

Golden Rules

How to Create Thoughtful Thought Leadership



Don't Sell

If your ideas are valuable and meaningful, buyers will come to you.



Get Involved

Don't just write about ideas, prove your passion through participation.



Always Give It Away

Thought leadership isn't a revenue stream.



Admit What You Don't Know

Being humble in the face of the unknown is a good character trait.



Offer a Unique Perspective

Write and talk about what you know better than anyone else in the market.



Make Your Audience Feel Smarter

Present your content so people can learn it and retransmit it in their own way.



Focus on One Thing at a Time

Don't overwhelm your readers with too many ideas.



Market Thought Leadership Like a Product

Thought leadership needs its own promotions and PR.



Address a Specific Audience

A thought leadership strategy may focus on multiple audiences. A piece of content should be written for only one.



Hire Thought Leaders

Be brave enough to hire smart people who can chew away at the status quo.

Be a thoughtful thought leader