

# This is not your grandfather's media world.

BREAKING THROUGH THE NOISE - THOUGHT LEADERSHIP IN THE ERA OF AI

## What is thought leadership?



#### Establishing credibility by:

- Providing unique insights based on experience, data, observations, etc.
- Seeking to improve or change lives
- Being counter-narrative and/or forward-looking

#### Being heard is tougher than ever.







SOCIAL MEDIA AND E-MAIL CREATED COMMUNICATION ACCESS



AI CREATED CONTENT ACCESS

Low barriers to entry have saturated the market with low-quality content.

How can you break through to make an impact?



## What you say matters... so does how you say it

#### Foundational Framework:

- What have you always wanted to say?
- What does your industry need to know?
- What do your current and prospective

customers need to know?

#### Presentation:

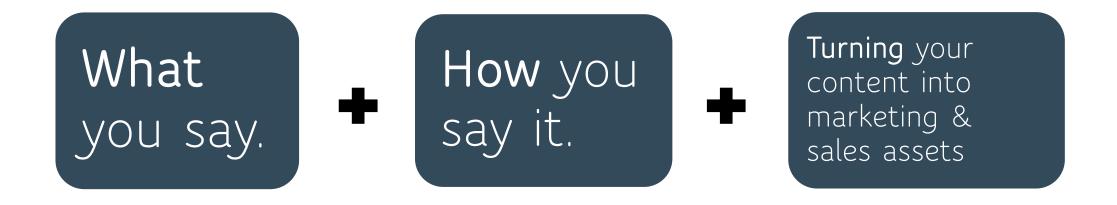
- What outlets matter most?
- What is your voice?
  - What are your talents?

## Turn YOUR ideas into marketing & sales assets

- Social Media
- ☐ E-Newsletters
- Website Content
- ☐ Farned Media
- ☐ Handouts
- Investor Content



https://digitalmag.theceomagazine.com/seven-tactics-to-repurpose-content-and-accelerate-growth/



Thought Leadership Success!

### How are YOU getting in front of people?

