

## How Nicola Cairncross Built A Successful Agency Using Her Be Everywhere Online Method

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- Start with video and then strip out audio and then turn it into written word, and then put it on to all the different platforms in a systematic step by step way.
- It's building a brand, but without getting all corporate and wine curry about.
- You take those bits of content, and you put them onto the platforms in the way that it works most.
- Create your 12 bits of content, and then you release it one bit a week. And every day in that week, you're doing a different bit of thing with with that content.
- If you're not comfortable with videos, there is a tool available out there called Lumen5. It enables you to do is drop a bit of like a blog post into it. And then you get to upload different pictures and choose which bits of the words go on top of which pictures.
- Results usually starts to show at 12-weeks of consistently creating and posting content
- Creating a 12 weeks of content and breaking it up into bite size chunks is advisable.
- Videos need to be 5,6,7 minutes long. It need to be under 10 minutes. Otherwise you won't be able to post it on sites such as LinkedIn that has restrictions in video duration.
- Always will link back to your work main website
- Be 100% authentic in your videos