

THOUGHT LEADERSHIP & YOUR BRAND

Thought leadership occurs when an expert in a specific field shares valuable insights or innovative ideas that relate to the brand.

Thought leaders inspire and guide others by offering new perspectives, solving problems, and influencing decisions. This can happen through writing, speaking, video reels and or sharing knowledge in various ways.

OUTSOURCING MAKES IT EASY

1. quick
2. affordable
3. expert

6 WAYS THOUGHT LEADERSHIP HELPS YOU & YOUR BRAND

1. simplify and popularise ideas for broader audiences
2. elaborate on new idea
3. business development
4. influence broader economy and sectors

5. build your leadership brand

6. build your company brand

MEDIA

1. General media
2. Social media
3. Website
4. Email

OPTIONAL EXTRA

Record video clips on WhatsApp for production of an affordable, professional video clip for social media (LinkedIn, Tiktok, WhatsApp status)

6 HOURS TO COMPLETE

1. Brief (guided - telephonic and email)
2. research
3. write
4. write
5. 1st draft
6. comment and changes

YOUR TIME COMMITMENT

2 hours

PRESS

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