



SECTION THREE



FUTURE

THOUGHT

LEADER

LAUNCHING A THOUGHT LEADERSHIP VENUE "OUT THERE"

Loads of amazing people with awesome ideas spend their time working on awesome stuff, yearning for more reach and relevance, and

basically waiting to:

a) get perfect enough to talk about their topic (which will never happen - we are always imperfect and there is always more to learn) and/or

b) get discovered or go viral all of a sudden (which will never happen - there's a lot behind the scenes you can't see when people "all of a sudden" get famous or build a following or quadruple their clients.



On the contrary,

what we're doing here is getting you clearer about your expertise - and your passion around it - and your confidence blocks.

But, we are not just talking theories.

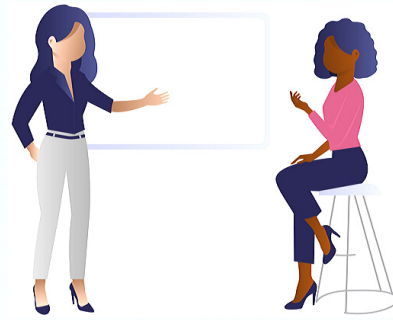
We are here to **literally launch you "out there."** Which is where you learn and grow and iterate and become. Which is where you rub up against your shadows and can work through them. Not from imagining the work.

"It is not the critic who counts; not they who points out how the strong one stumbles, or where the doer of deeds could have done them better. **The credit belongs to the human who is actually in the arena,** whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends themselves in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if they fail, at least fails while **daring greatly,** so that their place shall never be with those cold and timid souls who neither know victory nor defeat."

-Theodore Roosevelt

via Brene Brown's awesome book *Daring Greatly*

edited for gender neutrality by Family



WHERE DO YOU WANT YOUR AUDIENCE TO MEET YOU OR FIND YOU?

WHERE DO YOU WANT TO WOO THEM? WHERE WILL YOUR IDEAS SHINE?

WHERE CAN YOU FLOW? AS YOU?

Convincing your audience to meet you on **TikTok** when they already love **LinkedIn** is a HUGE HORRIBLY DIFFICULT lift you don't need when you're trying to focus on creating content that is real and beautiful. Meet the people where they are. **Pause and google up a little research** here on your audience if you didn't do it in the earlier pages. This will save you so much time in the future!

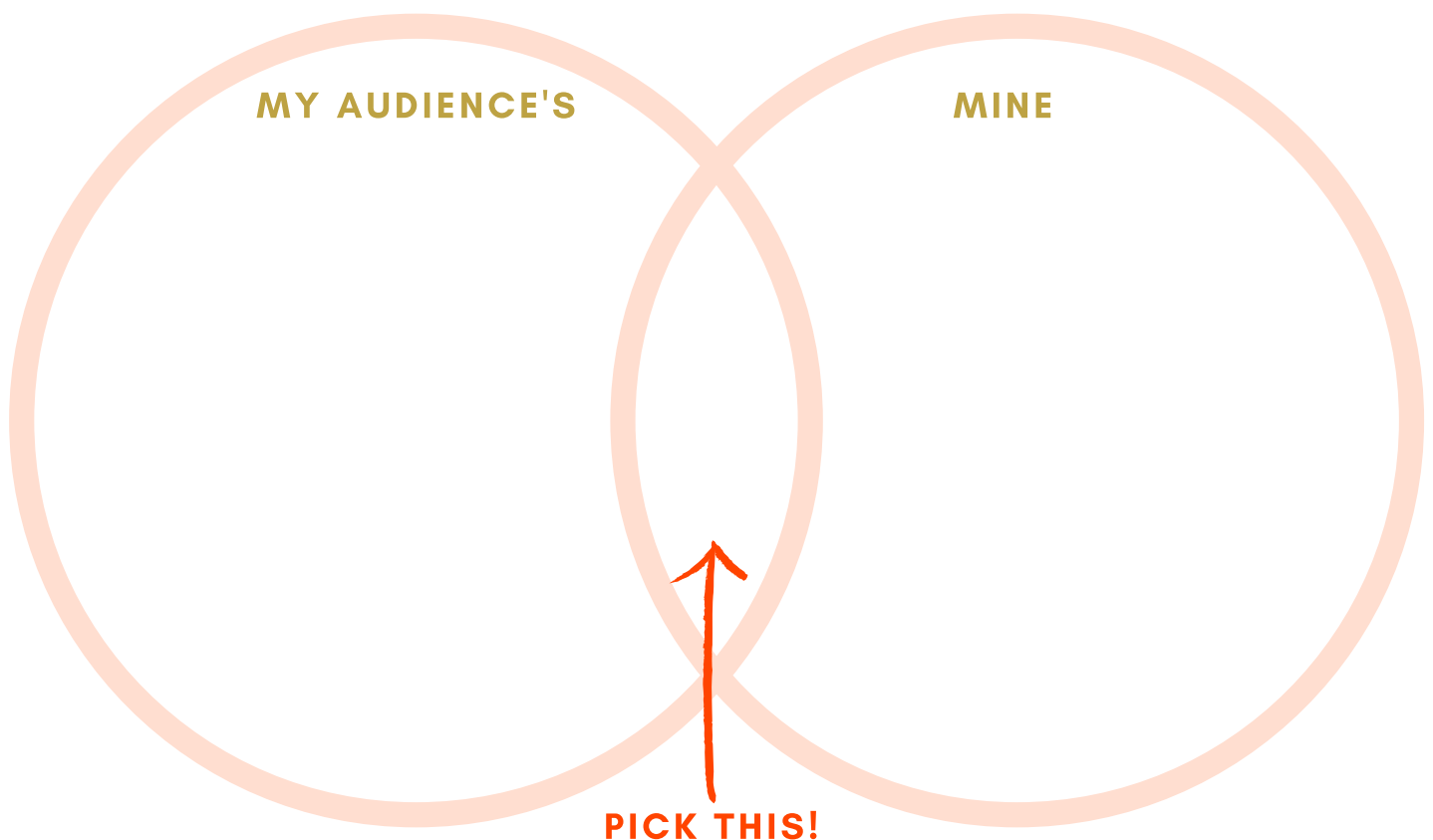
Similarly, if you chafe at the notion of being a **YouTuber** or your skin crawls at the idea of cranking out **official 10pt font whitepapers** - do NOT pick that: even if your audience loves them. To create awesome content that moves people's hearts, minds, and spirits, you need your heart, mind, and spirit there flowing with you. Elevating your message and brand above the fray and really resonating with the people - your audience - requires that you are jazzed - juiced - **pumped not just about the content but also the format.**

EXERCISE: Your best [launch] format

A FEW EXAMPLES OF WHAT YOU COULD LAUNCH TO GET YOUR THOUGHT LEADERSHIP "OUT THERE":

- Articles (Medium)
- Podcasts
- Video platforms
- Webinars
- Online workshops
- E-newsletters
- Visual Memes / GIFs
- Facebook groups
- Digital 2D content (like this workbook)
- Digital courses (like this whole course)
- Online industry group
- An initiative group/professional org
- Twitter, Instagram
- A database
- A self-published zine
- A snail mail flyer series
- A personal website
- A website for your idea
- A Slack channel you start
- A mastermind by phone
- A Zoom mastermind

OUTLINE YOUR AUDIENCE'S FAVORITE MODES OF GETTING CONNECTED AND GETTING INFORMATION - AND YOURS (OR WHAT YOU THINK MIGHT BE YOURS IF YOU'VE NEVER DONE THEM BEFORE).



You still have to market the heck out of whichever one you choose, but just choosing one your people already know makes it so much easier..



IF YOU'RE CREATING SOMETHING USEFUL/BEAUTIFUL AND FOLKS ARE HAPPY TO PAY FOR IT: HELL YES: WIN-WIN.

The patriarchy has taught women (and many of our families have taught every kid) that **making money is gross, or bad, or makes you bad.**

This does not have to be your truth. It's super-dis-empowering. And the idea of money, value, and your worth stops a LOT of us from not shining in paid arenas (paid keynotes, paid online courses, paid fancy retreats!)

LOOK: **Money just magnifies what you were before:** if you are a socially-minded, kind, force for good. More money will magnify your ability to lead more of your goodness in the world.

If you do your stuff right - with kindness and consent - you can **make money AND serve** your folks simultaneously. Which reduces burnout! Which means you can keep serving and spreading your ideas!

Think about the thought leaders **you love.** Aren't you glad to buy their books? Pay to see their speeches on the big stage? Join this very course?

MONEY SHOULD FACILITATE AN EVEN CONSENSUAL EXCHANGE

THINK OF IT LIKE SEX.

YOU WANT BOTH/ALL WALKING AWAY HAPPY ABOUT THE EXCHANGE. REAL HAPPY.

IF YOU MAKE MONEY "OFF OF PEOPLE" I.E. TAKING THEIR MONEY AND GIVING THEM NOTHING OR VERY LITTLE IN RETURN, IT'S BAD.

TRICKING/GUILTING PEOPLE INTO BUYING: VERY BAD.



OFFER SOMETHING GOOD THAT TURNS YOU ON. CHARGE WHAT FEELS GOOD TO YOU (+ FOR THEM). TRUST YOUR AUDIENCE WILL BE HAPPY TO PAY.

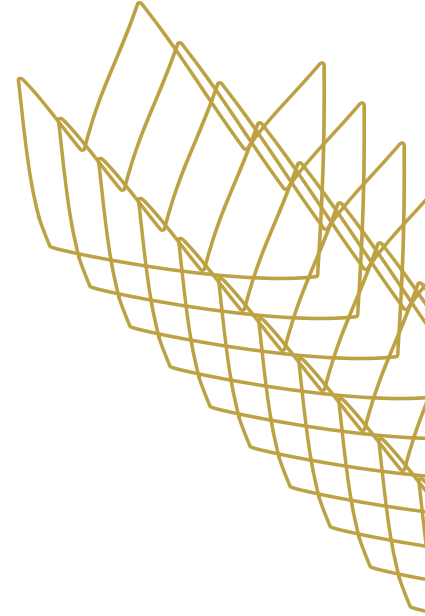
DIGITAL FORMATS TO CONSIDER

A SMART FINANCIAL STRATEGY TO BUILD UP TO:

IS TO OFFER **A FEW DIFFERENT THINGS THAT ARE AWESOME ON THEIR OWN** WITHOUT NEEDING YOU ("EVERGREEN"). PLUS (ONLY IF YOU ENJOY THIS KIND OF WORK), A FEW THAT REQUIRE YOUR ENGAGEMENT (LIKE INTERACTIVE DIGITAL COURSES OR ONLINE COACHING).

BOTH TYPES REQUIRE YOU "SELL" THEM (OR SPEAK TO YOUR AUDIENCE ABOUT THEM A BUNCH, AND WITH PASSION, IN A VARIETY OF WAYS.)

BUT THE EVERGREEN ONES **REQUIRE NOTHING OF YOU ONCE SOMEONE BUYS IT** (LIKE A DOWNLOADABLE WORKBOOK).



EVERGREEN: ALWAYS FOR SALE; PASSIVE DIGITAL INCOME

WRITING ("swipe file")

- e-Books
- a blog
- How-to-Guides (i.e. this)
- Templates
- White papers (good for businessy types)
- Zines

AUDIO

- Songs
- Podcasts (including limited release)
- Lecture series
- Meditations

VIDEO

- Tutorials
- "Shows" (i.e. internet tv shows)
- Digital course content
- YouTube channel

DESIGN

- Stock photos

EXPERIENTIAL: YOU ARE ACTIVELY PROVIDING

COACHING / TEACHING

- 1:1 coaching or advising
- Group coaching / "masterminds"
- Digital courses (which can include many of the elements on this page)

COMMUNITY

- One-off webinars / zooms
- Series of online gatherings
- Ongoing online gatherings (i.e. every Monday)

- Facebook groups
- Listserv
- Secret IG / group text / WhatsApp
- Slack groups
- Full on membership website (like Skirt Club)
- Again: digital courses with community element

ONE-WAY "PUSH"

- Newsletters



WRITE FOR BIG PUBLICATIONS: AS A GUEST WRITER.

An awesome way to get your voice out there – and at the top of Google Searches – is to become a "guest poster" on sites that already have a LOT of traffic – and **your audience already engaged.**

Example sites that engage "guest bloggers" and that would likely welcome feminist/authentic/business thought leadership perspectives:

General: Medium, SheKnows, Lifehack, The Room (Af-Am themes), Mashable

Business: Forbes, Fast Company, Business Insider, Inc., Entrepreneur

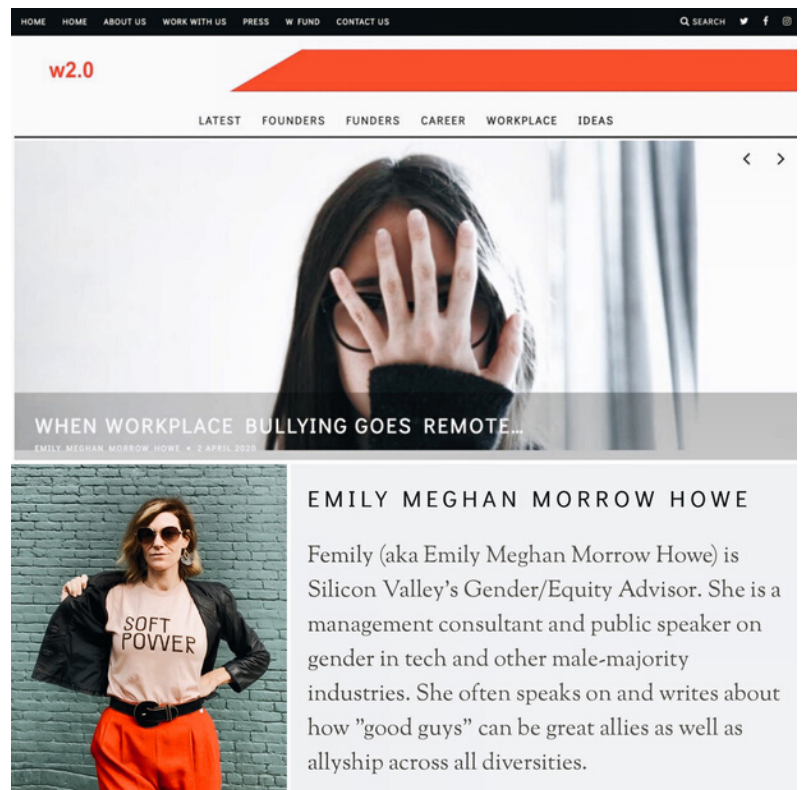
Women leaders: The Tempest, FairyGodBoss, Emerging Women, BlogHer

Mindfulness: MindBodyGreen, TinyBuddha, Elephant Journal

Health/Wellness: Thrive Global (by Arianna Huffington), Healthline, Psychology Today (pretty mainstream)

Pop feminism: Bustle, Refinery29, IndieWire

For example, to reach women in tech, I guest blog at Women 2.0:



To get in:

1. Read their "contributors guidelines"
2. Follow them 100% without any gaps.
3. Write your piece.
4. Submit it how they tell you to on the contributor's guidelines. Keep your note soooo short: "Hello, Rahim: Here's a completed article I wrote exclusively for Fast Company, as an intended guest contributor. My bio is below."

WRITE OPINION PIECES

Another way to see your ideas in the spotlights is to write "letters to the editor" and "Op-Eds" to your favorite newspaper from your hometown one to The New York Times.

Lucky for all of us, theopedproject.org is amazingly concrete at telling us HOW to write OPINION PIECES that get picked to run in newspapers. Go there now!



Surprise: men dominate women in this game. Mostly because the patriarchy tells women "no one cares about your thoughts" and tells men "everyone wants to hear what you have to say".

*Let's smash this
"bee-ess" & all
submit Op-Eds.*



The New York Times

Opinion

BONUS: UPLEVEL YOUR ONLINE LIFE

No matter which venue you choose to elevate during this course - you will want to uplevel all of your social media to reflect your expertise area and anything else you are forefronting right now (like public speaking or consulting services). These tips will help you elevate to a new level of professionalism or polish in this area. #alignment.

Some suggestions for popular formats:



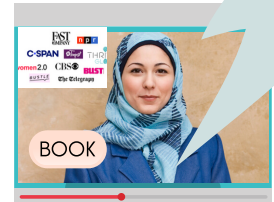
Just family and friends. This is where food and kid and random pictures go.



- Update your bio with your expertise.
- Have a "link in bio" system (campsite rules).
- Use **one filter** for all photos.
- Keep dog/food/kid photos below 20%.
- Keep it 80% "on brand" in either photo or your prose.



- Have a **personal web page** or site that shows you're an expert - with your logo quilt - and with a "book [my name] to speak" button and a "schedule an interview" mechanism. (Journalists, podcast hosts and conference organizers always want to see "that you're real".)



- Update your bio to reflect your expertise and say you're a public speaker (if you are)
- Say exactly what people hire you for. "I help ___ fix ___" format.
- Post no more than 2% politics (unless this is your biz)
- You need a headshot taken in the last 12 months by a professional.



teleconferences / webinars
IG live / other video:

- Elevate your video camera to 5"+ above eye level. (Get a tripod.)
- Face into the light. (Get a clip-on light to always use.)
- Turn off all lights behind you and move to a place without a window behind you.
- Dress "on brand" even if you're at home or in a non-brand-like setting.
- Remove clutter behind you. (It looks magnified on screen.)



EXERCISE: Your reputation / "brand"

Journal for 3-5 minutes on the following (in the space below or wherever you like):

HOW DO YOU MAKE YOUR PEOPLE FEEL CONNECTED TO YOU AND YOUR IDEAS/BUSINESS IN A SEA OF OVERWHELM AND NUMB SCROLLING? WHAT'S YOUR TONE & APPROACH? ARE YOU A HARD-DRIVING FACT-TOTING DATA WONK? A TOUCHY-FEELY FEMININE SPIRITUAL GODDESS? SOMETHING ELSE ENTIRELY? WHAT'S YOUR APPROACH? YOUR VIBE?

GIVEN WHO YOU ARE AND WHO YOUR AUDIENCE IS - HOW DOES YOUR TRUTH DEEPLY RESONATE WITH PEOPLE - AND HOW DO YOU STAND OUT FROM YOUR PEERS / COMPETITION/ OTHERS IN YOUR INDUSTRY OR SPHERE?

Your brand is a combination of the following 3 components. You'll get the most from this exercise if you put what **FIRST** comes to mind, **unfiltered**. Even if you're not sure why you're called to put it. Put what **DIFFERENTIATES** you from your peers, competition, or industry. *If you and everyone else are smart and kind - don't put it.*

MY SKILLS

MY PERSONALITY

MY EXPERIENCE



Your reputation / "brand"

To figure out who you would be - ie. how you would be acting and engaging with people and the world - **IF YOU KNEW IT WOULD ALL WORK OUT.** The point here is you could become a financial or a feminist thought leader and find your people with any of these tones - so pick what feels like your fave you-est YOU.

EXERCISE: Circle the vibes/tones/things that would be a **HELL YES** in your brand (think clipart, how you talk, fonts, vibes...) and **cross out those that are a hard NO.** There will be some in the middle likely; ignore those. Knowing your main themes will help you when you're speaking, seeking out media and IRL venues that click for you and your audiences. No judgement!

UPLIFTING
 FEMINIST
 PROFESSIONAL
 CUSSING
 RELIGIOUS
 SPIRITUALITY
 SEX
 SEXUALITY
 PLEASURE
 IMPERFECTION
 TOTALLY TOGETHER
 FRIENDLY
 GLAM / FASHION
 TATTOOS
 SCIENCE
 FACTS/RESEARCH
 MOON SISTERS
 ALCOHOL
 SOBRIETY
 CORPORATE
 PRIM/PROPER

INFORMATIVE
 EXPERIENCED
 PEOPLE LIKE ME
 INCLUSIVE
 ACCESSIBLE
 MULTIRACIAL
 MY GENERATION
 ALL AGES
 HIGH VIBES
 ALL VIBES
 CASUAL
 GIVING BACK
 HIGHLY ORGANIZED
 SPONTANEOUS
 LINEAR
 BOLD
 WHISPERY
 INDEPENDENT
 STRONG
 POLISHED
 CURIOUS

AMBITIOUS
 WOMANY
 GENDER-FREE
 SEX-POSITIVE
 QUEER
 ORGANIC
 EARTHY
 LUXURY
 PLAYFUL
 ARTY/CREATIVE
 WITTY
 HEAVY/SAD
 ACTIVIST
 SWEET
 AGGRESSIVE
 AIRY
 BODY-POSITIVE
 FUNNY
 SERIOUS
 HEALTHY/WELLNESS
 WITCHY

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Exercise: Infusing your brand into your media - especially IG.

Far too many people put random (like kids and food) pictures in their IG when their main thought leadership / business has nothing to do with that.

LinkedIn: Stiff thought leadership.

IG: Personalized thought leadership.

FB: Random stuff.

Post whatever pictures you want - on brand is better - but make sure the **caption** contextualizes your photo from the standpoint of your thought leadership brand. (If not, put on FB.)

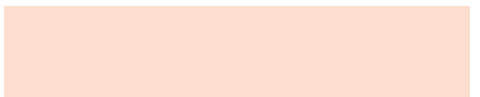
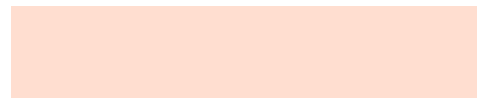
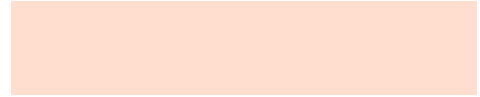
When posting the picture below, I might say, "We meditate so that we can remain calm while smashing the corporate patriarchy" since I'm a feminist consultant.



If you are thought leader on building a thriving business or rising through trauma you would reference that.

You just wouldn't want to miss an opportunity to **tie your IG posts to your brand** by saying something unrelated like, "Yay, we are cozy wearing all-organic cotton shirts from Gramma. Unless you run an organic kids clothing company!"

FOR THE FOLLOWING PICTURES - PUT A CAPTION THAT FEELS LIKE IT TIES THE IMAGE TO YOUR THOUGHT LEADERSHIP. THAT BUILDS TRUST TO YOU AS A THOUGHT LEADER - EVEN WHILE YOU POST THE FUN, BUT LESS OVERTLY-RELEVANT STUFF OF EVERYDAY LIFE.



FOR EXAMPLE, FOR THESE SIMPLE, RANDOM PHOTOS AS A QUEER FEMINIST WHO HELPS COMPANIES GET BETTER FOR WOMEN I MIGHT USE THE FOLLOWING CAPTIONS:

Love is love! So happy to be living in a world where I can be out and proud - both in my life and at work. #itgetsbetter



I feel like this is 100% the me I saw myself as as a kid: are you surprised she turned into a tech bro culture fighter?



Powering up for another day kicking diet-culture in the teeth. Yes I love pancakes. No I don't want your stupid bikini diet.



Meet RBG, our new [rescue] pitbull.



Oh boy, back for a visit to the city that taught me everything about how to decline a cat-call. Thanks, NYC.



Seeing these fierce lady painters makes me think about the feminist art collective I used to run with Christina Bohn. #femmecartel



IT'S NOT THAT IT HAS TO HAMMER YOU ON THE HEAD - FORCED AND BORING - BUT THAT YOUR CAPTIONS (+ MEDIA ARTICLES + TALK TITLES + OPINION PIECES + EVENTS) SHOULD BE IN THE SAME BALLPARK OF WHAT YOU CARE ABOUT - UNDER YOUR THOUGHT LEADER UMBRELLA. THE MORE INTEGRATED YOUR LIFE IS, THE EASIER IT IS TO BE REAL EVERYWHERE.

Exercise: Ok, now you. :)

BONUS FUN: MORE THAN JUST AN EXERCISE TO HELP YOU ALIGN YOUR INSTAGRAM WITH YOUR BRAND - THIS EXERCISE CAN HELP YOU REALLY SEE CLEARLY WHAT YOU CARE ABOUT MOST IN TERMS OF YOUR THOUGHT LEADERSHIP.

