



# SECTION FOUR

**FUTURE**

**THOUGHT**

**LEADER**

Last week, you decided the platform (podcast, blog, newsletter) you're going to use to reach your [hopefully niche] audience with your thought leaderly wisdoms.

This week, you pick a platform technology to use (don't over-think it: just google "best [podcast / newsletter / online course] platform") to find one that will get you started. As in: you know you want to host a webinar or online masterclass - so which tools will you use? Or search "best free\_\_\_"! Most have a free version which is very very fine & scalable for now.

This is the week **you start to make it real**. As in you get in the arena, as Brene Brown says.

You will sign up for and start to build out your title, look and feel, colors, name, images, etc... related to what you're launching.

Whether you launch (or re-launch) your e-newsletter, a monthly Medium article or an online community: the work of this week builds your confidence in:

- The **technology** that will host it. (A lot of people get stuck here until they plunge in. Totally normal).

### AND

- Your awesome **content**.
- Your unique offerings as a **thought leader**.
- Your content-generation process (i.e. do you like to go off a few bullets, a full outline - or have slides?)
- How much practice you want beforehand, and

### AND

- How to get your audience (i.e. **the people who love and need what you have to say**) in the room.



GET IT TO 80%.

# SCREW PERFECTION.

TO GET "OUT THERE" YOU  
JUST NEED TO MOVE  
FORWARD WITH GOOD,  
USEFUL CONTENT.

SO YOU CAN LEARN,  
GROW, ITERATE.



Some tips for naming your thing:

## Don't get stuck on naming.

The people who want your juice will consume your content for YOU – your vibe, the vibe and tone you bring to your area of focus, not for the **name** of it.

Just name it something **80% good enough** and change it later or in future iterations.

- Name it something **catchy** that you will be happy to rattle off.
- **Avoid boring words** that will have your audience confused with others in the field.
- **No acronyms.**
- Give it a quick **search** in your podcast app and on Google to make sure no one else has your name (or similar) for another podcast or something else. We don't need a cease & desist letter. :)

## Exercise: Just name your thing.

TAKE THE PODCAST NAME EXAMPLES BELOW - AND GIVEN THE PROMPT - WRITE WHAT THE NAME OF YOUR THING WOULD BE.

**Good naming options might use:**

Your name: "Sex with Emily" "Savage Love"

Your **business/project name:** "Feminist Coach Academy Podcast"

A **description of you:** "The Simple Sophisticate" "Las Culturistas" "2 Dope Queens"

A song **lyric:** "Call Your Girlfriend"

A tv **phrase** "Here to Make Friends"

A **saying:** "Still Processing" "Wait...WTF"

Something man-oriented **you adapt for womxn:** "Nerdette"

A **strong concept** you audience "gets": "Asian Enough" "Bad Christian"

**How you'd explain it:** "Stuff Mom Never Told You"

What the audience will learn: "The Art of Manliness" "Queer Empowerment"

What they will **feel:** "Unruffled" "Unscrewed" "Brave Not Perfect"

A cool, **murky** phrase: "The Read" "The Goop"

A **command:** "Start Here" "Manifest This"

A **"How-To"** Guide: "#SecureTheSeat" "Secrets of Wealthy Women"

**Straightforward** what's in there: "The Future of Work Podcast" "Family Secrets"

A reference to the **audience:** "Money for the Rest of Us" "Side Hustle Pro"



PEOPLE NEED TO HEAR THINGS **7 TIMES (OR MORE)** BEFORE THEY FULLY DIGEST IT. DO NOT BE AFRAID OF ANNOYING PEOPLE.

MOST OF YOU SIGNED UP FOR THIS COURSE AFTER SEEING MY **NEAR-DAILY POSTS FOR WEEKS**. AFTER I'D POSTED FOR WEEKS EVERY SINGLE DETAILS FOLKS STILL ASKED BASIC QUESTIONS. IT'S CROWDED OUT THERE.

YOU CAN'T ACCOMPLISH YOUR LIFE PURPOSE - OR GET THOSE AWESOME CLIENTS - IF YOU DON'T GET YOUR VOICE OUT THERE **TO PEOPLE WHO HEAR IT**. WHICH MEANS PROMOTING IT MULTIPLE TIMES.

ALSO, THIS IS ANOTHER GREAT REASON TO PICK AN AREA OF EXPERTISE THAT YOU ARE **FULL-BLOODED PUMPED ABOUT** AND FEEL "FULLY BEHIND" - OTHERWISE YOU'LL HATE PROMOTING IT.



**CIRCLE THE METHODS YOU'D LIKE TO USE THIS TIME FOR YOUR LAUNCH - TO GET FOLKS TO RESPOND WHAT YOU'RE LAUNCHING. INDICATE 2X 4X, ETC. TO USE YOUR FAVE METHODS WAY MORE THAN ONCE.**

- Tweet about it
- Post an IG tile
- Post an IG story
- Email my list
- Post of FB
- Post on LinkedIn
- 1:1 invite people
- Send paper invites
- Google calendar it
- Do a swap with a peer to both announce each other's stuff
- Post in \_\_\_ FB groups I'm in
- Ask my team/circle to share
- Ask industry leader to share
- Send paper postcards
- Talk about it in my videos
- Post on a related Slack channel
- Ask \_\_\_ to announce it
- Go on a podcast to talk it up
- Write an article to talk it up
- Talk to journalists about it
- Host a free webinar and talk about it at the end
- Or, **make a big deal about it in some other way that feels natural and normal to me and my audience**

**SAY WHICH KINDS OF METHODS YOU WOULD NOT WANT TO USE:**

# GET EXCITED ABOUT YOUR OFFERING

Of course you don't want to post post post the same thing day after day. Boring!

Use this guide to help you think of new ways to promote your offering - so you can hit those 7-20 times without wearing out your energy or your audience's.

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## TO LET PEOPLE KNOW ABOUT YOUR LAUNCH, YOU COULD...

- ANNOUNCE IT +SHARE **HOW EXCITED YOU ARE** TO LAUNCH THIS THING AND WHY.
- TALK ABOUT **PEOPLE SIGNING UP ALREADY** - WHO - WHEN - WHY.
- SHARE **BEHIND THE SCENES** OF YOU PRODUCING THE THING.
- SHARE FEEDBACK AND **TESTIMONIALS** (ANONYMOUS OR NOT).
- SHARE THE **TRANSFORMATION** THAT AWAITS. IN DETAIL. WHAT WILL THEY FEEL? WHAT WILL CHANGE?
- TALK ABOUT HOW YOUR LIFE/BUSINESS WAS **BEFORE YOU HAD THIS** TRANSFORMATION AND WHAT IT'S LIKE FOR YOU NOW.
- SHARE **WHY YOU CAME UP WITH THE IDEA** FOR THIS.
- LAUNCH **A QUICK POLL** TO LET PEOPLE GIVE INPUT ON A PART OF IT - LIKE WHICH TITLE, WHICH TOPIC SHOULD BE INCLUDED.
- SITUATE YOUR OFFERING **IN THE FIELD**, LIKE "IF YOU LIKE DIVERSITY BOOKS AND ALSO YOGA RETREATS, YOU WILL LOVE MY THING."
- SHARE **WHAT DIFFERENT SPIN** YOU'RE BRINGING. "IF YOU LIKE TECH, BUT HATE THE SEXISM, YOU'LL LOVE MY THING."
- **FACTS** AND RESEARCH ON THIS TOPIC.
- SILLY OR SERIOUS **BEFORE AND AFTERS** OF PEOPLE BEFORE THEY DO YOUR OFFERING AND AFTER - I.E. ARE THEY FLUSTERED BEFORE AND TRANQUIL AFTER? SELF-CONSCIOUS BEFORE AND BOLD AFTER?
- **DRAW** THE PEOPLE WHO ARE SIGNING UP
- ASK PEOPLE TO **TAG A FRIEND** WHO WOULD REALLY BENEFIT FROM YOUR STUFF.
- DO A **CONTEST** (RAFFLE) - OR **CHALLENGE** (I.E. 5 DAYS OF JOY AT WORK).
- HOST A **SIMILARLY-THEMED FREE** + AMAZING + SHORT EVENT (LIKE A WEBINAR) AND TELL THOSE WHO COME WHAT THEY WOULD GET FROM YOUR OFFERING.

To do:

# DESIGN YOUR FLYER

## FOR IG OR YOUR FAVE VENUE



**Bonus:**

You may want to have a few versions.

One announcing your thing. "NEW!"

And a few others amping people up for it in various ways.

And some sized for IG stories or FB.

And some countdown ones. "3 days away!"

Canva.com is a great free platform for easy good-looking design.  
Unsplash is my fave cool photo (free) venue.

**EXERCISE:** GET FEEDBACK FROM AT LEAST 3 PEOPLE IN "YOUR AUDIENCE" ABOUT YOUR CONCEPT, NAME, PROMO FLYER.

[ YOUR NAME ]

*is launching a*

# DIGITAL COURSE