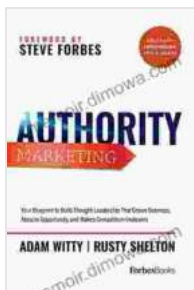


# How To Leverage Pillars Of Thought Leadership To Make Competition Irrelevant

In today's competitive business landscape, it's more important than ever to stand out from the crowd. One way to do this is to establish yourself as a thought leader in your industry.



## Authority Marketing: How to Leverage 7 Pillars of Thought Leadership to Make Competition Irrelevant

by Adam Witty

★★★★☆ 4.4 out of 5

Language : English  
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Enhanced typesetting : Enabled  
Word Wise : Enabled  
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Thought leadership is the process of sharing your expertise and insights on a particular topic. By doing so, you can position yourself as an authority figure and attract a following of loyal customers and clients.

However, thought leadership is not just about writing blog posts and giving speeches. It's about building a comprehensive platform that showcases your knowledge and expertise.

In this book, you will learn how to:

- Identify your pillars of thought leadership
- Create a content calendar that supports your thought leadership goals
- Promote your thought leadership content effectively
- Measure the impact of your thought leadership efforts

With the help of this book, you can build a thought leadership platform that will make your competition irrelevant.

## **The Pillars of Thought Leadership**

The first step to building a thought leadership platform is to identify your pillars of thought leadership.

These are the core topics that you are most knowledgeable and passionate about.

Once you have identified your pillars of thought leadership, you can start to create content that supports these topics.

This content can take many forms, such as:

- Blog posts
- Articles
- White papers
- E-books
- Speeches
- Webinars

By creating high-quality content on your pillars of thought leadership, you can establish yourself as an authority figure in your industry.

## **The Content Calendar**

Once you have created a library of thought leadership content, you need to create a content calendar to plan out when and where you will publish your content.

Your content calendar should include the following information:

- The date you will publish the content
- The platform where you will publish the content
- The topic of the content
- The keywords you will target with the content

By creating a content calendar, you can ensure that your thought leadership content is published regularly and consistently.

## **Promoting Your Thought Leadership**

Once you have created a library of thought leadership content and a content calendar, you need to start promoting your content to reach your target audience.

There are many ways to promote your thought leadership content, such as:

- Social media
- Email marketing

- Paid advertising
- Public relations

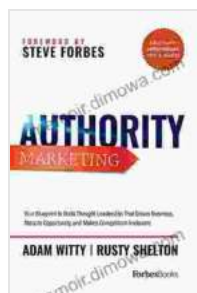
By promoting your thought leadership content effectively, you can reach a wider audience and establish yourself as a thought leader in your industry.

## Measuring the Impact of Your Thought Leadership

Once you have been promoting your thought leadership content for a while, you need to start measuring the impact of your efforts.

There are many metrics you can use to measure the impact of your thought leadership, such as:

- Website traffic
- Social media engagement



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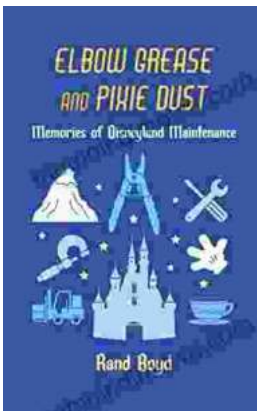
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