

IS THIS THE YEAR YOU BECOME A

THOUGHT LEADER?

If the answer is yes, you can use this guide we
put together to help you get started.

1. GOAL

Why do you want to be a thought leader? Will it help grow your business, further your policy goals (for those of us in D.C. or state capitals) or enhance your personal brand which could lead to new or better opportunities for your career? Always start with the goal. Use this space to reflect on your why.

2. AUDIENCE

Who needs to hear about what you are doing or thinking? Who do you most want to know about your leadership? Provide specific names and categories below.

3. VEHICLE, VENUE, VISIBILITY

How do you best reach the audience you have outlined above? Where are they on social media (which channel — LinkedIn, Instagram, Twitter)? What do they read and how do they get their information? From newsletters such as Axios or Punchbowl? Mainstream national media? Do they look at their local publications or trades? Where do they go — for conferences, webinars and networking opportunities?

4. ANALYSIS

Do your homework first. Determine who your competitors are and who is already doing a good job talking about the issues you care about (make a list). Audit your assets. Have you already written or produced content that will be helpful as you look to promote or educate others on your position (bonus for images and video!)? Collect this information so it is easily accessible. Use the space below to outline this.



5. MESSAGE

What is your message? What will capture the attention of those you are trying to reach? What makes you unique or differentiates you from the others in your space? Do you already have a personal/professional brand or are you building it? Be true to your brand. Start here by listing some of the messages you want to convey.

6. EXECUTION

It takes time to become a thought leader — our rule of thumb is to allocate a year to see real results. Be flexible and willing to evolve your message or strategy based on the context around you (i.e., COVID, elections, business announcements) and be willing to adapt your strategy to what is working. Remember, success begets success! Use this space below to outline your immediate and longer-term execution plans.

Want help? Curley Company has been designing and implementing thought leadership programs for corporations, individuals, and associations for almost 20 years. We have recently been named a finalist for PR Week Boutique PR Agency of the Year in North America because of the success we have had for our clients.

For more information, visit our [curleycompany.com](https://www.curleycompany.com) or contact Jennifer Curley at

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