

Mitchell Levy on **Creating Thought Leaders**

Helping Experts Inside Corporations
Amplify Their Thought Leadership



2nd Edition

Mitchell Levy
@happyabout

An Actionable Business Journal

A THiNKaha® Book

Mitchell Levy on Creating Thought Leaders
(2nd Edition)

Helping Experts Inside Corporations Amplify
Their Thought Leadership

Book Excerpt

By Mitchell Levy

Foreword by Marshall Goldsmith

Afterword by Jeffrey Hayzlett

THiNKaha[®]

An Actionable Business Journal

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Foreword by Marshall Goldsmith

In line with the concept of this book, I will keep my foreword short. This is the career Bible for thought leaders! It clearly shows you how to turn your expertise into thought leadership, which is a necessary concept for successful twenty-first century organizations.

Marshall Goldsmith

The Most Influential Leadership
Thinker in the World
(Thinkers50 Survey—Sponsored by
Harvard Business Review)

Section I: Why Should You Be a Thought Leader?



Section I

Why Should You Be a Thought Leader?

In this first section, I define the terms *expert*, *thought leader*, and *guru* and describe why it might make sense for you to be recognized in your field for what you do.

1

An expert has knowledge in a key area. A thought leader is a recognized expert (go-to person) in their space. @happyabout

2

Do you have expertise in your field? Are you the go-to person for the subject matter you are an expert in? @happyabout

3

Becoming well-known and respected for your knowledge is what being a thought leader is all about. @happyabout

Section II: What Does It Take to Be a Thought Leader?



Section II

What Does It Take to Be a Thought Leader?

What attributes are typically seen in thought leaders? What activities should you be focused on? Where should you be sharing your wisdom?

16

Being a thought leader means different things to different people - what does it mean to you? @happyabout

17

Step 1 to becoming a thought leader: you want to be one! @happyabout

18

Step 2 to becoming a thought leader: write a book about the topic you are an expert in! @happyabout

Section IV: Benefits of Being a Thought Leader



Section IV

Benefits of Being a Thought Leader

So if you make the journey from expert to thought leader, is it worth it? How are you viewed? What does it mean? Where do you go from there?

56

Are you a thought leader? What are you an expert in, and who knows about it?

@happyabout

57

The more focused you can define your thought leader space, the easier it will be for you to reach your audience.

@happyabout

58

Thought leader questions: Who is your audience? Is it narrowly or widely defined? How can you reach them? @happyabout

59

As a thought leader, write down 5 things you'd like to change about your space. What stands out as easy to influence? @happyabout

Section VI: Craft and Refine Your Message



Section VI

Craft and Refine Your Message

What should you say? Why do people want to listen? How are you going to create action from your audience?

77

Take your unique thought leadership message and see how it helps accomplish both your and your org's goals.

@happyabout

78

Your thought leadership message should be easy to articulate & remember - each element of it fostering an action.

@happyabout

79

Test drive your thought leadership messaging. Does it appeal to others - both inside and outside the org?
@happyabout

80

The target audience of your thought leadership message should be the prospects for your business or their influencers. @happyabout

Section X: What Else Should You Be Doing or Thinking About?



Section X

What Else Should You Be Doing or Thinking About?

There are so many activities that you should be doing on a daily, weekly, and monthly basis. You should also consider experimenting with one to two new ideas each month (or quarter, depending on the magnitude of the idea) as the marketplace keeps changing, and you need to change with it.

130

Put the title “Author” on your business card. At least 20 percent of the people who see it will ask you about it. @happyabout

131

How do you measure success? Have a plan; measure your results. Share your expectations and results with others. @happyabout

132

Your commitment, desire, & discipline to
achieve thought leader status must be
exceeded by your actions to sustain it.
@happyabout

Afterword by Jeffrey Hayzlett

As a global businessman, I know that to be successful, you need to know what you want and then go get it. If you want to be an expert in your field, then make it happen. In this book, Mitchell hands you the reigns with the necessary tools, tips, and “aha” moments to get started. So stop thinking, jump in the saddle, and start reading.

Jeffrey Hayzlett

Global Business Celebrity,
Bestselling Author, and
Sometime Cowboy

About the Author



Mitchell Levy is Chief Instigator of Ahas at THiNKaha®. He and his team make it easy for corporations to easily create compelling content to help turn their experts into recognized thought leaders. Mitchell is an Amazon bestselling author with forty-six business books and a contributor at Entrepreneur Magazine, has provided strategic consulting to over one hundred companies, has advised over five hundred CEOs on critical business issues through the CEO networking groups he's run, and has been chairman of the board of a NASDAQ-listed company. Read more and connect with Mitchell at www.mitchelllevy.com.

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“The career Bible for thought leaders!”

Marshall Goldsmith, *The Most Influential Leadership Thinker in the World* (Thinkers50 Survey—Sponsored by Harvard Business Review)

“If you are an expert, here is how to get known for it!”

David Horsager, *International Speaker, Bestselling Author of The Trust Edge*

“Carves the meat for you in easy-to-digest portions that will help you earn the modern currency for today’s corporate and personal brand development.”

Willis Turner CAE, CME, CSE (@willisturner), *President & CEO, Sales & Marketing Executives International, Inc. (SMEIWorldwide)*

“This book does a great job of driving home the point that anyone can rise to the top of their field and become the well-known expert thought leader!”

Gino Blefari, *Founder, President & CEO, Intero Real Estate Services Inc.*

“A must-read for industry experts looking to take their career, personal brand, and company to the next level.”

Loren McDonald, *VP of Industry Relations, Silverpop*

“Mitchell has captured the ‘secret sauce’ of what it takes to be a thought leader. Read this book NOW, whether you are in a large corporation or are an entrepreneur. It will increase your value overnight!”

Thomas White, *President, C-Suite Holdings, LLC | CEO Network*



Mitchell Levy helps turn corporate experts and leaders into thought leaders. He’s helped thousands of entrepreneurs and experts find their special sauce, their “aha” moment. Learn more at www.mitchelllevy.com or follow him @happyabout.

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