

Goal Setting – Preparing to Publish Purposefully

2025

GOLDEN KEY

SELF IMPROVEMENT SUMMIT



GOAL SETTING – PREPARING TO PUBLISH PURPOSEFULLY
with **Sue Ellson**

3rd-7th March, 2025

Sue Ellson

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GKA

Golden Key Academy

#LearnWithGKA

Goal Setting – Preparing to Publish Purposefully

A range of topics relating to online publishing and making this dream a reality in 2025

- How do you overcome self-doubt and imposter syndrome and start publishing your content online?
- What can you publish? (research, opinion, editorial, non-fiction, fiction or creative)
- Where can you start publishing safely?
- How should you handle criticism and negative thoughts?

Who would benefit from this session?

- Existing students, graduates, early career researchers and academics
- High achieving individuals and leaders
- Creatives interested in sharing their work online

What you will take away?

- Lived experience stories to reflect upon and relate to your own situation
- Practical strategies to start the journey and move beyond your concerns
- A goal setting framework to start your publishing journey
- Suggestions on what to do next

Summit Handbook

<https://academy.goldenkey.org/wp-content/uploads/2025/03/Golden-Key-Self-Improvement-Summit-25-Handbook.pdf>



**Choose
3 in 3**

Previous Golden Key Sessions

14 June 2023 – [LinkedIn for High Achievers](#)

11 October 2023 – [Online Presence for High Achievers](#)

24 April 2024 – [Self Sufficiency Strategies](#)

27 June 2024 – [How to ask for a Promotion or a Pay Rise](#)

<https://sueellson.com/golden-key-international-honour-society-presentations>

Fast Facts – more at sueellson.com

Sue Ellson is a Member of

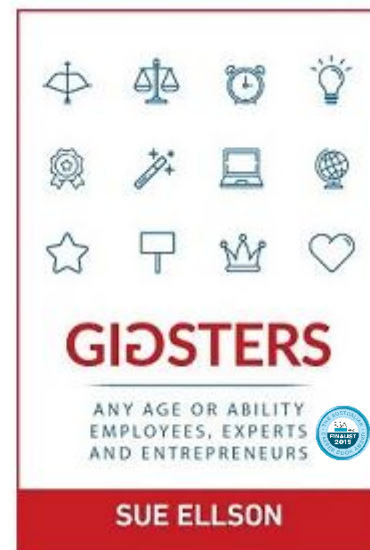
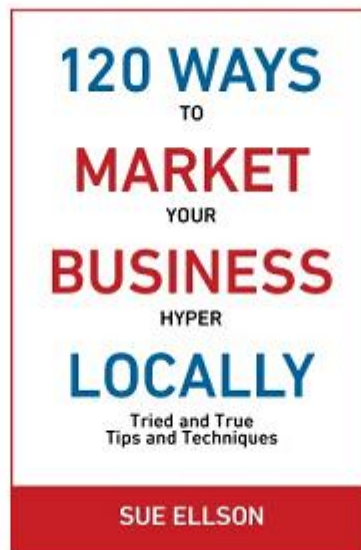
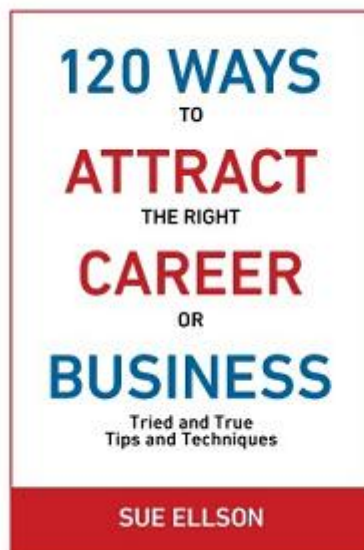
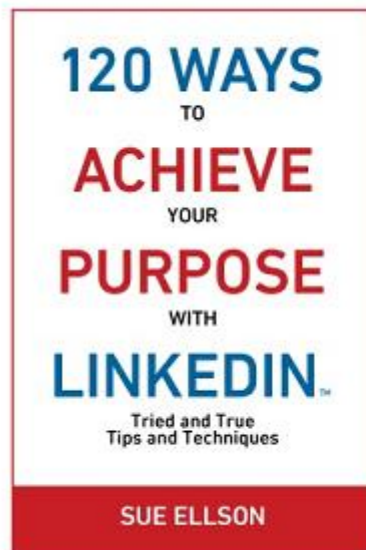


Sue Ellson is the Founder of



<https://sueellson.com/about> and <https://sueellson.com/services-and-pricing>

Author of five books



Latest – **LinkedIn for me and my career or business** – launched 23 January 2023

Give yourself a gold star ★ – update your LinkedIn Profile

<https://sueellson.com/books> or <https://120wayspublishing.com>

Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (25,820 Connections, 30,312 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (986 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (274 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (466 Followers)
- ✓ Pinterest <https://au.pinterest.com/sueellson> (20 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (73 Followers)
- ✓ X <https://x.com/sueellson> (434 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (711 Subscribers, 186 Videos – goal is 1,000+ Subscribers)
- ✓ Sue Elson Shares LinkedIn Newsletter (6,569 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (368 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ **Sue Elson Email Newsletter (1,953 Subscribers)** <https://sueellson.com/newsletters>



Quick Points

- ✓ acknowledge traditional owners of land where we are all based
- ✓ this presentation is for people of all backgrounds and it is not professional advice for your personal circumstances
- ✓ slides available
- ✓ assume varied level of knowledge and experience and can read
- ✓ please add any questions you have in the Chat – and make notes – this is like a dream, forget when you wake up!
- ✓ will be asking you what has been most helpful to you at the end (feedback for me)



What is your main focus today?

1. Current Student
2. Graduate
3. Postgraduate
4. Early Career Researcher
5. Academic
6. High Achiever
7. Leader
8. Creative interested in sharing their work online
9. Employed
10. Enterprise Owner



Please put a number in the chat!

Concepts

- ✓ **digital asset** – lifetime value and permanent record
- ✓ **digital currency** – engagement and regular publishing online to show that you are ‘still alive’ and active
- ✓ **digital consistency** – do what is manageable on an ongoing basis
- ✓ **digital reliability** – published widely, be verifiable with reviews
- ✓ **digital results** – systemise to attract rather than seek impact

Online Presence



University
Government
Media
Community

Yellow Pages
White Pages
True Local
Local Council

Google Business
Bing Places
Facebook
LinkedIn
YouTube

Google Reviews
Facebook Reviews
True Local Reviews
Portal Reviews

- yourname.com – only thing you own!
- archiving
- copyright tracking
- free and paid aggregators
- AI is fed by all of these
- want to be **read** or **published**?

<https://www.linkedin.com/pulse/what-do-before-you-speak-website-designer-sue-ellson>

<https://www.linkedin.com/pulse/how-much-should-i-pay-website-what-included-design-proposal-ellson>

<https://www.linkedin.com/pulse/what-do-before-you-upgrade-redesign-your-website-sue-ellson>

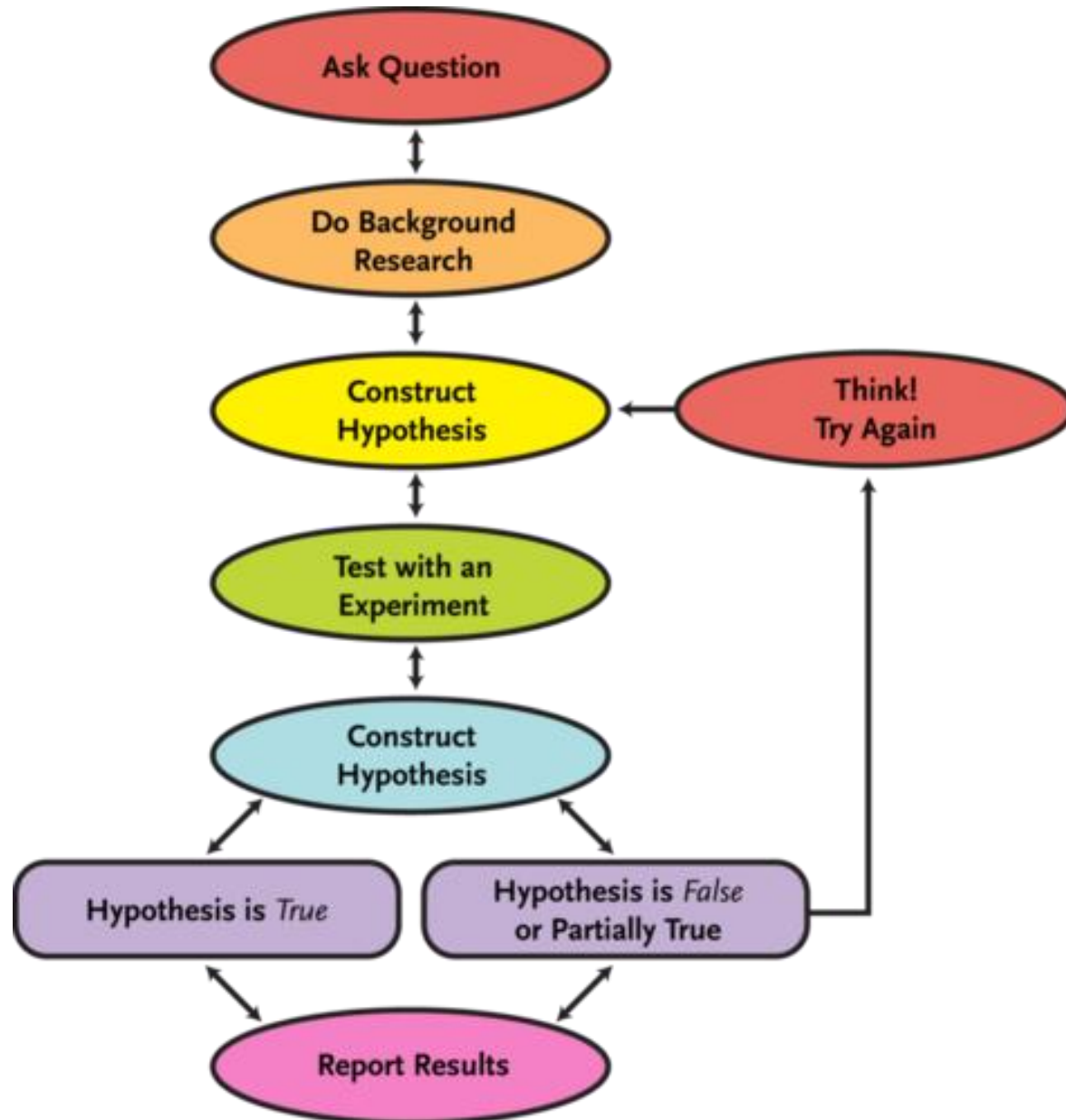
The Scientific Method

Where do you **report** your results?

How do people **find** your results?

Do you want to be read, published or **create change**?

How do you measure the **impact** of your research?





What often happens

Report published

Report shared own channel

Added to your list of publications

Shared in less than three other channels, often not in the public domain or busy journalist channels

Few citations



What could happen

Report published

Report shared own channel

Added to your list of publications

Systematically shared and published in research, online, social and media channels

More citations

Research

orcid.org

scholar.google.com

researchgate.net

academia.edu

online journals

university repositories

Social

linkedin.com

x.com

youtube.com

Online

yourname.com

uni.edu.au/yourname

aboutme.google.com

archive.org/web

muckrack.com

authory.com

Media

broadcast - mainstream

narrowcast – niche

print

television

radio

audio podcasts

video vodcasts



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How do you make this happen?

1. **Spreadsheet Columns** – Date, Title, Publication Name, Link, Details, Publish Location 1, Publish Location 2, Publish Location 3, Publish Location 4 etc
2. **Spreadsheet Row** – Date, Title, Publication Name, Link, Details, Publish Date 1, Publish Date 2, Publish Date 3, Publish Date 4 etc
3. **Other Columns** – Abstract, Volume Number, Edition Number, Medium (Print, Online, Radio, Television, Podcast), Archive.org Link etc

Step 1 – Create a Usernames and Passwords List

Step 2 – Publish Research

Step 3 – Add details to Publications Spreadsheet

Step 4 – Update Publications Spreadsheet each time an item is published elsewhere

Step 5 – Keep yourname.com website updated with a full list of publications

Step 6 – Review process and complete improvements – motto “**from now on**”

Remember that a research assistant could help you if you have the login details!

1. How do you overcome self-doubt and imposter syndrome and start publishing your content online?

1. Just do it
2. Start with what you feel comfortable with (e.g. LinkedIn Profile)
3. Start with engagement – reactions and comments (the algorithms will love you)
4. Follow and click the Notification Bell 🛎️ on creators you like
5. You can curate (find and share) before you create
6. Posts can be short, Articles can be 300 words or more
7. This is not an academic exercise (don't need three references for each major point)
8. People are interested in what YOU have to say
9. The way YOU say it is different to how someone else says it
10. Most crises last 19 hours (news cycle) and people move on



Activity: Discuss with others – what has held you back or encouraged you to keep going

Overcoming Imposter Syndrome: 6 Evidence-Based Strategies

<https://www.psychologytoday.com/us/blog/neuroscience-in-everyday-life/202308/overcoming-imposter-syndrome-6-evidence-based-strategies>

How to Overcome Self-Doubt

<https://www.psychologytoday.com/intl/blog/click-here-for-happiness/202205/how-to-overcome-self-doubt>

2. What can you publish?

1. Research – references add credibility
2. Opinion – focus on solutions, not criticism
3. Editorial – stick to guidelines and publish elsewhere
4. Non-fiction – your own ebook, book etc
5. Fiction – can be creative way to share information
6. Creative – including images, video, art etc
7. Media Coverage (link) – Radio, Television, Streaming
8. Publications (link) – Journals, Magazines, Online Sites
9. Presentations – slides and video
10. Podcasts (link) – summary details



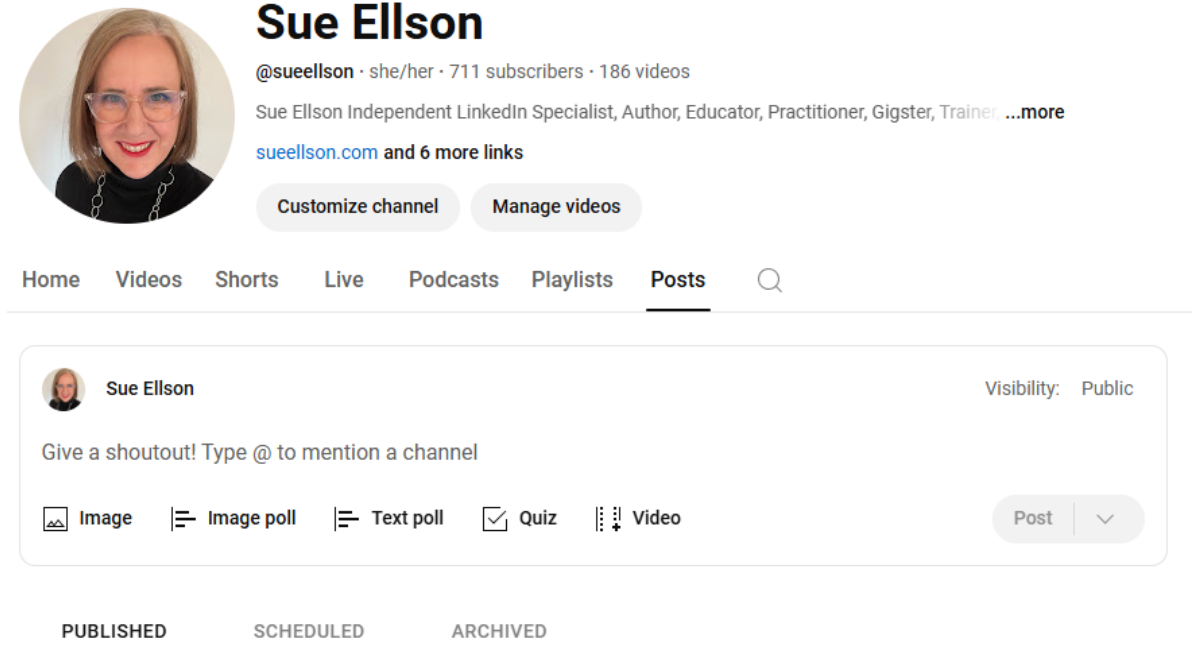
BEWARE COPYRIGHT – even if you wrote it, if published elsewhere, must have written approval to re-publish

Search engines will only index the first edition, not duplicates (30%+ different)

<https://www.ag.gov.au/rights-and-protections/copyright/copyright-basics>

3. Where can you start publishing safely?

1. LinkedIn – <https://www.linkedin.com/article/new/> – highly optimised in search engines
2. Your own name website – blog categories help – can start for free at <https://wordpress.com>
3. Medium – <https://medium.com> 100+ Followers can monetise
4. Open Forum - <https://www.openforum.com.au/contact-us/> Australian
5. Substack - <https://substack.com> own your IP, mailing list, and subscriber payments, full editorial control
6. Research Channels
7. Social Channels
8. Online Channels
9. Media Channels
10. Professional Associations



The screenshot shows a YouTube channel page for Sue Ellson. At the top left is a circular profile picture of Sue Ellson, a woman with blonde hair and glasses. To the right of the profile picture is the name "Sue Ellson" in bold black text. Below the name is the handle "@sueellson", the pronouns "she/her", and statistics "711 subscribers · 186 videos". Underneath is a bio: "Sue Ellson Independent LinkedIn Specialist, Author, Educator, Practitioner, Gigster, Trainer ...more" and a link "sueellson.com and 6 more links". There are two buttons: "Customize channel" and "Manage videos". Below the bio is a navigation bar with tabs: "Home", "Videos", "Shorts", "Live", "Podcasts", "Playlists", "Posts" (which is selected and underlined), and a search icon. Below the navigation bar is a post creation form. It starts with a small profile picture and the name "Sue Ellson". To the right of the name is "Visibility: Public". Below that is the text "Give a shoutout! Type @ to mention a channel". There are five icons for post types: "Image", "Image poll", "Text poll", "Quiz", and "Video". At the bottom right of the form is a "Post" button with a dropdown arrow. Below the form are three tabs: "PUBLISHED" (which is selected and underlined), "SCHEDULED", and "ARCHIVED".

4. How should you handle criticism and negative thoughts?

1. Be prepared
2. Most crises last 19 hours (news cycle)
3. Have a support network
4. Focus on solutions not confrontation
5. Take conversations offline
6. Long term perspective
7. Be patient going forward and look back and see how far come
8. Don't respond in a heated moment – wait!
9. Talk to someone else for another perspective
10. Remember that people are more likely to criticise than praise – so keep a record of the praise!



<https://sueellson.com/blog/social-media-bad-reviews-and-complaints-blessing-or-curse>

<https://sueellson.com/blog/savvy-social-media-strategy>

5. Goal Setting Framework

1. Engagement ratio 3:1 – listen more than speak
2. One piece of content 300 words or more once a week or month
3. Always respond to comments with solutions
4. Build your digital brand asset
5. Keep the details of all of your online profiles and update them once every six months
6. Keep copies of everything you have published (at least at archive.org/web)
7. Keep copies of everything you have submitted (even if you just email it to yourself)
8. Focus on your purpose (not shiny objects)
9. Be consistent – quality, frequency, style
10. Be sustainable



Activity: Discuss with others – what would work for you based on what you have learnt today?

6. Suggestions on what to do next

1. Make content universally accessible (Mark Up – Headings, Bold Text, Lists, One or more Images, One Video, Quotes, References, Internal/External Links etc)
2. Ensure images are labelled with Alternative Text
3. Ensure videos have visible Captions and electronic Subtitles
4. Publish on your website
5. Publish on other websites
6. Share on social media
7. Get reviews on your website, Google and Facebook
8. Keep an ongoing list of all of your publications and presentations on your website
9. Link to your social media posts on your website posts
10. Review your publishing strategy every 12 months

Download 'Latest Offer' at <https://sueellson.com/latest-offer> and four books at <https://www.researchgate.net/profile/Sue-Ellson>

- Usernames and Passwords Spreadsheet (most popular)
- LinkedIn Statistics and Backup Spreadsheet
- Basic Social Media Statistics Spreadsheet
- List of Publications Spreadsheet
- Sample Resume Layout – Applicant Tracking System Friendly



Where to from here?

Please choose three things from this session to do in three hours from now (or 3 days if you must)

3 in 3

Questions?

How to say thank you

✓ Add a comment in the chat now

✓ Write a Review on

Google <https://g.page/sue-ellson-author/review> (154 Google Reviews) or

Facebook <https://www.facebook.com/sueellson2/reviews> (13 Reviews)

Online <https://sueellson.com/reviews>

✓ Follow Sue Ellson's Socials or Contact directly <https://sueellson.com/contact>



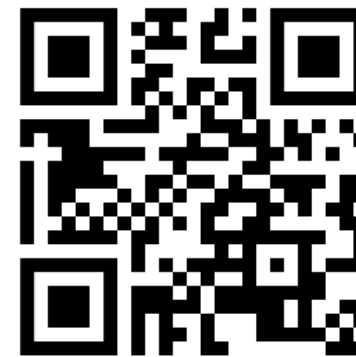
Follow Socials / Contact



Google Review



Facebook Review



Online Review

How to say thank you to Golden Key

Google

https://search.google.com/local/writereview?placeid=ChIJb_osr9OxEmsRoEYbAZ3WmC8

(1 Review)



Facebook

<https://www.facebook.com/goldenkey/reviews>

(441 Reviews)

