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CONTENT SPECIALIST - TIMOTHY  
MAURICE WEBSTER

#Becoming an Author

DATA FRIENDLY VERSION



Becoming  
an  
Author

with  
Timothy Maurice Webster

# Lesson One

## *The specialist*

### **The Big time Author**

Meet Timothy Maurice Webster – Timothy is an Author and Media voice, contributing to publications such as Forbes Woman, Metro FM, Cliff central Podcast, The Daily Maverick & more. He has published books such as Fueling Futures, Personal Brand Intelligence, Soul to Sole and many others.

As an Author, Researching and Teaching about Human and Brand Behaviour, my work is valued in both the Leadership and Strategic Communications pillars. I started my work interested in the Psychology of Image and Branding and went back to school to study applied neuroscience.

This additional insights into how the brain processes leadership, stories, and brands, helps me support the work leaders do in leading complex teams as well as helping communications teams position their messages/brands in the minds of their key stakeholders.

### **Market and Ambition?**

My target market is Senior leaders and influential brands - wherever the stakes are high in ensuring large amounts of people are reached and that leaders are performing at their optimal levels.

I target senior teams to ensure they can then reach the most people. Additionally, helping junior teams become senior is also part of my work.

Within this context, female leaders are an important part of my work because I dedicated my career to my mother and the overwhelming need to see more women in senior leadership roles, requires deep insight and strategic policy shifting.

### **Local Vs Global?**

At the beginning, I focused on America where I'm from, but when I decided to base myself in South Africa, it opened up the world in very literal ways.

South Africa is a very diverse Country that the developing world looks to for social innovation, and currently, my podcast helps me target the global market. I have listeners in 30+ Countries and this allows me to target leaders and influential brands who are doing work with Female Leaders and other organizations that are aligned in my mission.

Interested in the Podcast – Check it out below!

**Website** – <http://www.timothymaurice.com/>

**Podcast – The Brain and Brand Show** - <https://podcasts.apple.com/us/podcast/the-brain-and-brand-show/id921985659?mt=2>

# Lesson Two

*Career choice*

## Positive Gains

Working with teams from different organizations is incredibly fascinating. One day I can be working with a banking team, the next day a women's leadership group, the next day a Government organization and the next day a team of actuarial scientists.

This is enriching, I learn a lot and I'm also inspired to continue researching and finding common and different threads in human behaviour. Often these teams are in vastly different cultures and countries which also keeps me on my toes.



Learn the  
most,  
So you can  
Teach  
The most.



## Struggles in business

In many corporate sub-cultures, the work I do is often seen as a luxury and not placed on the highest level of priority. When it comes to payments, **priority in scheduling**, you can often be taken for granted.

However, this is changing, but someone getting into this business must be aware of this.

## Setting standards

Constantly evolving and educating yourself is key.

Recently I've done certificates and diplomas in behavioural science in order to keep up with the evolving nature of how science opens up new lessons about what drives people into action and decision making.

# Lesson Three

*Finding your way!*

## **Starting out somewhere.**

With the internet, the easiest way to get yourself out there is to create pathways of your speciality in blogs, on video platforms, podcasts etc.

Then to link these to key organizations and leaders that you want to work with by either asking them to contribute, to partner to share your work etc.

Engagement is Key!

## **Confident steps!**

Formal studies and short courses are a great way to not only gain knowledge on your speciality, but also to get accreditation and show your command of the subject.

But, additionally, publishing books, building a substantial and respected podcast or social media footprint that people find valuable can escalate your growth !

## **Tips for the eager !**

I recommend that anyone who desires being an author and sought-after researcher or speaker, that they should narrow their focus to begin with.

Often, people coming into a field are simply too broad and not focused enough. Think of yourself as a Professor - what do you teach, who comes to your class, what do your colleagues know you for and why are people paying for your insights.

Yes, you may need to be broad to attract income in the early stages, but ultimately, going deeper and not broader will help you develop a clear voice that you can feel confident with, but also that you can develop unique ideas that are different from anyone else out there.



You  
**Control**  
the  
outcome!