

Everything Marketplaces Community Entrepreneur In Residence (EIR) Manual

An overview of Everything Marketplaces

Everything Marketplaces is a community & world-class network of 2,700+ marketplace founders, teams, & leaders. Members range from early stage marketplace founders, to founders & leaders from top marketplaces like Thumbtack, Turo, Hipcamp, Airbnb, Whatnot, Slice, Reibus, and more.

Everything Marketplaces is where founders go to learn, grow, and accelerate their marketplace startup. We support founders with our main platform & resources, products we've launched (Marketplace School, Co-founder match, jobs board, investor database), community, weekly events (both online & offline), and even backing founders by investing in them through our early stage fund.

Our community platform has become the go-to “forum” for marketplace startups and has thousands of posts & threads where members are talking about marketplaces. We also run weekly events like group chats with founders & leaders every Tuesday, office hours, founders fundraising meetings, and monthly workshops.

We're only a few years old, but have quickly built a name and brand that's incredibly well respected.

You can think about Everything Marketplaces as Y Combinator meets On Deck specifically for the needs of marketplace startups, without the cohort model. We welcome aspiring founders & marketplaces across various stages and help accelerate from the starting point they join at.

The role & opportunity

We're starting an Entrepreneur In Residence (EIR) program to help later stage marketplace leaders that might be exploring their next role or opportunity start sharing their marketplace experience and insights in the community. This will not only help formulate or crystallize learnings through creating helpful content, but will lead to increased visibility and thought leadership. It will also help leaders connect with earlier stage founders, be at the forefront of opportunities (like advising roles), and build valuable connections with other marketplace leaders through our world-class network.

As an EIR, you will primarily be creating community posts, content, and resources to share your specific marketplace experience and insights with the community. This will be specific to the stages, marketplace types, along with specific topics or challenges (see example posts at the

end of this Google Doc). This will follow how our community spaces are mapped out. You will also be engaging with the community of founders in post replies, even joining in on office hours as guests. Our EIR program is specific to expertise and you will be joining a group of selective EIR's that will collectively support the community. Our EIR's will be leaders from top marketplaces that are specifically focused on things like product, growth, revenue & monetization, etc. Our EIR's also often start working with some of the most promising marketplaces in the community through more formal advisor roles.

You won't be starting from scratch as an EIR. You will be provided with a content schedule, example posts to reference, templates to use for writing them, and assistance in editing as needed. We will also provide templates for sharing on social and across your network to build distribution. We've put together both processes and playbooks for you to use.

More on the role

You'll be responsible for working alongside the Everything Marketplaces team to:

-Create content (weekly) - You'll be creating posts in the community that will then be repurposed on our blog. The posts will be shorter form (1 page or less), then expanded on in longer form (2-3 pages) through consecutive posts to help build on a topic, learning, etc. Marketplaces are complex and highly nuanced, so the content should help break this down into specific posts that are easy for founders to read, learn more about, see examples, and also tips or takeaways that are actionable.

-Engage with founders & teams in the community - This will require being in the community to see any posts that you can help by sharing detailed replies to. This will also be replying to any comments or questions to your previous posts. This can be done by spending 15-30 minutes every other day or even 1-2 days/week, so an hour at most every week.

-Help on our office hours - This will include joining as a guest at least once/month to our weekly office hours that we have every Thursday.

-Build distribution - We expect you to update your LinkedIn with this role, share your posts that will be repurposed into blog posts on your social, newsletter, and help build distribution for the Everything Marketplaces community.

-Create additional content & resources for marketplace startups as needed - This will include other guides, step-by-step tutorials, or assisting in updating Marketplace School content.

You'll be constantly interacting with aspiring and world-class marketplace founders, teams, and other leaders in this role. This requires a true passion for marketplaces, dedication to sharing your experience, communication with others, and supporting founders. You'll be playing a key role in helping community members, along with shaping the direction of Everything Marketplaces.

Your ideal skills

- Twitter & social
- Advanced skills in writing and editing (both short & long-form)
- Proven ability to build distribution (newsletters, LinkedIn, etc)
- Interacting with others through written communication
- Creating resources & content using Google Docs, Google Slides, etc

In addition to the above, you should have an attention to detail, process, be a structured thinker, and have the ability to communicate complex ideas or topics in a very clear way.

Requirements

- Previous marketplace founder (specifically scaled past PMF into expansion & growth stages) and/or experience working at a notable marketplace
- Social and/or content presence (Twitter threads, blog, YouTube, etc)
- Existing blog, newsletter, and/or other distribution channels
- Ideally familiar with other startup accelerators, courses, etc

Expectations & deliverables

1. At least one long-form post in the community/week
2. Sharing repurposed community post on your social, in your newsletter, and other distribution channels
3. Resharing community posts and announcements to help amplify messages (as requested and occasional)
4. Joining our weekly office hours on monthly/quarterly basis, potentially leading workshops, and helping with other content creation (i.e: Office hours videos, Marketplace School content, etc)

How to apply

Please email mike@everythingmarketplaces.com with a brief summary (2-3 sentences) sharing your specific area of expertise or where you'd like to focus on working with founders (i.e: going from 0-1, expansion, etc), a link to your community member profile, examples of posts, social presence for reference, and additional samples of your writing or content.

This will initially be a volunteer role as our EIRs start engaging with the community for a minimum commitment of two months. This can be an hour/week or more, depending on interest and intentions. After two months (if not sooner), we will mutually evaluate and have full intentions to make this a longer-term opportunity for our EIR's (based on

desired level of interest & commitment) with compensation. The longer-term path for our EIRs is potentially moving to a Partner In Residency (PIR). The location is also remote and the Everything Marketplaces team is based in LA, so on PT.

Other ongoing perks for our EIR's include memberships being reimbursed, an expert service provider listing on our community services directory, complimentary memberships for EIR's to share with 2-3 founders/month, access to our EIR group, support, events, etc. We also have opportunities for EIR's to join marketplaces in the capacity of advisors, contract roles, & even full-time positions that we can help with.

EIR Playbook examples:

Posts & content

Step 1: Sharing initial community posts

- [Sharing 3 ways you can foster trust as an early stage marketplace](#)
- [Trulia vs. Zillow: Lessons from the front lines at both marketplaces \(Part 1: The big lesson of picking a side to champion\)](#)

Example of "Sharing 3 ways you can foster trust as an early stage marketplace" initial learnings post added as a blog post by EM team [here](#), then shared on social [here](#). Note that this is also shared on LinkedIn, then EIR reshares across social channels to help build distribution.

Step 2: Expanding on topics with longer-form community posts

- [Deep dive post: Why you should prioritize high quality supply & listings for your marketplace](#)

Example of "Why you should prioritize high quality supply & listings for your marketplace" deep dive post added as a blog post by EM team [here](#), then shared on social [here](#). Note that this is also shared on LinkedIn, then EIR reshares across social channels to help build distribution.

Step 3: Doing breakdowns of marketplaces you've engaged with to help community members on specific topics or areas of your expertise (usually to help reinforce or provide examples on previous topics posted about)

- [Breaking down a great example of how Omacasa has high quality listings for marketplace supply](#)
- [Breaking down how Bezel is creating unique content for "Bezel Journal" & also leveraging influencers as tastemakers for distribution](#)
- [Breaking down how HopSkip is highlighting event planners \(their users\) through blog post interviews for content marketing & building SEO](#)

Step 4: Packaging up posts to create guides, tutorials, or even presentations on topics (usually rebundling previous posts in easy "starting point" posts)

- [The comprehensive guide to marketplace SEO with steps for getting started & resources](#)
- [Marketplace supply quality & optimization 101: Why optimized supply is important, breaking down examples, & sharing a checklist you can use with your marketplace](#)

Step 5: Layering on a workshop based on previous posts, resources, etc

- [Marketplace expansion workshop recap with recording & notes](#)
- [Community resource: Marketplace expansion checklist](#) (actionable resource following the workshop)

Jumpstarting engagement in the community (once/week)

Examples posts helping jumpstart conversations in the community (usually on topics that are recurring on office hours, group chats, etc)

- [Community question: How did you get your first few marketplace bookings or transactions?](#)
- [Community question: Did you constrain your marketplace early on?](#)

Joining our office hours as a guest (once/week)

Example post sharing about being an office hours guest in the community

- [Danny Martinez \(prev. Airbnb, eBay\) will be joining us as a guest for our office hours tomorrow](#)

Example post sharing notes & tips in the community following the office hours

- [Notes from our office hours yesterday \(convincing suppliers to list, supply strategies, scaling through partnerships, etc\)](#)

Optional video content (once/month)

Example Office hours video (expanding on initial post, workshop, live office hours, etc)

- [Office hours video sharing common mistakes early stage founders make with expansion](#)