



# 7 Ways To Brand Like A Thought Leader



BUSINESS INSIDER

Parents



FORTUNE



Health



Inc.

A QUICK D.I.Y. GUIDE TO GETTING PRESS FOR YOUR BRAND RIGHT NOW!

THE IMPACT KIND

**Think smart** before you start.

# 01

## Key Points Before You Start

Here's What I Know I Need From You

1. Think of what kind of thought leader you'd like to be known as going forward...it does NOT have to be what you've done but should be something that aligns with the purpose and goals for the season you're walking into.
2. What gets you excited? Speaking to young leaders? Speaking into \_\_\_\_\_ looking for advancement?
3. What events/panels/podcasts would you like to be a speaker?



# 02 Fresh & Famous

**Think about who you want to be known as – we know FAMOUS, LEADER, EXPERT, but in what- not just what you sell but the greater goal of what you give to your industry.**

**Don't Know? Here's a tip.**

**What do people ask you for advice on, compliment you on? Start there.**

Everyone has a story.

# 03 Tell a Short Story

**You have so many stories but what story brings us into your brand goal to help others? Tell us the highlights on that one!**

**Quickly tell:**

**Who you are: I am "Full Name and Title"**

**What you do better: I help "Specific group"**

**How you help: people get X result**

**Write it, Type it, Tweak it, Save it.**

**Easy Formula= I DO X, FOR Y, SO THEY CAN DO Z**



# 04

## Look & List

**Your competitors are not the only people serving your audience.**

**Look at what your customers see, read, watch or buy that resonates with them.**

**Write down the 3 publications that can relate in each category.**



# 05

## **Find & Follow**

**Find a journalist, and editor writing in your top 3 publications/blogs/newsletters etc. and follow them from their latest article.**

**Look at what kinds of stories they write and get to know their style before you pitch them any story.**

**Journalists do not like irrelevant pitches and will likely not respond.**



06

## **Hook Your Reader**

**Hook your reader with what you're doing differently, more incredibly than anyone else in your space or what's the gap that you're filling.**

**Everyone loves a good story- make your pitch a no-brainer with stats and quantifiable impact.**



# LET'S SAY IT TOGETHER MO...MEN...TUM

KIRBY WILKERSON - THE IMPACT KIND





BENEFITS!

# 07 Long term benefits

**The piece that makes publicity worth it long after the campaign is a clear call to action. For the businesses we help they get links back to their site which in turn leads to brand awareness and if nurtured properly...sales. What is your CTA?**



**It's time for  
The Impact  
Kind to let the  
world know  
about your  
brand**

**KIRBY WILKERSON - THE IMPACT KIND**



# Thank You

WE'RE HERE TO HELP  
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