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

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

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THREE

Democratized Workflow—The Power of Process

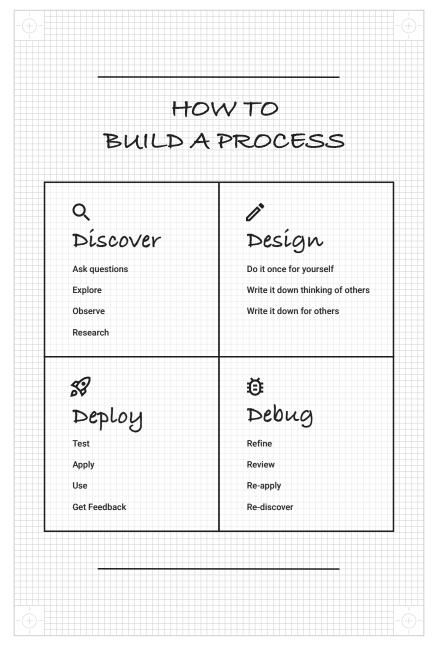


FIGURE 1

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
			Actuals	Actuals	Forecast	Difference	Target	Actuals	Totals
		MRR from Self-Serve							
Business KPI	Michael	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

SIX

On-ramping the Remote Worker

X-Team Experience Example

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

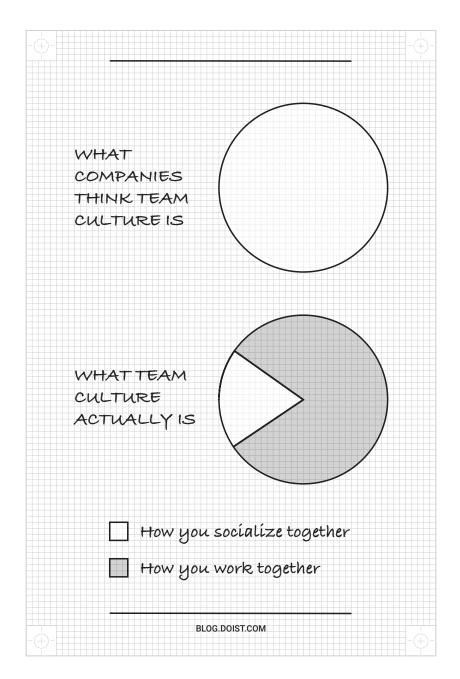


FIGURE 3

BLUEPRINT TO LIAM AND HIS QUIRKS

Quirk: Noun (plural quirks), an idiosyncrasy; a slight glitch, mannerism; something unusual about the manner or style of something or someone

1

I'M AN ENTP

ENTPs are inspired innovators, motivated to find new solutions to intellectually challenging problems. ENTPs enjoy playing with ideas and especially like to banter with others. Google ENTP personality types to learn more about me.

DECIDE

Decisions over options is always my preferred way of working. If you have to bring me options, tell me which option you're leaning towards. If you aren't leaning towards an option, then you haven't thought about it long enough.

3

SPEED OVER PRECISION

We are a startup, move fast and break things. If you aren't making mistakes from moving quickly then you aren't moving quickly enough. Asynchronous communication requires us to be faster than a brick and mortar company.

4

NEED TO KNOW BASIS

If you need to help make a decision ask yourself: Does this help achieve my task or goal? Does this slow down Liam? Is this a blocker issue? Is Liam blocking me or not? The more information you leave out, the faster I can make a decision.

5

CLOSEST TO PROBLEM

Whoever is closest to the problem is the person I will trust to make the best decision. Usually I can't make as good of a decision as the person who has been dealing with the problem on the front line.

6

I GO ON TANGENTS

I like to talk a lot (see ENTP) and this may bring us off topic. You need to refocus me and make sure I stay focused on what I need to give you to succeed. Basically, tell me what to do and if I'm blocking you, tell me quickly either in person or in email.

7

QUANTALWAYS WINS

I won't be able to support you in a decision if you don't have quantitative data to back it up. Bring data to back up your decision and always ask yourself if you took the opposite view, would you make the same decision?

8

MY GOAL IS YOU

My goal is to make you as successful as you possibly can be. I will invest time, money in feeding your passion. If you don't like your job don't be afraid to tell me. Moving you to something else is better than you providing bad results.

I value decision making above all else. I'd rather you make the wrong decision than none at all.

QUIRKS BLUEPRINT

TITLE Staff.com/TimeDoctor
CREATOR Liam Martin

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FIGURE 4