

Directions for Posting Peter Germann's Stories on LinkedIn, MailChimp, and the Germann Consulting Group Website

This guide outlines the process for uploading stories to social media platforms across the Germann Consulting Group. As of now, we are working on two versions of each story. One is the "napkin version". This is a shorter, straightforward insight. This goes out on all social media platforms. The second one is a longer "leadership story version". This is a longer story with a named leader and Peter walking them through some coaching. The longer version goes on only the website.

Deciding the Story

Peter decides the topic and story for each month. He usually has it mapped out for the entire year, but I would check in with him at the beginning of each month/quarter to confirm that's the direction he wants to go in.

Every September, the MMRF feature story is published.

Prepping the Story to Post

Before you post each story, you will need to prep the document, but only if it's a longer leadership story.

To prep the document, change the **title** font to bold and set the size to 15. The rest of the text should be size 12. If there is a question at the end of the story, make sure that it is also formatted bold. Add Peter's name and title below the title in italics. Format the image in the document so the text wraps around it.

Be sure to read through the document one more time to ensure there aren't any typos. Finally, download it as a PDF. You will need this later.

You can see a sample of what the final document looks like here:

chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/<https://germannconsultinggroup.com/wp-content/uploads/2026/02/Turn-Down-the-Volume.pdf>

Finding Photos

You will need to source royalty-free photos for each long leadership story. If you use an image downloaded from a Google search, you could get in trouble with the owners of the photo if they find out you are using it.

Some of the most reliable royalty free photo banks are:

- [Unsplash](#)
- [Pexels](#)
- [Pixabay](#)

Uploading the Story to the Website

- Log in to [GermannConsultingGroup.com](#) with your login information.
- Go to “Posts” on the left-hand menu.
- Click “Add Post” at the top.
- Copy and paste the document text into the new post window.
- On the right-hand menu, add the featured image that you sourced for the story. It should be at the top of the “post” menu.
- Save the new post as a draft, then click on a previous post. Copy the “Download this story” button and the Ninja form at the bottom.
- Open the new post and paste the button and the form at the bottom.
- Click save again, and exit the post. Go to the “Media” section on the right hand side.
- Upload the PDF of the story here. Once it’s uploaded, copy the URL of the PDF.
- Go back to the new post and scroll to the bottom to the “Download this story” button. Remove the old link and add the new link to the PDF.
- Make sure everything looks formatted correctly, then click “post”.
- Go back to the posts page, click on “quick edit” and change the author to say “Peter Germann”. Add it to the proper category (just use your best judgement at where it belongs).
- Preview the post on the actual website to make sure everything looks good.

Uploading the Story to MailChimp

- Log in to MailChimp with Peter’s login information:
 - User: petergermann98
 - Pass: Germann98#
 - Security questions:
 - Who was your business’s first salesperson? A: Peter Germann
 - How do you like your coffee? A: Black
- Click on “campaigns” on the left-hand side.

- Click the two overlapping boxes on the far right of the most recent campaign to replicate it.
- Rename the campaign title to the story name.
- Make sure that the recipients are “LinkedIn” contacts.
- Write the subject line (same as the story title), then write some provocative/intriguing preview text for the email. Questions, or sentences that start with “Find out...” usually work.
- For send time, select the date, then choose the optimal time to send the email so people will open it. MailChimp will generate this for you.
- For content, click “edit content”. Update the photo, text, and the “read more” button to link to the story on the website.
- Peter’s email link is hyperlinked to start an email that references the story. Change the subject line in the email to match the same subject line of the story email.
- Once everything looks good content-wise, send a test email to yourself and check all the links to ensure they work properly and the formatting looks good.
- Click send!

Uploading the Story to LinkedIn

- Log in to Peter’s LinkedIn
 - User: prgermann98@gmail.com
 - Pass: Leadership2018!
- Click “new post”.
- Copy and paste the story into the text box.
- Add the photo to the post.
- Schedule the post by clicking the little clock in the bottom-right corner to go out at the time you plan to release the next story.
- I check Peter’s LinkedIn connections each month and upload any new ones as contacts in the “LinkedIn Audience” section in MailChimp if their email is listed on their profile.
- Done!