

Seven Ways to Make Your Audience Love Your Thought Leadership



Does your audience care about
your thought leadership?

Or does it get ignored?



The way to create impact through thought leadership is **balance** your audience's needs with your org's objectives.



1

Highly Targeted:

Puts your idea into the right hands — specific groups of decision makers or influencers.



2

Deeply Relevant:

“We were just talking about this.
You have my attention.”



3

Easy to Receive:

Takes little effort from the recipient to find. From their POV, it seems to “fall into their hands.”



4

Feels Like a Gift:

No strings attached.



5

Snack-Sized:

Offers small bites in preferred formats before inviting them to experience a whole meal.



6

Always On:

Consistent drips of insights build trust and lead to two-way conversations.



7

Clear Calls to Action:

Separates purchase CTAs and educational CTAs.



To learn how to move to
build thought leadership
around avatars and
outcomes, sign up for the
OrgTL newsletter at

<https://bit.ly/38Emd3u>

