

Thought Leadership Inventory Worksheet

What is your goal? _____

(Make it specific, measurable, realistic, timely)

How can thought leadership help you achieve your goal? _____

Who in your life will support you (keep you accountable) in/for achieving your goal?

Who do you want to reach? _____

Speak up!

Find your audience (List 3 places events that you can find your Target Market)

- What do they need to know / want to hear?

- What, specifically, can you present to them from your body of expertise?

Get published

- Which of the following is the best medium for your target market?

- Whitepapers
- Case Studies (Who with?)
- Industry publications
- Newspapers
- Newsletters: Even your own!

Get involved

- Name 3 Organizations that your target market attends and how you will participate

Organization Name	How Will You Participate? Membership, Board appointments, Presenter, Event Coordination, Sponsorship, Other

Be “Social”

List 5 ways you will use **LinkedIn** to bring information to your clients/prospects

List 3 ways you will use **Facebook** to bring information to your clients/prospects *

List 3 ways you will use **Twitter** to bring information to your clients/prospects *

List 3 ways you will use **Electronic Communications** to bring information to your clients/prospects *
