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UNDER³⁰CEO

2 things to place here that may reader relationship immediately.

a.) Core message (tagline)

b.) Credentials - where have you guys been featured?

Examples attached

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Build a Machine: The Key to Creating Systems in Your Business and Life

Last week, you read about ["An #BeastMode: How to have more energy than ever."](#) While energy is great for hustling, for grinding, and being on top of your game, let's face it—your own personal energy is only going to get you so far. What you really need is to be a

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Don't Miss Any Tips.



Permanent Link to How to Develop a Daily Writing Habit

Nice HD pic with subtitle via lifehack.org



JUNE 27 BY BRIAN LEE IN COMMUNICATION



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Ramit does a good job of showing his credentials up front – builds trust fast. You guys have been featured everywhere. Flaunt it! Matt was just in Forbes!



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What's Under30's core message and how can we articulate it immediately when people show up so that strong leads are identified and compelled to join the community.

These 3 are good examples of immediate communication of core message. People connect instantly and understand what the content will be about, and if it's right for them.

UNDER³⁰CEO

Perhaps consider moving the nav bar "in line" with the logo to create space, then put the tagline/core message below it. Also, is there any way to keep the same amount of ad space, but push the first 2 ads down so that readers only see your message in the first frame? Helps with relationship building. Again, don't know if this is possible w/the current set up, but it would be nice.

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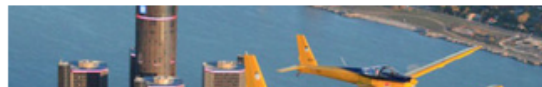
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4 Biggest Road Blocks to Start-up Productivity

Under30CEO | June 27, 2013 | 1 Comment

If you're in startup mode, you may have had a couple of roadblocks on the way to getting your business running the way you want. Here are four of the biggest roadblocks to startup productivity and how you can overcome them:

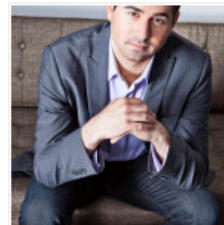
1. Waiting for a Perfect Mental State We have all heard of the dangers [...]

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Interview: How Michael Gluck Turned \$5,000 into \$1,000,000 with VG Market

Under30CEO | June 27, 2013 | [Leave a Comment](#)

Michael Gluck started his entrepreneurial career at the age of 4 – painting smiley faces on coconuts to sell to people on the beach. Today, Michael Gluck is the founder and CEO of VG Market, a growing and profitable market research company that focuses solely on gaming companies. The company spawned out of Gluck's work [...]

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How attached are you to these? The FB thing is cool for cred. but I feel like pinterest and especially G+ are a waste of space. We need things that make \$\$.

I'd like to see one of two things here:

- 1.) a discreet email sub form
- 2.) ad space

Good move here. It looks much better without all the "0 reactions" things.

You can get a WP designer from elance to change the metadata so that the comment option only shows up if there are comments, otherwise, it will stay blank. Just an option.

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7 Irreplaceable Lessons of Running a Business Old School

Under30CEO | June 26, 2013 | [1 Comment](#)

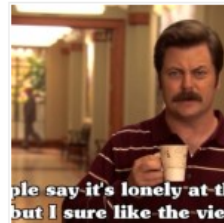
As people progress, things are bound to change. We live in a fast technology-based world, where you don't have to meet a client to fulfill a contract. Yet, some things are irreplaceable. My father is the quintessential example of an entrepreneur. He worked at a dead-end job, and one day he decided to take his [...]

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Are You a Lonely CEO? Empower Your Team

Under30CEO | June 26, 2013 | [Leave a Comment](#)

You know the old expression, "It's lonely at the top"? Well, it really depends on how you got there, and what lessons you learned along the way. The most important lesson I've learned is that I don't always know. Period. That the minute I think I know something, I'd better think again. Now, I know [...]

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Motivation: The 10 Best Commencement Speeches of 2013

Fueled | June 26, 2013 | [Leave a Comment](#)

Graduation: A time that brings together public figures, celebrities, and intellectuals alike to impart their words of wisdom on the graduating class. Throughout this celebratory season, commencement speakers are called upon to share the defining moments in their lives and the lessons they've learned in facing adversity. Many give advice on how to prepare for [...]



Recent comments



michaelpeggs - 6/28/2013

I'm Quitting My Job Friday and I Invite You to Leap Into the Unknown With Me

Thank you for those words Jeff. A mentor asked me, "what is your gift?" more than 3 years ago and it took me an entire year to answer it. It's taken me 2 more years to put a plan in place but I'm...



michaelpeggs - 6/28/2013

I'm Quitting My Job Friday and I Invite You to Leap Into the Unknown With Me

Siddharth, what's been the biggest challenge and surprise in the first year? What advice do you have for me?!



michaelpeggs - 6/28/2013

I'm Quitting My Job Friday and I Invite You to Leap Into the Unknown With Me

And well done to you too my friend! I could not agree more, it's faith that leads us when all we have is our intuition. I'm glad to see you're following yours



Jeff - 6/28/2013

I'm Quitting My Job Friday and I Invite You to Leap Into the Unknown With Me

Mike, Not only does this article speak VOLUMES to me, but the comments from others give me just as much hope. My struggle has been to find my passion. now I have the opportunity to find it, drive to...



James - 6/28/2013

Yes!!!

Looks engaged and social!



13 Quotes & Places To Hear the Story of Under30CEO & Under30Experiences

Under30CEO | June 25, 2013 | [Leave a Comment](#)

Since we officially rolled out our new travel company Under30Experiences last week, we've been busy telling our story around the web. We've had such amazing ups and downs building Under30CEO and Under30Experiences, that we decided to share some actionable advice, lessons learned, and the whole inspirational story to help you along your own journey... Here [...]

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12 Tips for College Grads on the Job Hunt

theyec | June 24, 2013 | [Leave a Comment](#)

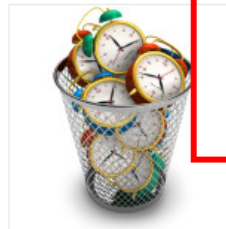
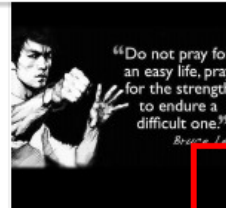
What's your best advice for a recent college grad embarking on a serious job hunt for the first time? The following answers are provided by the Young Entrepreneur Council (YEC), an invite-only organization comprised of the world's most promising young entrepreneurs. In partnership with Citi, the YEC recently launched #StartupLab, a free virtual mentorship program [...]

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It's the Little Things (That Are Wasting Your Time)

GuestAuthor | June 24, 2013 | [Leave a Comment](#)

Everyone wants to work at a job they love, but sometimes even a job that looks perfect on paper fails to meet our expectations or make us happy. Employees become frustrated and unproductive when things like office politics, stress, or bad communication get in the way. Even what sounds like the best job in the [...]

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Small change, but may want to consider changing the wording to something like "what's hot" or "popular article" rather than just "recent". It prequalifies the material as good/curated. Even if the content is the same, the heading might increase CTR.

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Looking to Raise Money? Tips for Financing Your Business

Under30CEO | June 23, 2013 | [Leave a Comment](#)

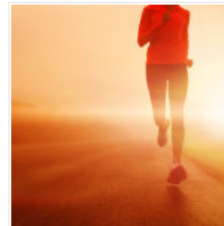
For many young entrepreneurs with start-up businesses, one of the most difficult obstacles they encounter is raising money. Coming up with capital for your business may be relatively easy (funding may come from your personal savings or your separation pay from the company you left to start your business), but getting more funds to finance [...]

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The Best Sports and Fitness Apps For The Active CEO

Under30CEO | June 22, 2013 | [1 Comment](#)

Work hard, play hard; so they say. When running a company and living a stressful work life, sport is a great option to keep a CEO well balanced – despite his tough role and important responsibilities. While getting into a consistent fitness routine (and sticking to it) is sometimes easier said than done, there are [...]

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Would it be possible to push the ad space down further into this space, then right below the "recent/popular articles" widget, create a little mini section of "popular contributors" or "expert contributors" with small headshots (like in the recent comments widget). Then, use this as an area to connect readers to all the work that authors have done, and build a following that way. So there's a little more personal connection. Like you said, sometimes people get confused as to who's writing since all the author names are Under30 on the main page.

I think you can afford to test another sub box here. It's not too cluttered. Just copy the one from the top.

Under30Finance

Under30Careers

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4 Biggest Road Blocks to Start-up Productivity

Under30CEO | June 27, 2013 | 1 Comment

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I'd like to see you guys invest in some higher quality pics.

This all doesn't happen overnight. Just something to think about as we test everything to create an even more premium brand.

If we want people to think of this on the same level as a Forbes, etc and contribute killer content we have to position ourselves that way.



If you're in startup mode, you may have had a couple of roadblocks on the way to getting your business running the way you want. Here are four of the biggest roadblocks to startup productivity and how you can overcome them:

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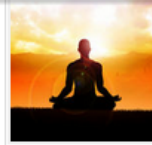
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James • 12 hours ago

Perfectionism is definitely an obstacle I've faced in the past.



James - 6/28/2013

4 Biggest Road Blocks to Start-up Productivity

Perfectionism is definitely an obstacle I've faced in the past. It goes hand in hand with Procrastination, and that deadly duo is a recipe for disaster. I always used to delay software releases and...

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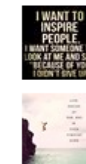
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