

# THOUGHT LEADERSHIP CONTENT BUILDER

In order to assert yourself as a thought leader it is important to create insightful, targeted content that informs and engages your key audiences. Creating original content takes time and effort. A clear communications structure will enable you to create powerful thought leadership level content with a clear focus and the greatest possible reach, every time.

There are a number of key elements we need to consider before we ever begin writing:

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## I. FOCUS AND PURPOSE

In order to ensure the greatest impact and the strongest assertion of your thought leadership position, it is important that every communications piece builds upon the next. This doesn't mean that all content has to be about the same subject or even related subjects, but they should all share the same core focus and purpose. Your business will have a clear Purpose and Brand values and these should be reflected in your communications. Supporting this we also need to define what you want people to feel or think about you as a result of reading or hearing your work. These should be specific to you rather than to any one article.

List the key things you want people to think of you and your business below:

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....

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## 2. COMMUNICATION VALIDATION

Before committing time and effort to a full-length article we need to ensure it is a worthwhile and commercially relevant exercise. Answering the following questions each time will validate this:

### WHAT DO WE ALREADY KNOW?

What existing company sources of knowledge/Data/Products do we have?

List these below:

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....

### WHO DO WE ALREADY KNOW?

SPECIFIC target clients/prospects we know who would be interested in this.

List 5 below:

- 1.....
- 2.....

3.....

4.....

5.....

WHERE DO WE THINK THIS CAN BE USED? (and why?)

Justify why for as many of the following as appropriate. Minimum of 2:

*Presenting* - Growing contacts & conversations with existing/lapsed clients & leads.

1.....

2.....

*Prospecting* - Creating a successful new business prospecting campaign.

1.....

2.....

*Publishing* – Thought leadership - targeted briefings focused on key areas of opportunity.

1.....

2.....

*Participating* – Public speaking - Where, who, when?

1.....

2.....

*Programming* - Social media, Which and what and why– Li, Twitter, Facebook, Instagram.

1.....

2.....

**We can use oogsta to inspire and validate all of the above.**

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### 3. COMMUNICATION CREATION – STRUCTURE AND FLOW

Having validated the topic, the audience and potential delivery channels, it is time to begin creating the story. Constructing a story is very simple: tell readers what you are going to write, write it in the body paragraphs and reinforce it by writing it again in the conclusion in a summarized fashion. You can polish and embellish the final copy afterwards but always map out the shape of your article in bullet points first. It's easier to edit, move or discard potential areas of interest in this way before creating the final long hand version. If you do this and follow the sections below you will automatically build a story as you go.

#### SECTION 1. INTRODUCTION

Tell them about what you are going to write. Never introduce something in the intro that you do not intend to address in the body paragraphs. Try and limit to 2 sentences.

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**SECTION 2. BODY**

All articles should have a minimum of two paragraphs. Each paragraph should have a short, simple and engaging heading and contain a minimum of two sentences. The content is detailed information that flushes out the purpose of the article. Transitions are important between paragraphs. The transition is best achieved by making the first line of subsequent paragraphs reference the last subject previously discussed.

First paragraph:.....  
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.....  
.....  
.....

Next Paragraph *Transition line first* .....  
.....  
.....  
.....  
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**SECTION 3. CONCLUSION**

Summarise what you just told your readers.

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.....  
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Include information about your business and suggestions/links for further investigation.

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**Finally... Remember the story framework**

Intro – maximum 2 sentences

Body = Minimum 2 paragraphs

Paragraph 1 – Sub heading. Min. of 2 sentences.

Paragraph 2 – Sub heading. Transition Sentence. Min. of 2 sentences.

Summary - Minimum Two sentences. Information and links to your business.

**You can use oogsta to develop drafts of your story, collaborate with colleagues, and ensure the most powerful communications every time.**