



## EXECUTIVE SUMMARY

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[www.EzineArticles.com](http://www.EzineArticles.com)

### Highlights

- EzineArticles - a matching service for publishers seeking special content for their newsletters, and over 150,000 expert authors in over 600 different niche markets who want to share their expertise for qualified traffic & referrals.
- Expert authors share their expertise for free, in exchange for a link back to their website resource box, where they list what they have to offer the reader
- It's more important to take action than to be perfect.
- Uniqueness is a competitive advantage, 35% of all submissions are rejected
- Set up your account to auto-post your articles to Twitter.
- Chris' biggest mistake was not hiring enough people in the beginning. You need competent specialists to build a solid debt-free profitable business.
- Entrepreneurs create a value-creation chain, we create work for others
- Moving from solopreneur to a team-based approach, identify critical success indicators (revenue, profit, cost control), then manage by numbers.
- What gets measured gets managed and improved. What does not get measured, does not get managed.
- Manage your delegation by these numbers, moves decisions from subjective to objective, will skyrocket productivity.
- Let your team handle the details, they can do it better than you can. Their job is to make you look good. The better you do, the better they do.
- The entrepreneur is focused on relationships, product creation, creating value.

### Top 3 Takeaways

- ALEX:
1. Value-creation is more than value-add, it's creating a whole new category, creating exponential value.
  2. Continually over-deliver on value, it comes back in spades.
  3. Kiva loans micro-ecosystems that impact the global economy due to leverage of the US dollar, like bees pollinating flowers & indirectly creating food for millions.
- CHRIS:
1. It's not *who you know*, it's *who knows you*, articles are the #1 way to get known.
  2. Best big idea - speed! The ability to deliver a fast user experience.
  3. Innovate & improve based on customer and internal team suggestions.