



**DENNIS YU**  
Chief Executive Officer

# LEVEL 1 Specialist Guide

GUIDE VERSION

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# Introduction

You will be learning constantly as you move forward through the CoachYu program. Here are some resources to help you find answers to the questions you will encounter along the way:

Do your research: Be proactive and do research before asking questions. Suggest the solution you think is correct when you ask your questions whenever possible.

Tips and Tricks to find the information you seek (bookmark these pages now):

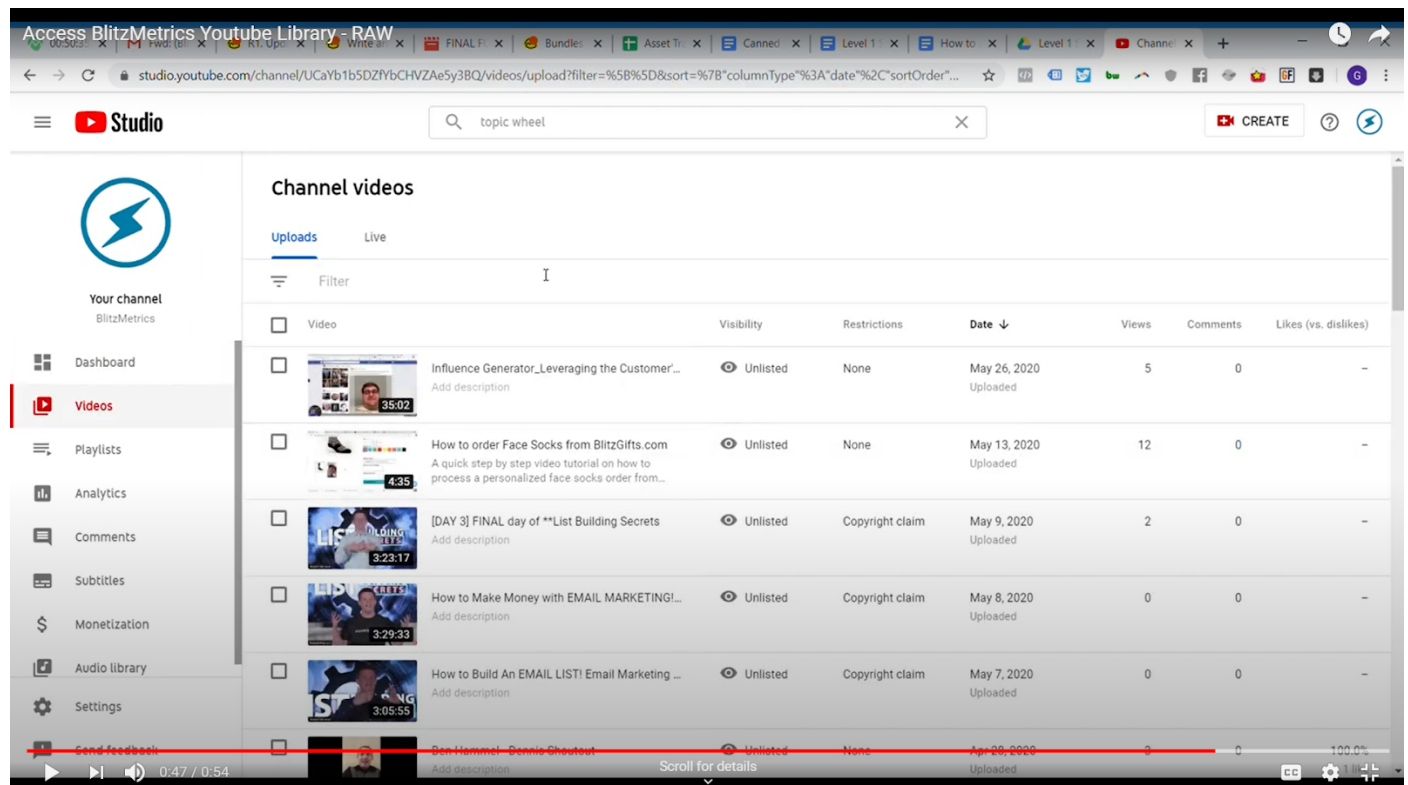
Step by Step Tutorial:

[https://docs.google.com/document/d/1xKM0tQlCdO3D7pi5Ebr3jtpvet3e\\_NTSVy1dAhCCbk/edit](https://docs.google.com/document/d/1xKM0tQlCdO3D7pi5Ebr3jtpvet3e_NTSVy1dAhCCbk/edit)

## [Asset Tracker](#)

There is a huge amount of information in our current courses and guides, which you'll find in the Asset Tracker tab: Important Docs

Video Tutorial:



Video	Visibility	Restrictions	Date	Views	Comments	Likes (vs. dislikes)
Influence Generator_Leveraging the Customer...	Unlisted	None	May 26, 2020	5	0	-
How to order Face Socks from BlitzGifts.com	Unlisted	None	May 13, 2020	12	0	-
[DAY 3] FINAL day of **List Building Secrets	Unlisted	Copyright claim	May 9, 2020	2	0	-
How to Make Money with EMAIL MARKETING!	Unlisted	Copyright claim	May 8, 2020	0	0	-
How to Build An EMAIL LIST! Email Marketing ...	Unlisted	Copyright claim	May 7, 2020	0	0	-

There are countless articles that CoachYu has written on a wide variety of marketing topics, which you'll find in our Content Library.

Video Tutorial:

(1522) INTERNAL: How to Navigate Our Content Library

Secure | [https://docs.google.com/spreadsheets/d/1ZI82LiKiF6-17XVWZG1pJLf\\_yRygcXvapAjq1LObUe8/edit#gid=360818702](https://docs.google.com/spreadsheets/d/1ZI82LiKiF6-17XVWZG1pJLf_yRygcXvapAjq1LObUe8/edit#gid=360818702)

BlitzMetrics Content Library

File Edit View Insert Format Data Tools Add-ons Help Last edit was made 3 hours ago by Logan Young

audree.moua@blitzmetrics.com

Comments Share

Title	URL	Site name	Author(s)	Framework
I have 602 sales reps right now making just over \$1 a day	<a href="https://basecamp.com/3352276/projects/12083772/messages/71932732">https://basecamp.com/3352276/projects/12083772/messages/71932732</a>			
Dennis Yu on How to Become a Technical Marketing Expert	<a href="https://www.dennis-yu.com/wp-admin/post.php?post=5403&amp;action=edit">https://www.dennis-yu.com/wp-admin/post.php?post=5403&amp;action=edit</a>			
Why you should NOT be working on your personal brand	<a href="https://www.linkedin.com/pulse/want-get-blue-check-mark-facebook-dennis-yu/published=1">https://www.linkedin.com/pulse/want-get-blue-check-mark-facebook-dennis-yu/published=1</a>			
Want to get a blue check mark on Facebook?	<a href="https://www.linkedin.com/pulse/want-get-blue-check-mark-facebook-dennis-yu/published=1">https://www.linkedin.com/pulse/want-get-blue-check-mark-facebook-dennis-yu/published=1</a>			
How to unlock Success on Facebook working with local businesses	<a href="https://basecamp.com/3352276/projects/12083772/messages/70587437">https://basecamp.com/3352276/projects/12083772/messages/70587437</a>			
Business Manager Article for SME	<a href="https://basecamp.com/3352276/projects/12083772/messages/70587437">https://basecamp.com/3352276/projects/12083772/messages/70587437</a>			
o the Exact Opposite of What You're "Supposed to Do" to Drive Results by Dennis Yu	<a href="https://blitzmetrics.com/one-skill-missing-critical-2017/">https://blitzmetrics.com/one-skill-missing-critical-2017/</a>	BlitzMetrics	Dennis Yu	
The One Skill You Are Missing That Is Critical In 2017	<a href="https://blitzmetrics.com/one-skill-missing-critical-2017/">https://blitzmetrics.com/one-skill-missing-critical-2017/</a>			
Use Facebook— you don't need a website in 2017	<a href="https://basecamp.com/3352276/projects/12083772/messages/69552219">https://basecamp.com/3352276/projects/12083772/messages/69552219</a>			
How to tell if they're serious or not	<a href="https://basecamp.com/3352276/projects/12083772/messages/69551824">https://basecamp.com/3352276/projects/12083772/messages/69551824</a>			
Why nearly everyone gets personalization wrong	<a href="https://basecamp.com/3352276/projects/12083772/messages/69551737">https://basecamp.com/3352276/projects/12083772/messages/69551737</a>			
How Isaac Irvine got 70 million views on his Facebook video, step-by-step	<a href="http://www.blitzmetrics.com/isaac-irvine-got-70-million-views-facebook-video-step-step/">http://www.blitzmetrics.com/isaac-irvine-got-70-million-views-facebook-video-step-step/</a>			
Why I am so slow	<a href="https://www.dennis-yu.com/why-i-am-so-slow/">https://www.dennis-yu.com/why-i-am-so-slow/</a>			
9 ways I do the exact opposite of what you're "supposed to do" to drive re	<a href="https://mail.google.com/mail/u/0/#inbox/15bfc4fe78c5f76d">https://mail.google.com/mail/u/0/#inbox/15bfc4fe78c5f76d</a>			
Jason Miller is the true rockstar of content marketing	<a href="https://www.dennis-yu.com/wp-admin/post.php?post=5301&amp;action=edit">https://www.dennis-yu.com/wp-admin/post.php?post=5301&amp;action=edit</a>			
What I've learned after giving over 730 professional speeches	<a href="https://www.dennis-yu.com/what-ive-learned-after-giving-over-730-professional-speeches/">https://www.dennis-yu.com/what-ive-learned-after-giving-over-730-professional-speeches/</a>			
How your Facebook data lies to you: Mistakes that are killing your busines	<a href="http://stage.blitzmetrics.com/wp-admin/post.php?post=6797&amp;action=edit">http://stage.blitzmetrics.com/wp-admin/post.php?post=6797&amp;action=edit</a>			
What's Happening TODAY In Online Marketing	<a href="https://docs.google.com/document/d/113gt2843EIdSFcsQrTfOQoPYQ1q60tu9_xL-vQw/edit">https://docs.google.com/document/d/113gt2843EIdSFcsQrTfOQoPYQ1q60tu9_xL-vQw/edit</a>			
Geoff Bartlett is still a good man	<a href="https://mail.google.com/mail/u/0/#inbox/15b85cc7c689e27">https://mail.google.com/mail/u/0/#inbox/15b85cc7c689e27</a>			
Why you can't buy your way out of a bad review	<a href="https://www.dennis-yu.com/why-you-cant-buy-your-way-out-of-a-bad-review/">https://www.dennis-yu.com/why-you-cant-buy-your-way-out-of-a-bad-review/</a>			

0:46 / 1:25 Gratitude Videos Publications CURRENT VIDEOS REScroll for details Videos To Be Made One Minute

Content Library Link:

[https://docs.google.com/spreadsheets/d/1ZI82LiKiF6-17XVWZG1pJLf\\_yRygcXvapAjq1LObUe8/edit#gid=1576749839](https://docs.google.com/spreadsheets/d/1ZI82LiKiF6-17XVWZG1pJLf_yRygcXvapAjq1LObUe8/edit#gid=1576749839)

For operations or procedural questions, refer to the Operations Process Guide.

Operations Process Guide Link:

<https://drive.google.com/file/d/1-nF0Cd9rTKTnismabAaglkKrwibRoD9C/view>

Search with Google, specifically if you are looking for information that is not specifically a CoachYu practice or process, (e.g. how to link a specific time in a Youtube video, how to use a WordPress plugin, etc.).

Ask your team lead via email or Skype. If you are new to the system, be sure to send out an email with your Skype username to get connected to the rest of the team. Our senior team members have a huge email load, so refer questions to your team lead whenever possible. You can locate your team lead in the Team Roster.



# How To Achieve Individual Effectiveness And Team Effectiveness



[How to achieve individual effectiveness and team effectiveness. Eisenhower Matrix, ducks](#) (6:06)



[Being an effective project manager by troubleshooting from the Client Tracker](#) (10:33)

# Communication

If you're new to digital marketing, it's quite confusing—so much to learn. Along with that you will encounter new things and digest new material constantly. You should actively learn for our existing training and checklists. However, not 100% of what you need to know is covered in the videos or the articles. We intentionally do not teach every single aspect of every single task, since we don't want to duplicate the entire body of knowledge of digital marketing—just the critical pieces most unique to what we do. While there will always be an unlimited number of topics to study and go into deeper, we also have to see how practically you can get work done—as is typically in most fast-growing companies.

## **Communication is key and to win we must address all concerns.**

It's the lifeblood of our success and the pulse for clients. There is never the “taking away” of a lightweight touch... By not delivering our message we hurt their progress and ours.

You don't want your doctor to wait to tell you your heart is failing because they already told you your leg was broken. Give 'em the news, doc!

The company's number one priority is filling the queues with tasks that impact our client's business, which impacts their lives and the communities they heal.

When we understand what we need to be do, we do it.

In general, when you receive an email and you need to reply, if the topic is the same, simply reply to the same email thread.

## **Waiters**

Account Managers are ultimately accountable for the tasks that get kicked off by a client getting started with us, and the work getting completed. Like waiters, in a 5-star restaurant.

Notice clients say “Where's my order?”

## **Cooks**

By loading all of the orders into a queue, the cooks know exactly what to make with the ingredients in the kitchen. There are different specialties in the kitchen too.. burgers, pizza, chicken, etc. Queue workers.

But oftentimes with a signature meal, the chef comes from the kitchen to let you know exactly what's being done with our specialty “steak dinner.” — which for us is Content.

But there are other specialty dinners too.. other “steak dinners.”

Plumbing & Analytics

Video Editing

Content

Copywriting & SEO

Websites

Facebook Ads

Google Ads

And more.

## Chefs

Chefs are accountable for their specialty being delicious and their cooks delivering quality. This analogy only works when we remember that restaurants have “menus.”... you can’t just get what you want, neither can our clients.

And there is no “Chef’s Choice” where chefs do whatever they want.

When we’re objective-driven, we see that we want to get as much done as possible according to that list.

Other than Sunday, Chick-Fil-A is *always* busy. That’s no coincidence, their orders are excellent every time, *everywhere*.

## Repeatable excellence.

We’re only getting busier so we must document our menu as clear as we can, know it off the top of our heads as a team. We must know exactly what’s in stock in the kitchen, and how to get orders in.

We’ll focus on hiring more cooks, waiters, managers, etc.



## End Of Day Reports

Creating End of Day Reports is one of your responsibilities as a team member. Do what you must in order to make sure that you do not miss posting reports in our [daily-updates](#) chat in Discord from Monday to Friday. You must start creating End of Day Reports from your starting date and beyond. You can set an alarm at the end of the day, create a daily to-do list, or post a memo near your desk to make sure you always keep them in mind.

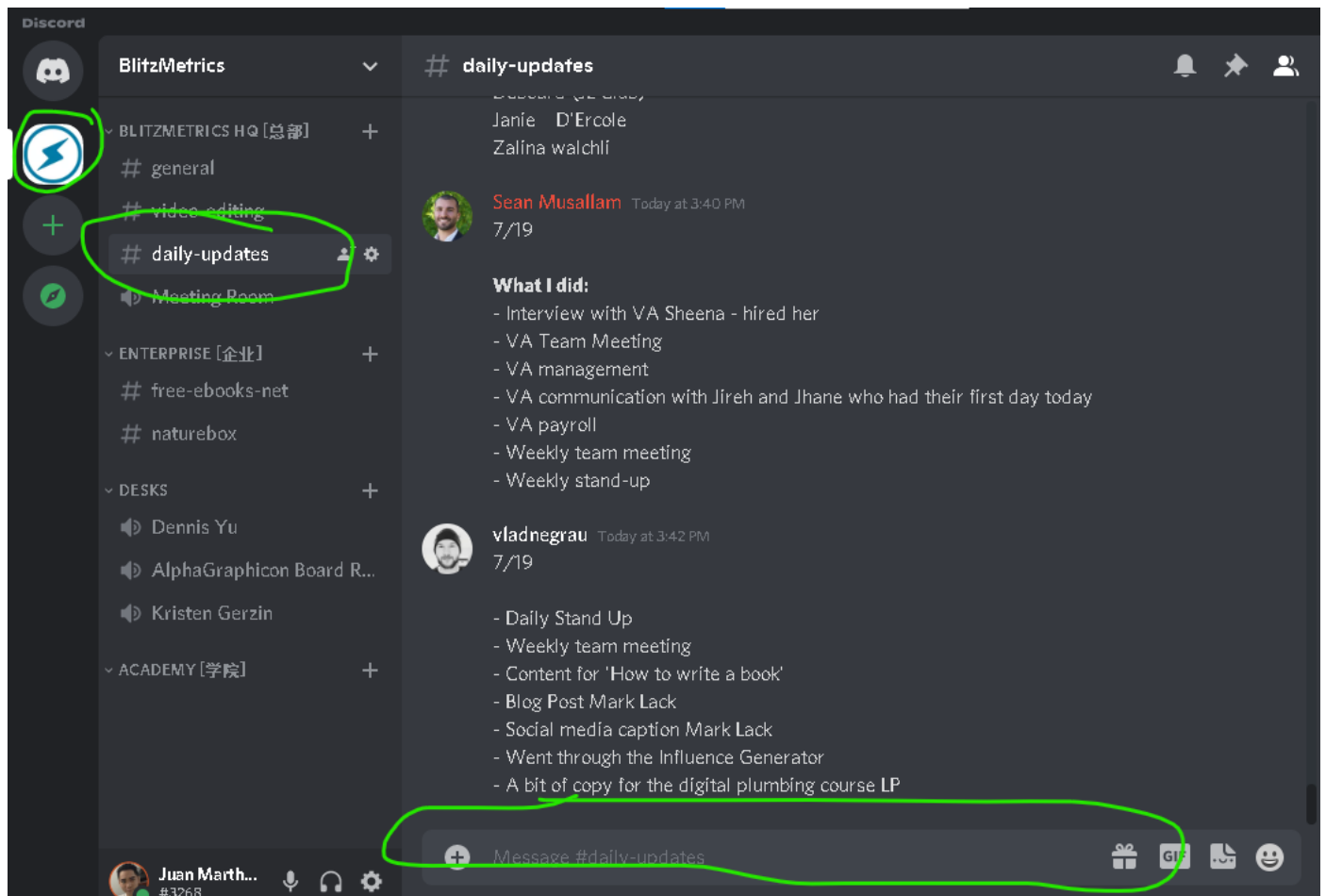
We post these messages in [Discord](#) so create an account and make sure to record your username and password. Then, join the [BlitzMetrics server](#).

Answer the following questions with your top 5 most significant tasks in the "daily-updates" chatbox once per day at the end of your workday. Note that what you write here implies that you have done or will do these tasks within working hours.

1. What I did.
2. What I have to do.
3. What you need from others (Optional)

Make sure to give specifics in your answers to help the team differentiate from your answers in previous days. For example, maybe you uploaded 15 more episodes of a series of videos or let in 3 customers.

This is to ensure that the End of Day Report will be a meaningful exercise of instead of pasting in the same functional line items each day-- not useful to you or the team.



## **Teamwork**

Just like the chefs say they're out of steaks or ketchup, and the managers put in the business orders with the suppliers.

Just like once we're mastered the grill we can learn pastries and level up!

We all have a role in our client's success. It takes *all* of us to win.

So let's deliver as many orders as deliciously as possible according to the menu.

**Fill The Queues** - Get great at delivering food to the clients and taking orders in a friendly way.

**Empty The Queues** - Get great at "Order Up!" - so our clients leave full and happy!

**And clean up *everything* before, during and after!**

## The Basics of Good Communication

Good communication is vital to being an effective team member. To keep it simple, we've broken down good communication into 5 steps:

### 1. Stay on top of email.

Our goal is to be at inbox zero at the end of the day so that we can be productive instead of reactive. By being at Inbox Zero it allows you to be more proactive, instead of reactive. Here is some Inbox Zero training from Dennis.

Pro tip— always personalize your responses to show you're not a robot and that you care. We personalize ALL responses, client-facing, and internal. We can have bots send our canned responses so that humans don't do this mindless work.

[How I Get Through 1,000 Emails PER Day Without Any Fancy Automation or Tools](#)

### 2. Stay in touch with your team lead, updating regularly on your #GSD (Getting Stuff Done) which has three categories: Done, Doing, Dependencies

[\(201\) Personal Efficiency - Do, Delegate, Delete](#)

Note that 3 or more boomerangs on a thread is a fireable offense. Keep in mind that your team lead is also very busy. Contact your team lead after researching solutions, thinking for yourself (MAA) and suggest the solution you think is correct.

For more on this point, reference Dennis' explanation here: [Don't Make Chase You](#)

Note well: **Never** message Dennis with an issue before messaging your team lead.

Request to Dennis should only be Level 6+. Most likely, none of the tasks you'll be working on as a Level 1 Specialist will fall into this category.

Bookmark the [Team Roster](#) now for questions on team structure.

### 3. Practice #LDT: Learn, Do, and Teach.

This process is a fundamental aspect of communication at CoachYu.

As you Learn and Do, practice Teaching by communicating your knowledge in the internal training, guides, and courses.

[\(199\) Leadership - Communication, Iteration, Delegation](#)

### 4. Actively network.

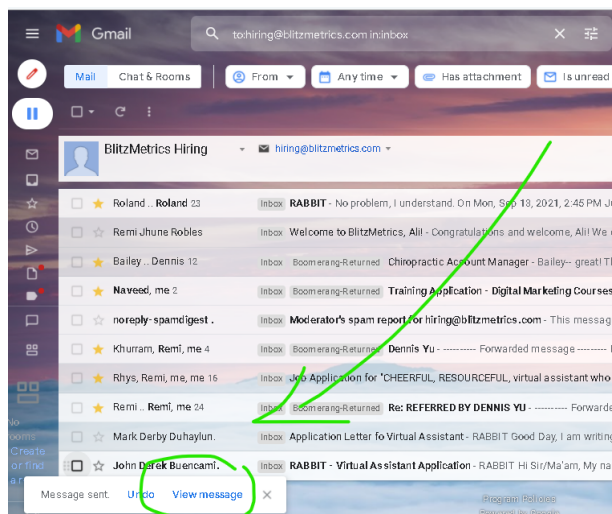
This means connecting and communicating with your team members and project participants through Facebook, LinkedIn, and Twitter to build your personal brand.

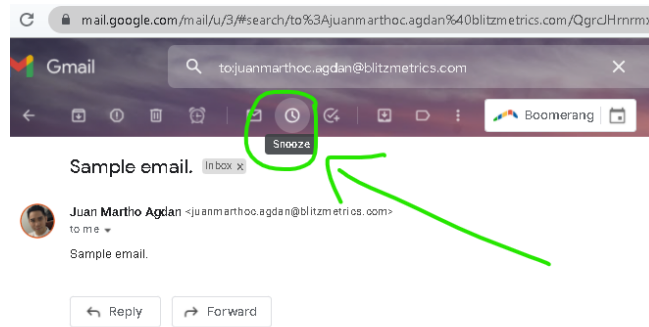
## 5. Practice #CID: Communicate, Iterate, Delegate

### #DDD and #CID for individual and team effectiveness

- With Communicate– we need to make sure that we have reliable communication, even if it's just acknowledgement, which is not the same as working on that video.
- With Iterate– we are working on the task, making steady progress against it with daily updates, as required in our Operations Process Guide– not delaying communicating to only when done.
- With Delegate– we ask for help (good) or end up needed to be rescued by someone who notices there is no communication or iteration (not good).
- Be very specific ahead of time.
  - So your team members can be very clear about the objective. Otherwise, we'll waste 3-4 emails.  
"Sure what do you need?"  
"Oh just this and this."  
"Cool I'll look"  
4 days go by.  
"Any luck?"
- It happens over and over. Instead, send exactly what you need and supporting links/information to get it wrapped up!

6. Set a “Snooze” or “Boomerang” to at most 7 days from when you sent the email if you are waiting for a response, dependency or deliverable. Reach out through synchronous communication channels such as Skype, Discord or phone if you have followed up for the 2nd time. Your teammates’ contact information must be in the [Team Roster](#).





## 7. Keep private information private.

Verify that the list of recipients under “to” and “cc” of the email are permitted to receive that information.

Whenever you are taking screenshots, especially those that have passwords and sensitive information in them, attach the screenshot instead of using another tool outside of our recommended list. Make sure that you do not upload the screenshot to an external website or server.

Use the default screenshot software in your computer in order to take screenshots.

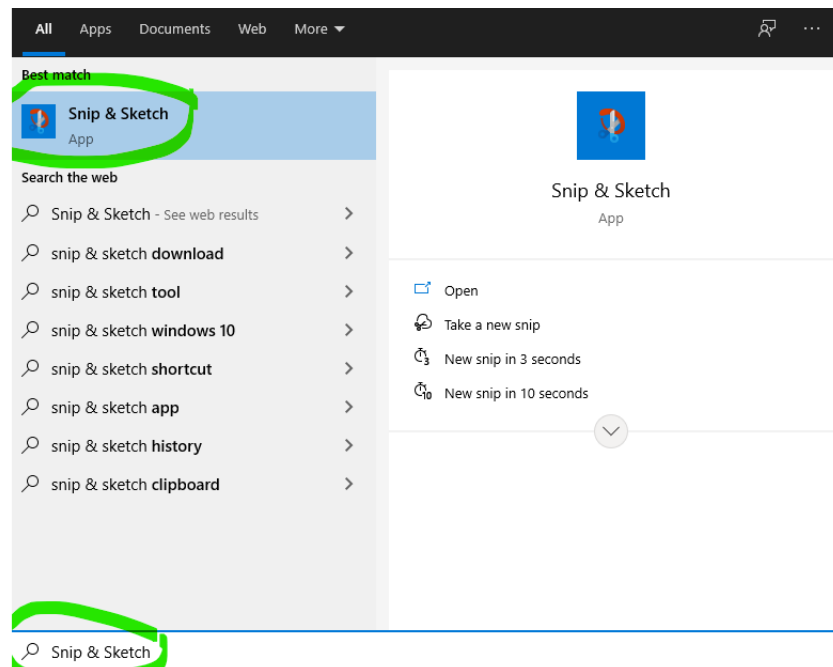
For Windows, use “**Snip & Sketch**” and set the “PrtSC” button in your keyboard to open “**Snip & Sketch**”. Whenever you use “**Snip & Sketch**”, you can use the tools to draw, and then save the image either by using “**Save as**”, “**Copy**”, or “**Share**”.



## How To Set “**Snip & Sketch**” As The Default Screenshot Application of a Windows PC

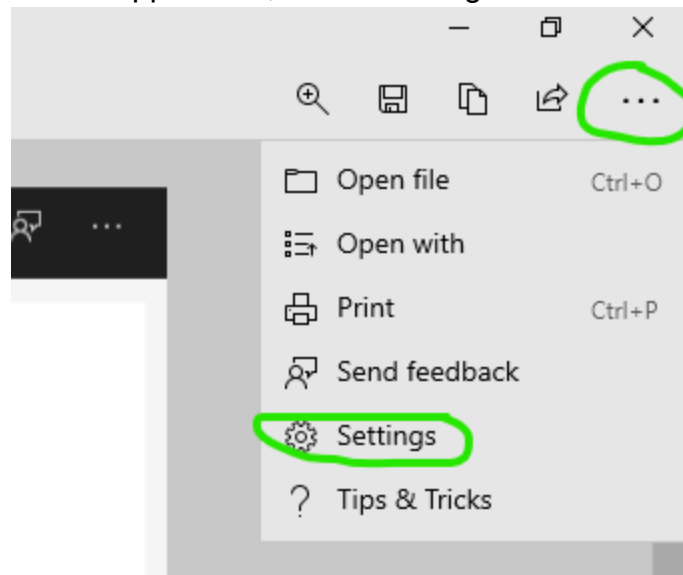
1. Open “**Snip & Sketch**”.



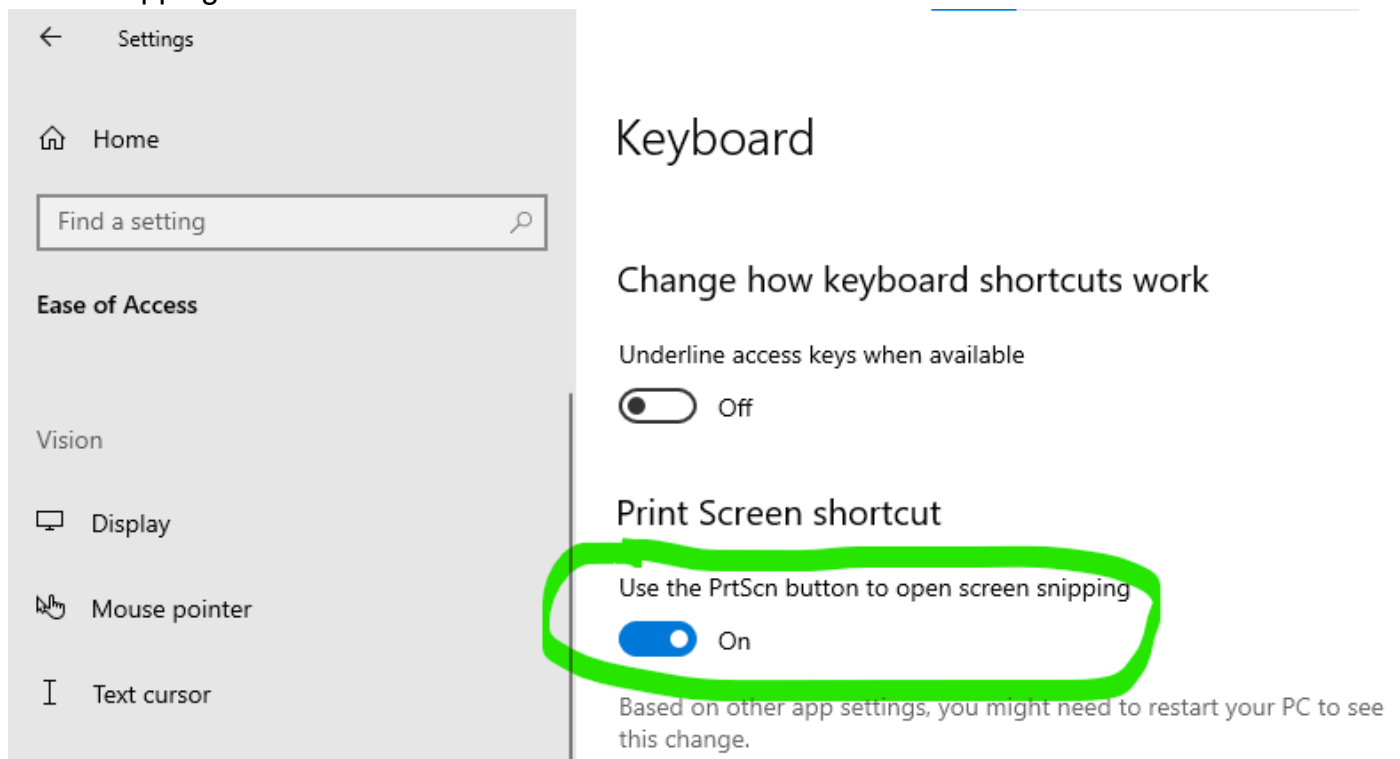


- Hold the Win Key + S.
- Type **"Snip & Sketch"**.
- Click **"Snip & Sketch"**.

2. In the “**Snip & Sketch**” application, Go to “Settings”.



- a. Click the ellipsis button.
  - b. Click the “Settings” button.
3. Click “Use the PrtScn button to open screen snapping”.
  4. In the Keyboard Window that pops up, turn on “use the PrtScn button to open screen snapping”.



8. On every message that you send, make sure you add the relevant links.

# The Basics of Good Communication QUIZ

1.) What is our goal at the end of the day when it comes to email?

Have some ready for first thing in the morning

**Inbox Zero**

Mark them as spam

Ignore them, they'll go away

2.) What should you do when you have a question that stops you from completing a task?

Message Dennis with the question

Wait until your team lead messages you about the task

**Research your question and suggest a possible solution in a message to your team lead.**

Guess, it's better than nothing

3.) Who should request help from Dennis?

Incoming specialists

Virtual Assistants

**Team Leads**

Anyone who needs help

4.) Which network should you be actively networking on?

Twitter

Facebook

LinkedIn

**All of the above**

5.) Our communication is important, that's why we follow the acronym CID. What does CID mean?

Compose, Iterate, Do

Compromise, Indicate, Delegate

**Communicate, Iterate, Delegate**

Communication, Ideas, Delete

6.) Who should you contact if you have a question that you think Dennis might know the answer to?

A teammate

No one

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