

FUTURE

THOUGHT

LEADER

**THE
INTENSIVE
DIGITAL
COURSE**

BY FAMILY



AGENDA



SECTION 1

YOUR THOUGHT LEADERSHIP JOURNEY +
PURPOSE

SECTION 2

THE **AUDIENCE** WHO NEEDS YOUR
EXPERTISE (INCLUDING THE MEDIA)

SECTION 3

GETTING YOUR IDEAS "OUT THERE" ON
THE RIGHT **PLATFORM** (FOR RIGHT NOW)

SECTION 4

BUILDING OUT + **PROMOTING** YOUR
OFFERING

SECTION 5

ROADMAPPING YOUR **NEXT YEAR**
(INCLUDING SPEAKING OPPS)

ABOUT THIS COURSE



Welcome to the course that will bring you from the early stages of thought leadership to confidence in pursuing your mission – as a leader in the world/movement that you care about.

Becoming a thought leader means that you will be respected and be in-demand for cool & meaningful opportunities, invitations, and clients you previously only dreamed of. And you'll be able to push your ideas forward faster; and they'll "stick" more with your community...and the world.

Whether you want to go from audience member to speaker, or from podcast attendee to guest or host; or from reading about your topic to being quoted on it, this course is for you.

The *Future Thought Leader roadmap* (on the next page) will get you there. You will gain the skills and knowledge you need to plan your elevation – and launch a first offering to the folks who need your perspective and who will be motivated by your views.

I am so psyched you're on the path to having more folks listen to your perspective. And share your awesomeness.

LOVE,
Family



In this course, you will

Get clear on your niche area of expertise. Start to overcome imposter syndrome that says you're not an "expert".

Specify, reach, and connect with your intended audience, including (if you like) awesome folks who will pay for your offerings or follow your light.

Determine the best format for your message – and a year's worth of content.

Step into a powerful presence aka "personal brand" that helps your audience know, like and trust you – and reflects your truest self.

Get connected with journalists and start to get quoted in the media.

Be a guest on your favorite podcasts – and pitch those who are in your "reach."

Build your quilt of logos to inspire future opportunities + speaking opportunities.

Understand how to (non-annoyingly) self-promote.

Launch content that is useful to your audience and brings you results.

Feel confidence in your expertise level (beat imposter syndrome).

Plan to sustain your momentum over the next year with future offerings that amplify your message.

Understand online safety.

Do thought leader self-care.

(Seriously - all that. Let's DO it!)

THOUGHT LEADER ROADMAP

By the end of this course, you will have accomplished and the following personalized roadmap and will be on your way to being a modern thought leader:

- Sign up for media tip emails
- Begin to pitch relevant journalists
- Re-focus all social media
- Create your own [digital] content
- Select best venue for your content
- Entice your ideal audience
- Focus your personal website
- Start actively seeking speaking gigs
- Start your online logo quilt
- Boost your mindset & "Own Your Worth"
- Amp up your online safety
- Define all elements below:**

PURPOSE

[Blank space for writing Purpose]

MY EXPERT NICHE

[Blank space for writing My Expert Niche]

I HELP X, FIX Y, BY Z

[Blank space for writing I help X, fix Y, by Z]

MY VIBE FOR THIS AUDIENCE

[Blank space for writing My Vibe for this Audience]

SELF-CARE DURING LAUNCH

- | | |
|---|---|
| 1 | 3 |
| 2 | 4 |

NAME:

AUDIENCE

[Blank space for writing Audience]

THEIR FAVE MEDIA + EVENTS

[Blank space for writing Their Fave Media + Events]

MY DIGITAL VENUE FOR THEM

[Blank space for writing My Digital Venue for Them]

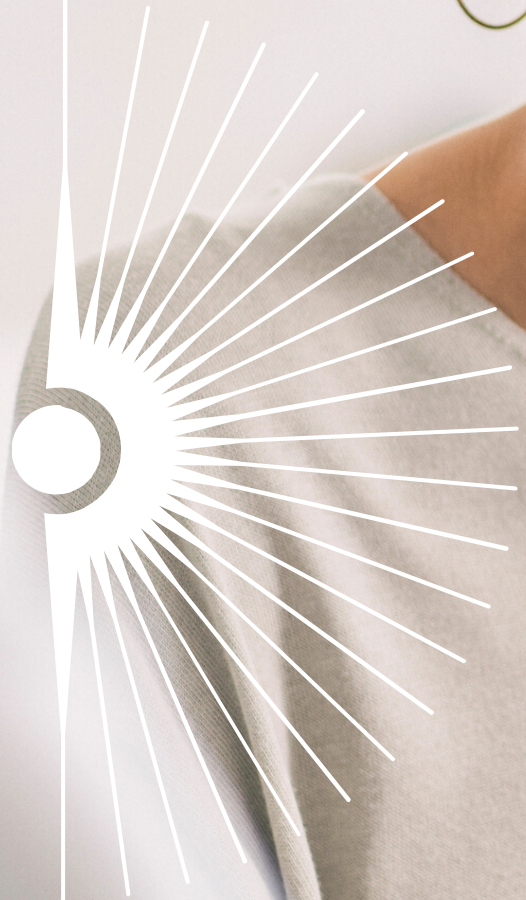
DATE I WILL LAUNCH FIRST ONE

[Blank space for writing Date I will launch first one]

WHERE I WILL PROMOTE IT

- | | |
|---|---|
| 1 | 5 |
| 2 | 6 |
| 3 | 7 |
| 4 | |

SECTION ONE



FUTURE

THOUGHT

LEADER

EXERCISE: My thought leadership

To get you immersed and help you better understand - journal for 3-5 minutes on the following (in the space below or wherever you like):

WHO DO YOU ADMIRE AS THOUGHT LEADERS GENERALLY? ACTIVISTS, THINKERS, DO-ERS, ARTISTS, OTHER CREATIVES, ACADEMICS, LEADERS? IN HISTORY AND NOW. WHAT DO YOU ADMIRE ABOUT THEM? WHO IN YOUR FIELD/SPACE ARE THE THOUGHT LEADERS?

**WHAT DO YOU HAVE
IN COMMON WITH
YOUR FAVES?**

**WHAT DO YOU HAVE
THAT THEY DON'T
HAVE?**

EXERCISE: Self-reflection (purpose)

To get you immersed and help you better understand your opportunities here - and to surface anything holding you back - journal for 3-5 minutes on the following (in the space below or wherever you like):

WHAT IS YOUR PURPOSE FOR WANTING TO BE A THOUGHT LEADER? WHAT ARE YOUR GOALS? WHAT DO YOU WANT TO CHANGE IN YOUR LIFE AND IN YOUR INDUSTRY/AREA'S LIFE AS A RESULT OF YOU STEPPING INTO YOUR POWER AND LEADERSHIP? WHAT ABOUT THE WORLD?

WHAT WILL HAPPEN IF YOU NEVER STEPPED INTO YOUR POWER?

WHAT WOULD YOU EXPERIENCE?

WHERE WOULD THAT LEAVE YOUR COMMUNITY?

THE WORLD?

FEAR + CONFIDENCE

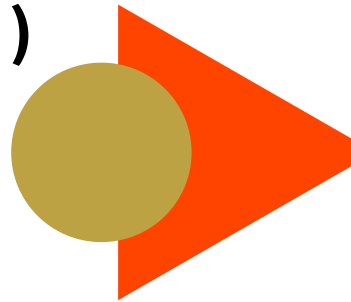
WHAT HAS BLOCKED YOU FROM MOVING INTO YOUR POWER OR STARTING TO SPEAK OUT SO FAR? _____ IS THAT STILL PRESENT? _____ WHERE DO YOU FEEL IT IN YOUR BODY? BREATHE INTO IT FOR 60 SECONDS. DOES IT DISSIPATE? _____(IF NO, DO IT LONGER).

HAVE YOU EVER GOTTEN THROUGH THAT KIND OF BLOCK BEFORE ABOUT SOMETHING ELSE? _____ HOW DID YOU DO IT? _____

WHO DO YOU THINK WOULD BE PROUDEST OF YOU FOR STEPPING INTO YOUR POWER? _____

WHO WILL BE CHEERING YOU ON WHETHER (WHEN) YOU MAKE MIS-STEPS OR ENCOUNTER ROADBLOCKS? _____

EXERCISE: Fear (and then what...)



Loud, proud thought leadership - and other things in life - are often scary because we imagine "worst case scenario" things when it's not likely to be that bad.. We can get **out of the panic** and into confident, ease-filled forward movement by doing this exercise:

what are you afraid of?

then what would happen?

then what?

then what?

then what?

then what?

EXAMPLE

what are you afraid of? People calling me out.

then what would happen? I would feel shame at having been wrong.

then what? I would punch my pillow. I would do yoga. I'd cry.

then what? I would look to see what I could learn. I would ask friends for second opinions.

then what? I would read a book to learn more.

then what? I would through the bad feelings, and talk to my BFFs.

***you do
not have
to be
fearless***

THOUGHT LEADERSHIP?

How people become thought leaders:

CONTENT + AUTHORITY + REACH

Doing 30000 years of work themselves and speaking about it at national conferences or on The Today Show. #slowest

By digesting the leading research - and translating it to the masses (or at least your masses) - with your lens.

Visibly helping the field or cause or other thought leaders. i.e. By coordinating or elevating experts in the field (podcast, conferences, industry group) and being of use & in the mix.

By doing "the work" and simultaneously speaking truth about it in a new and fascinating way. That leads the field/cause.

A thought leader is an individual or firm that is recognized as an authority in a specialized field and whose expertise is sought and often rewarded.

WHAT YOU GET FROM IT: RESPECT, FUN, \$, OPPORTUNITIES, INVITES, CLIENTS, & THE ABILITY TO MOVE HEARTS & MAKE CHANGE IN THE FIELD AND IN THE WORLD.

EXERCISE: My Thought Leadership

Are you STRONG on thought leadership currently? Circle the yesses. The rest can be your **#goals** if they appeal to you and (obvs) this course will help you move forward in all of these areas.

CONTENT

Have you been producing content regularly in the field?

Do you challenge the field to move forward? And, are you one of the first pushing for future-facing ideas?

Are you visible as the change you want? i.e if you want to become a speaker, does your bio everywhere say "public speaker"?

Do you feel confident as "the face of X"?

AUTHORITY

Do your peers in the field consider you to be an expert - or one of the leaders?

Do people regularly ask you for advice about your area?

Have you worked with, spoken at, or volunteered at lots of impressive events/orgs?

Have you worked in your intended thought leadership area for 5 years?

Have you done something *remarkable*, counter-cultural or "of note" in the field?

REACH

Do people regularly share your stuff?

Do you have more than 5K engaged followers - especially those in your area of intended thought leadership?

Have you spoken or coordinated/moderated talks on national stages or popular digital venues?

Are you friendly with other leaders / influencers in your space?

Have you been interviewed by media on your topic?