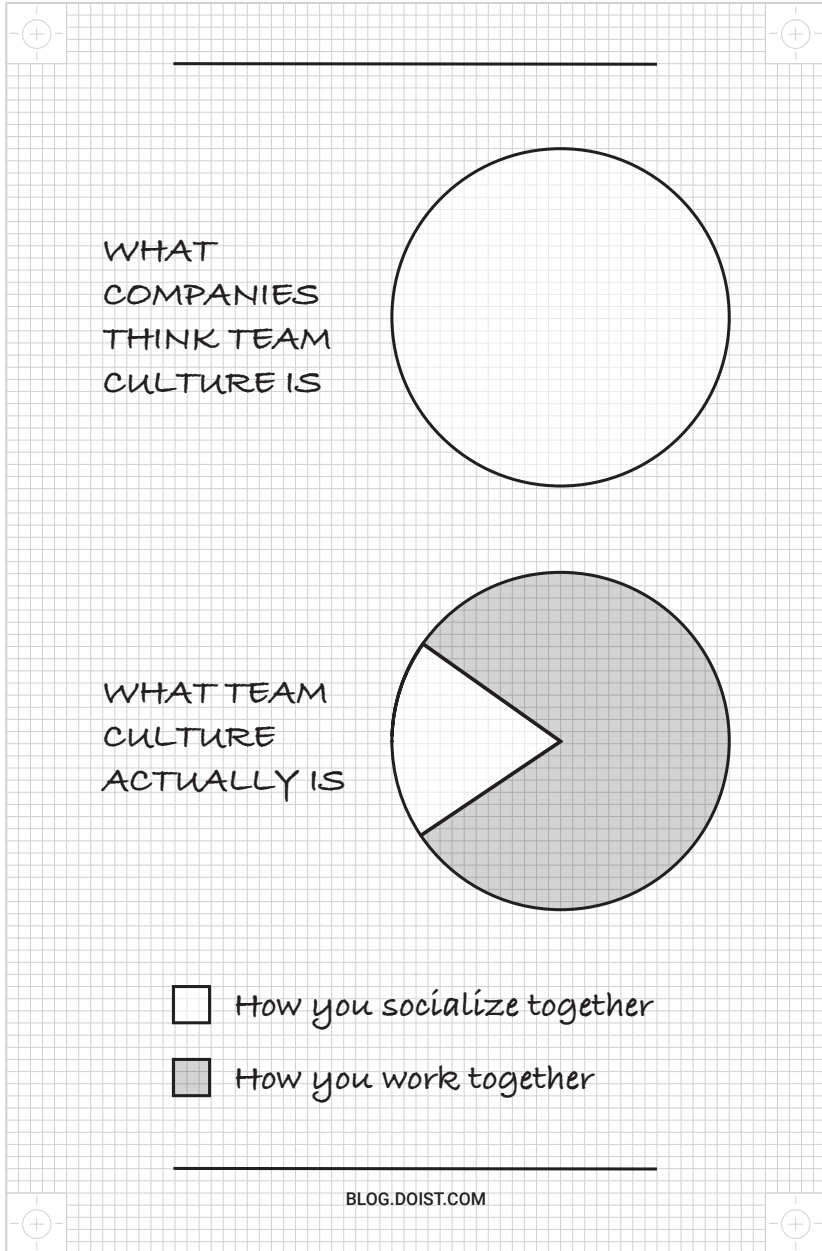


FIGURE 3

