

CREATE A CEO PLATFORM THAT SETS YOUR
BRAND APART AND ESTABLISHES YOU AS

The Authority
in Your Field

CREATE A CEO PLATFORM THAT SETS YOUR BRAND APART AND ESTABLISHES YOU AS THE AUTHORITY IN YOUR FIELD

A CEO's role transcends setting the vision and driving strategic direction for the company. To truly transform business performance and create lasting impact, CEOs and executives must expand their personal thought leadership and visibility. Shifting from an **industry expert or operator to an educator and thought leader** is crucial for the CEO to have the deepest direct impact possible on enhancing the company's reputation and on driving sustainable growth.

As Steve Forbes, Chairman and Editor-in-Chief of Forbes Media, asserted:

“If you want to be seen as a thought leader in your field—a person of outstanding authority whose observations are accorded instant respect, whose pieces of advice are almost treated as commands—then you need to make it clearly known. And one of the most powerful ways to achieve this rare stature is through book authorship. Bottom line: people have to know you're there. And your book is the way to do it.”

This quote underscores the shift from being just an operator to becoming an influential voice in your field—and this transition has substantial benefits for your organization and personal brand.

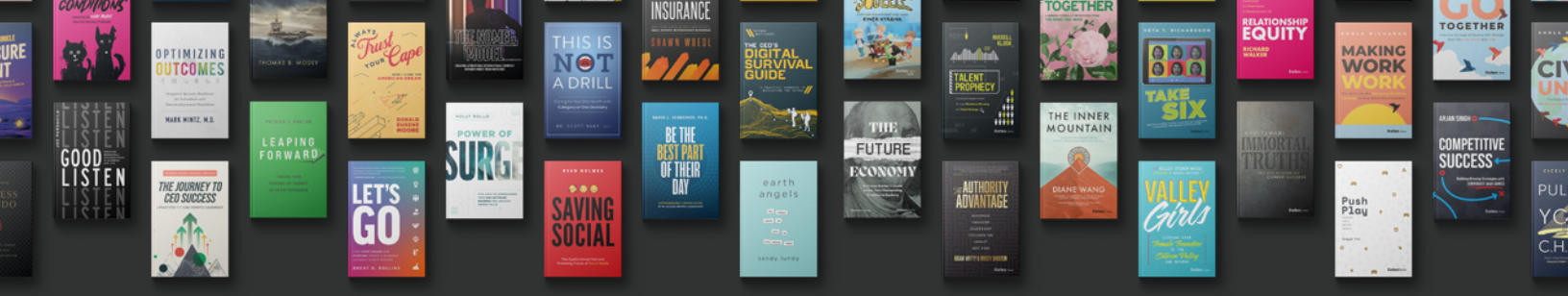
THE ROI OF THOUGHT LEADERSHIP

The Authority of a thought leader is a currency that you hold, a value to others that compounds over time. As you grow your expertise through practice and more opportunities to reach and impact more people, you'll be rewarded with more opportunities coming your way. But thought leadership also returns other types of value.

Some of the main categories of return include:

- ✔ Market Power
- ✔ Business Growth
- ✔ Pricing Power
- ✔ Leadership Impact Beyond Your Industry
- ✔ Personal Growth and Fulfillment

You may already be an established CEO with an impressive resume, but are you fully leveraging your status for greater outcomes? The next few pages contain key strategies that will help you grow from being a subject matter expert to an industry thought leader.



1 WRITE A BOOK

“A book is the ultimate door opener. It has opened doors for me to be interviewed on multiple podcasts. It has opened doors for new prospects coming into my business. My book has continued to open doors since the day it was published.”

CHRIS PREFONTAINE | Founder and CEO of Smart Real Estate Coach

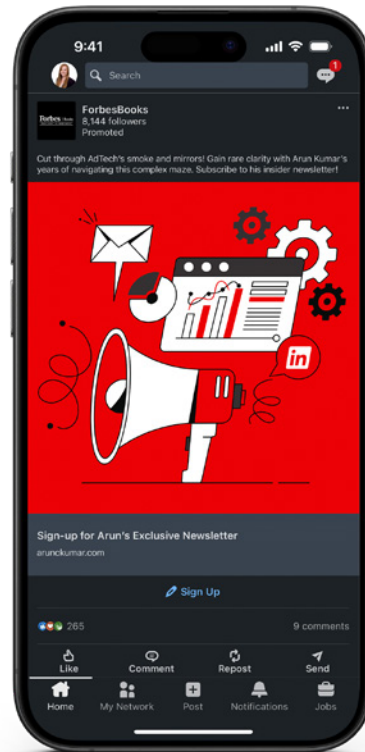
A book is one of the most powerful tools for establishing thought leadership. It positions you as an expert, helps disseminate your ideas at scale, and sets you in a category of one.

If you're a successful business professional, you may have thought of writing a book to promote you and your business. Maybe you've just seen a colleague or industry peer publish their own work, with outstanding success, and seeing what they've accomplished makes you consider what you could do with the same opportunity. Authorship is an often-untapped strategic tool that can set you apart from your peers and give you an advantage as a known leader in your industry. After all, you can't spell **Authority** without **Author**.

Business books provide a platform for you to share your story, insights, and establish yourself as a thought leader.

Authorship helps you:

- ✔ **Demonstrate Authority:** Writing a book establishes your expertise and shows that you have insights worth sharing. You're joining an elite group of business leaders who have become published thought leaders. Authors gain instant credibility and trust from their audience.
- ✔ **Establish Connection:** Authors and their teams use books as a business card, handing them out during or after speaking engagements, sales calls, and customer interactions, to separate them as a source and to build credibility. It's easier to toss a business card aside than a book.
- ✔ **Tell Your Story:** A book allows you to tell your company's story and vision in a structured, impactful way that resonates with both clients and industry peers. After all, **people buy from people**, not companies. Your book helps you resonate with your audience on a personal level, allowing them to understand you, your insights, and what you stand for before they even shake your hand.



2 NURTURE YOUR SOCIAL MEDIA ACCOUNTS

Social media is the primary platform for CEOs to showcase their thought leadership on a daily basis.

To maximize this opportunity, ensure that your profiles are up-to-date and reflective of your professional brand. Posting consistently about industry issues, business challenges, or company milestones reinforces your thought leadership and encourages meaningful interactions with peers, clients, and potential talent. Still, it doesn't end there.

While almost all CEOs and business leaders have a **LinkedIn profile**, few make the most out of their LinkedIn profile and the many features LinkedIn provides to encourage thought leadership.

If you want more **PR opportunities and greater exposure** for your personal brand or company, then you need to be active on LinkedIn. Many journalists, producers, contributors, and event organizers are using LinkedIn as a resource to validate the quality and authenticity of a subject expert. This is a common practice they execute prior to reaching out to potential experts or their PR manager for a media opportunity.

Similarly, Twitter, Facebook, Instagram and Youtube, among others, may be appropriate to offer invaluable connections between you and your target audience, encouraging ongoing engagement that supports a community around your brand.



3 SECURE SPEAKING ENGAGEMENTS

Are you leveraging your role to secure speaking engagements? Speaking at events or being quoted as an expert gives you credibility, setting you apart and allowing you a platform to build trust with audiences who then follow your advice.

When paired with entrepreneurial or leadership roles, your speaking engagements can attract new audiences to your business and enhance your own brand authority in the marketplace.

Speaking opportunities can be difficult to secure without top qualifications and perceived expert status within your industry. As a published author, you can secure top speaking engagements – and these opportunities aren't limited to the period directly following publication. In fact, many authors use their books to launch speaking careers that provide even more opportunities for connection and engagement with their target audience that continue for years to come.



4 BYLINE ARTICLES FOR PUBLICATIONS

Writing articles for reputable publications like *Entrepreneur* or *Forbes* helps cement your status as a thought leader and introduces your ideas to a wider audience.

For example, Puja Rios—Forbes Books author, and the President and Chief Operating Officer of Kevel—shared her insights in an article on Forbes Media, reaching an extensive audience of over 150 million people through the Forbes.com digital ecosystem. Thought leadership articles on prominent platforms, such as this one, enable you to reach tens of millions of global decision makers.

Benefits of Thought Leadership include:

- ✔ **Broadened Reach:** Publishing in high-profile outlets gives you access to a larger audience beyond your existing network.
- ✔ **Personal Brand Positioning:** Regularly contributing thought-provoking content establishes you as a reliable source of information on key industry topics.
- ✔ **Better SEO and Visibility:** Articles in established media outlets can help improve your online visibility and SEO, driving more people to your company’s website and social profiles. By driving traffic to your owned and rented media channels, you can effectively “own your ink” online and take control of your narrative and connection with your audience.



5 EXTEND YOUR REACH WITH EARNED MEDIA OPPORTUNITIES

Earned media, or unpaid mentions and interviews in the press, provide third-party validation of your leadership and amplify your message. **Earned media coverage is a priceless third-party endorsement.**

Forbes Books author, **Toby Mathis**, received over 469 earned media mentions over the course of his PR campaign from popular publications including *Forbes*, *USA Today*, *CNBC*, *People*, *Entrepreneur*, and *Vice*, among others.

These strategic PR efforts resulted in a whopping **4.6 billion impressions**, establishing Toby's personal brand and authority in his field. He is now a regular contributor and source for several publications, reaping the rewards of putting his title as President of Anderson Business Partners to good use.

Earned media coverage benefits your business in many ways.

- ✔ **Generating leads:** Earned media can generate leads for your business. In fact, a study from Nielsen revealed that earned media is 10 times more effective at driving brand awareness than paid advertising. This is both because earned media is about education rather than selling, and because earned media is not motivated by your business goals and does not allow you to control the message. When people read about your business in the media or on social media, they may be more likely to reach out to learn more or make a purchase.
- ✔ **Saving money on advertising:** Earned media is essentially free advertising. When your business is featured in the media or on social media, you don't have to pay for the exposure. This can save your business money on advertising and marketing.
- ✔ **Driving traffic to your website:** Earned media can drive traffic to your website, which can lead to increased sales and revenue. When your business is mentioned in a news story or blog post, it can include a link to your website, making it easy for people to visit and learn more about your business.
- ✔ **Establishing trust:** Earned media includes consumer-driven reviews. A study by Statistica reveals that over 50% of consumers trust recommendations from people they know. Another study by Dixa shows that positive reviews result in increased sales.



6 HOSTING AND APPEARING ON PODCASTS

“The podcast platform is an attractive way to reach out to other experts in the field, start conversations, and build relationships. Through these podcasts I have been able to establish meaningful connections with fellow thought leaders, influencers, and clients.”

JUAN RIBOLDI | Principal and President at Ascent Advisor

Podcasts offer a unique, informal platform for you to share your ideas, experiences, and insights. Whether you host your own show or appear as a guest, podcasts help build personal connections with listeners.

Whether you start your own podcast or frequently appear as a guest, this medium allows you to have in-depth discussions on topics of your choice, interact with industry peers, and connect with audiences in a more personal way.

Hosting a podcast provides you with the opportunity to **drive the narrative**, while being a guest exposes you to new audiences, enabling you to share your thought leadership with listeners who may not yet know about your work

Podcasts are not only beneficial for bringing awareness to your brand, but they can support your revenue as well. The correlation can be hard to measure, as a podcast you published a year ago may bring in a new client a year from now. When properly leveraged, your podcast can **produce brand awareness** that turns prospects into customers.



FINAL THOUGHT

As a corporate leader, leveraging your position as a trusted advisor and thought leader is key to expanding your influence, building trust, and creating a lasting legacy. By taking strategic steps to amplify your message, you not only enhance your leadership but also establish a platform for organizational success and innovation. **Ask yourself: Are you fully leveraging the opportunities to strengthen your authority and influence in today's marketplace? If not, the time to start is now.**

For more details on building your Authority, explore *The Authority Advantage* or visit

books.forbes.com