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THOUGHT LEADERSHIP LADDER SPREADSHEET

<https://docs.google.com/spreadsheets/d/1YoN26adsKZH3z7vU9ivZK4hgzeEg5deKdcflpFkZMVSE/copy?usp=sharing>



01 Understanding what thought leadership is

02 Getting clear on what we need to know before we start creating content

03 How to use the Thought Leadership Ladder™ to create content that positions you as a thought leader



OUR
Agenda

Here's a little snippet of what we'll be covering over the course of today

THOUGHT LEADERSHIP WOULD BE VALUABLE TO YOU IF:

- **Want to be seen as a leader in your industry**
- **If you are in the B to B space and serve other entrepreneurs and brands in the business space**

But first....

Things you should know

- 01 Vision: Where do you see your company 3-5 years from now?
- 02 Mission: Who do you serve, how, and why?
- 03 Brand Voice: How do people feel after interacting with your brand?
- 04 Core values: These are the things that steer the ship and help you make decisions.

VISION: Have a 3-5 year vision for Life, Team, Marketing, Offers, Impact

BRAND VOICE: How do you want people to feel after working with you?

What does it mean to be a

thought leadership

A thought leader is someone who advances their industry or their sphere of influence by sharing ideas that may be against the grain, makes people think, or introduces a new way of looking at things



WHAT DO THOUGHT LEADERS DO?

They help shift people's identity, thoughts and/or actions

A strong thought leader can do all these

Or in other words to think
differently about

- Themselves
- Their situation
- Their behavior



Or another way to look at it is to
INSPIRE them, help them BE
MORE CURIOUS, and SPUR
THEM TO ACTION



What does

this mean?

Identity

How they see themselves in
regards to what it is you do

Thoughts

Beliefs and thoughts they hold
about what you talk about

Actions

Actions they take in regards to
the transformation they are
seeking

Deep understanding of your right-fit clients

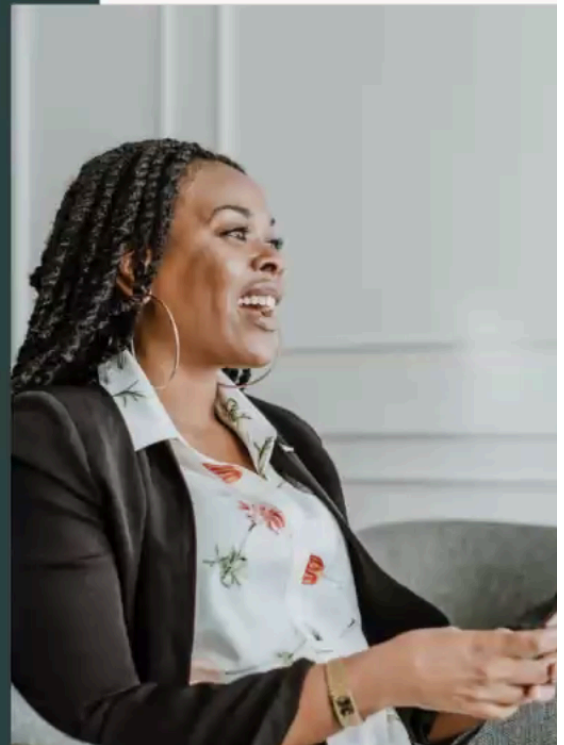
- Who are they?
- What are their biggest fears? Biggest desires?
- What does a transformation look like?
- What thoughts and beliefs hold them back?
- What gaps in knowledge keeps them stuck?



Your brand's role:

- We are the same
- You can be me
- You can be great
- I can guide you

You can have both a primary and secondary role.



WE ARE THE SAME/YOU CAN BE ME: Primary Role

YOU CAN BE GREAT/I CAN GUIDE YOU: Secondary Role - Aspire to be me, it's possible with my content

HOW CAN YOU CREATE CONTENT THAT DOES THIS?

IDENTITY → Transformation doesn't happen through the content, only after working with me will you transform
When you're working with your clients, get to the belief and identity that's keeping you stuck.

Not to manipulate or prey on potential clients.

Our job is to inspire people. To have this vision of the world that other people don't get to see and we are leading them to that vision. Our job is not to exploit, it's to guide.

Let's be ethical, k :) The goal is to paint a picture of your vision for them and to inspire

SOMETHING

to note

The full transformation of this sometimes
happens after their work with you

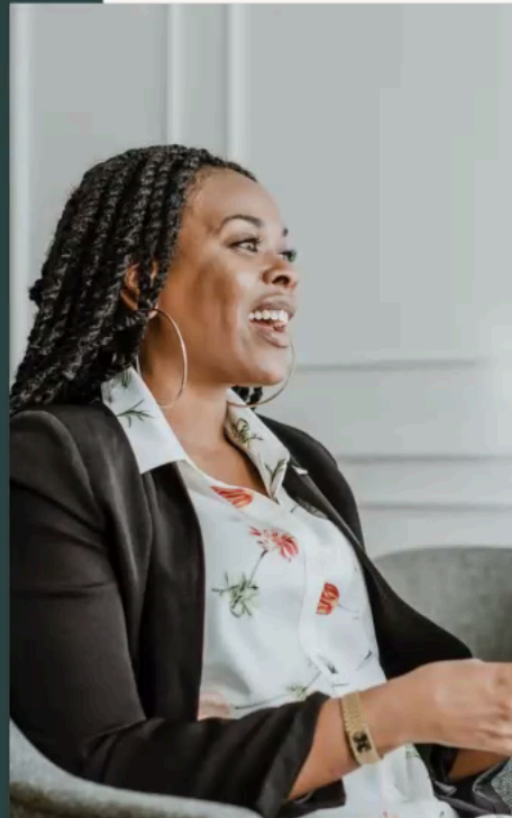
SOMETHING

to note

In order to identify this you will need to read
between the lines. This isn't something your
audience will necessarily tell you

Questions to guide your content in this area:

- What is your vision for your audience? How do you want them to see themselves?
- How do they want to see themselves, but don't quite yet?
- What thoughts do they have around this that keeps them from embodying this vision?
- Stories to share- why you do what you do, why should they care



What are some things in my industry that everyone talks about that may not be the only way?

What another layer to things everyone talks about?

What do you agree or disagree with?

ONE MORE

thought

People are complex so you don't need to know their deepest darkest secrets intimately. The point of understanding this is to be able to help cast a vision that will spur them to thinking differently about themselves.

THE MOST POWERFUL TRANSFORMATION YOU CAN GIVE IS TO HELP PEOPLE SEE THEIR PROBLEM IN A DIFFERENT LIGHT.

Be more curious, more critical and look at your situation from a different angle.

SOMETHING

to note

These are the beliefs, mindset, and thoughts
that form the identity they hold about
themselves

THE

goal

To get them to be more curious about the way
they are currently thinking about their
situation, to ask different questions, and to
start conversations.

CHECKLIST FOR CREATING CONTENT FOR THOUGHT LEADERSHIP

1. Choose the style that feel most comfortable for you: audio, video or written
2. Pick a platform
3. Develop a plan for repurposing content

NOTE TO SELF: Give LinkedIn Some Love lol

SOMETHING

to note

These are actions you can help them take that
will give them quick wins in the area that you
educate on

THE

goal

Get them to take an action that will help them
take one step towards the transformation they
are looking for.

ANOTHER note

Remember these are quick win things not complex actions. Save those for your paid services.

“How to Content” gets people stuck in the land of busy work. We’re not helping people think differently. You can get people bogged down with the details. Help them shift their thinking so when they do the actions it is actually transformational. Focus more on thoughts and identity rather than actions. Action is for paying customers ;)

Questions to guide your content in this area:

- What are the things they struggle with constantly that are mini steps to get to where they are going?
- What questions are they constantly asking about what it is that you do?

This is where you can use market research and questions you get asked in DMs to turn them into how-to content pieces.



Content Breakdown

Identity

30%

Thoughts

50%

Actions

20%

Language is really important here. Two things to note:

- Use action oriented words/verbs when speaking to your audience.
- Keep it short and sweet

You want to make sure that you aren't overwhelming them with theories and concepts.



KEEP IT ETHICAL: The actions you recommend should help them walk away feeling like a changed person whether they pay you or not :)

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