

THOUGHT LEADER MESSAGE

UMBRELLA STATEMENT:

(Can also be used as your tagline)

Your overarching outcome-focused statement that showcases your Promise of Value and Promise of Expectation.

Example: Build your Reach, Reputation (as a Trusted Authority) and Your Revenue with a Podcast

CORE THEMES:

Core Themes that aligns with your Umbrella Statement and which you will continue to build your thought leadership in.

Example: Personal Branding, Podcasting, Business Growth - all with a focus on becoming a Trusted Authority / Thought Leader, which align with my Umbrella Statement

CORE TOPICS:

These are the Core Topics that underpin your Core Themes

Example: Podcasting Principles, Personal Branding Principles, Message before Microphone, Nurturing listeners into leads, Mindset/Inspiration - all with a focus on becoming a Trusted Authority / Thought Leader, which align with my Umbrella Statement

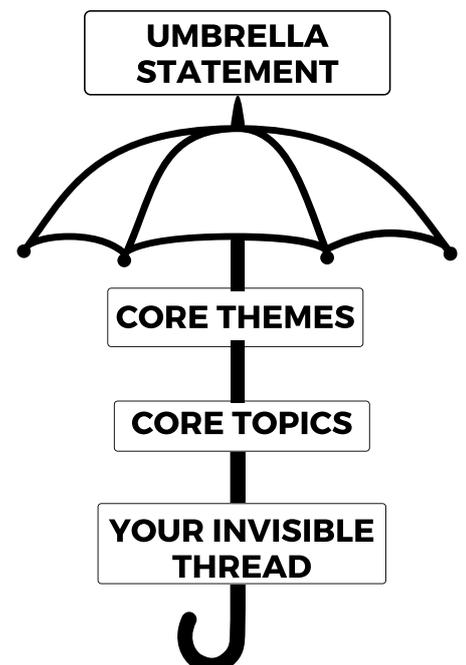
YOUR INVISIBLE THREAD:

(Joining the dots of your unique story):

Milestones: What are the key milestones (successes/achievements) in your journey that are relevant to your ideal client? And, may even validate your teachings/methodologies.

Markers: What are the significant event(s) that enabled you to come up with a new/innovative methodology that you now teach your clients.

Note: Your key Milestones and Markers should be relevant to your ideal client.





THOUGHT LEADER INTELLECTUAL PROPERTY

SIGNATURE SYSTEM:

The steps/methodologies you take clients through to get them from Overwhelm to Outcome

Example: 5 to 7 steps, which then become Pillars in your Quiz/Checklist (I prefer 5 steps/pillars)

SIGNATURE PROGRAM(S):

How you facilitate your services (group coaching, VIP, courses, etc)

Example: 90-Day 'Idea to Launch Your Thought Leader Podcast Immersive

DIGITAL ASSET (aka Irresistible Signature Giveaway):

Micro-learning opportunity for a prospective client such as a Quiz/Checklist, which can be used as part of your list building and nurturing funnel

Example: Are You Ready to Launch Your Podcast Quiz

7 PRINCIPLES:

These are compelling statements that underpin your teachings/Signature System

Example: 7 Podcasting with Purpose Principles - #1 The RIGHT Podcast Strategy begins with the END IN MIND. [For your desired outcomes and unique circumstances AND aligned with your business focus/model].

SIGNATURE SLOGANS/SAYINGS:

Pearls of wisdom you share that (a) challenges the status quo and (b) innovates/transforms. These can also become branded hashtags.

Example: #MessageBEFOREMicrophone