MarketingSavant

10 Things to Express Thought Leadership Today

Comment on Another Blog
- Someone from the RSS feeds you follow
- Add something to the conversation, don't just write nonsense to see your words on the screen

Post Slides on Slideshare
- How about the slides from your webinar?
- What about that keynote your CEO did?

Blog Something
- Talk about a new project/client/industry issue
- Link to other industry thought leaders
- Interview a customer - make them famous!

Answer a Question on LinkedIn
- Be useful!
- Answer in depth and w/out self promotion

Schedule a Webinar
- Go for a few weeks out
- Email your prospect & customer database
- Pick a timely topic from your industry

Ask a question
- Do a tweetpoll survey
- Send an email to your close colleagues or customers
- Add a question on your blog
- Ask a thought-provoking question on LinkedIn

Tweet an Idea
- Tweet a fun fact or something useful
- Share a great link from Google Reader
- Re-Tweet an insight from a fellow thought leader

Mind Map It
- Map out your ideas for a particular solution
- Publish the map on your website

Think
- Take a drive and work something out
- Go for a walk
- Change your environement - take a notebook with

Mind you Tone
- Speak the language of your audience
- Make them think!
- Be positive, helpful and forward-thinking