



# THE INFLUENTIAL THOUGHT LEADER

## *CONSULTING PROGRAM*

### **CONTEXT**

You—or your company—are a thought leader. You have an idea, product, or service that's at the cutting edge of your industry. What you may lack in online marketing savvy, you make up for in innovation. Yet you know that digital media is the future—and if you can learn how to take advantage of the web to increase your influence significantly, you can position your company for rapid growth, lower your cost-per-lead, and build a sustainable advantage in the marketplace.

Perhaps you don't quite “get” social media yet, or how it integrates with all other forms of web marketing. That's one reason why you're particularly interested in this proposal. You also know you need to evolve the way you speak about your products and services, because the marketplace is changing so rapidly, and understanding how to perceive online behavior and psychology is critical to your company's future. But you need to focus on business growth, not Twitter, Facebook, and email. That's where ThoughtLead comes in.

### **PROGRAM INTRODUCTION**

You've likely stumbled upon this proposal because you're familiar with The Influencer Project. It's a campaign that our company, ThoughtLead, pulled off in less than 30 days. Then, in a little over one month, The Influencer Project brought us more than 4,500 new leads, generated more than 1,000 Facebook fans, was mentioned an estimated 7,000 times or more on Twitter, and was featured in more than 50 blogs, many of them considered at the top of their industries.

In other words, we created what we call “rapid influence.” And the process behind our thinking is the basis for a new consulting program: *The Influential Thought Leader*. For the program, we've broken down the process of digital influence into 5 distinct stages, and will work with you closely throughout each one. But there is a slight caveat: we can only take on 10 new clients at the moment. So we encourage you to take a moment to read through the whole proposal, and then decide whether the offer is right for you.

### **PROGRAM STRUCTURE**

As mentioned above, *The Influential Thought Leader* is structured according to the 5 Stages of Digital Influence: Understand, Speak, Create, Spread, and Sell. Each stage has its own set

of deliverables and desired outcomes. What follows is a description of the program's structure and constituent pieces:

### **Stage 1: Understand**

Understanding your market is a timeless necessity for all business owners and marketers. Yet markets change, evolve, and adapt incredibly quickly. And even though your customers' *basic* needs may not change drastically, the way in which they speak about them certainly does. So before embarking on a digital influence campaign, you first need to understand exactly what keeps your target market up at night, and what they dream of in their best moments. That's what ThoughtLead does in Stage 1.

#### *Stage 1 Deliverables:*

- ✓ *Market Listening™ Questionnaire.* We'll send you a detailed document with insight-generating questions to ask yourself about your market.
- ✓ *Market Listening™ Insight Summary.* We will then take your document and do our own basic analysis of your target audience online. You'll receive an *Insight Summary* that encapsulates our key perceptions into your market's pain points and aspirations.

### **Stage 2: Speak**

Understanding your market is one thing; speaking to them in a way that resonates on a *human* level is another entirely. Simply presenting your solution—even if you're schooled in the well-known "benefits versus features" distinction—won't enable you to build passion-based relationships with your customers and prospects. Similarly, creative wordsmithing is always impressive, but if it's not tied into an emotional need or desire, you'll have a hard time connecting more deeply to the market. In Stage 2, we'll craft a positioning strategy that truly speaks to your market.

#### *Stage 2 Deliverables:*

- ✓ *Precision Positioning™ Questionnaire.* We'll send you another thought-provoking questionnaire that will compel you to think more deeply and critically about your positioning in the marketplace. Many people have commented that our positioning questionnaire itself gives them new insight into their business direction and brand.
- ✓ *Two Precision Positioning™ Phone Calls.* ThoughtLead's CEO, Sam Rosen, is considered by many to be a leading copywriting and positioning expert, and he'll guide you through two calls of deep positioning work. He'll then create a positioning strategy document that contains headlines, taglines, talking points, and brand descriptions that describe what your company does in compelling language.

### **Stage 3: Create**

Even those who master Stages 1 and 2 often struggle with the third: creating innovative and attention-grabbing marketing campaigns that position one's company according to its brand values and customer preferences. There are certain parameters of developing consistently attractive, interesting, and fruitful campaigns. We call this *ValueViral™*. ValueViral is a marketing philosophy wherein the company provides such a tremendous degree of value across all of its constituencies that word-of-mouth can't *help* but spread.

And it's not "viral marketing" for viral marketing's sake—through a ValueViral campaign, you build trust, influence, and a sense of reciprocity in the marketplace.

#### *Stage 3 Deliverables:*

- ✓ *Two ValueViral Ideation™ Calls.* You'll work directly with ThoughtLead's CEO, Sam Rosen, to generate your ValueViral campaign idea. The first call will focus on generating a number of possible campaign directions, and the second call will winnow down the multiplicity of ideas into a singular, powerful lead-generation and influence-building campaign.
- ✓ *ValueViral Campaign Concept.* Sam will then take what came out of the calls and turn it into a document that you can share with your team—or entire company—and that brings everybody on the same page for the overall direction forward.

### **Stage 4: Spread**

Once you have your "big idea," it's time to spread it. And that takes execution—not just overall project management, but an understanding of how to maneuver in the digital landscape with skill and efficacy. That means an integrative knowledge of social media, email, and other forms of digital marketing. In Stage 4, we synthesize everything we've done in the previous three stages into a powerful Execution Roadmap™ that gives you clarity on implementing the campaign idea.

#### *Stage 4 Deliverables:*

- ✓ *One High-Level Execution Call.* This is a thirty-minute call with ThoughtLead's CEO, Sam Rosen, to go over the strategic direction and implementation of your ValueViral Campaign Concept. During the call, you will get clear on what needs to happen in order to effectively execute the idea.
- ✓ *Execution Roadmap™.* Based on the call, one of the ThoughtLead team members will create a document with strategic implementation instructions that you can refer to consistently. The Execution Roadmap will serve as a bedrock and launchpad for bringing your campaign concept online.

### **Stage 5: Sell**

It's the Holy Grail of social media: turning your leads into dollars. Whether you're a B2C, B2B, B2G, or non-profit organization, converting the traffic you generate into revenue is critically for creating a positive return—and confidence in the web as a business and mission growth vehicle among your team. In Stage 5, ThoughtLead will work with you to generate ideas for increasing sales, and a plan for bringing them in.

- ✓ *One High-Level, Post-Campaign Sales Call.* In this 30-minute call with ThoughtLead's CEO, Sam Rosen, you'll both come up with the most immediate forms of revenue generation *and* the basic plan for getting there. It will be a "rapid-fire," high-energy brainstorming session that can have implications beyond just the campaign alone.
- ✓ *Post-Campaign Sales Plan.* One of ThoughtLead's team members will then convert the call into an actual plan, and deliver to you in an actionable format. That way, you'll have not only the actual campaign roadmap itself, but also a very doable sales follow-up strategy.

These Five Stages, and each of the deliverables within them, comprise the core elements of the Influential Thought Leader package. But since we believe in supplementing your “hands-on” work with education and further resources, we’ve also included several complimentary learning materials.

### **Complimentary Learning Materials**

- *Social Media Crash Course* – The Crash Course is your guide to the core concepts and foundations of social media, including how to use Twitter, Facebook, and YouTube to expand your online presence and increase your digital influence.
- *Premium Interviews* – We recently put on another digital marketing series where we interviewed successful bloggers and experts about their rise to success. It currently retails for \$200, but we’ve hand-picked a selection of sessions to enrich your consulting experience. You’ll learn from hour-long interviews with the following thought leaders: Chris Brogan, Danielle LaPorte, Dave Navarro, Adam Baker, and Corbett Barr. Each will share key insights into growing a successful business online.
- *Online Services Guide*. With such a crowded online vendor marketplace, it can be difficult to know where to look for designers, developers, and other critical service providers. We will provide you with our proprietary guide that helps you navigate the technical maze of building your website and digital presence.

### **PRICING**

As you can see, we’re offering an extensive digital influence consulting program that covers everything from market insight to campaign ideation to sales follow-up. Normally, for this package, we would charge \$5,000. But because this is the beta run of the program, we’re offering it for 50% off our usual rates. That brings your total investment for *The Influential Thought Leader* package to only \$2,500—a steal, if we don’t say so ourselves. 😊

### **LIMITED NUMBER OF SPOTS AVAILABLE**

Because it’s a beta run, and due to the discounted price, we can only make **10 client spots available**. We have sent this offer out to thousands of entrepreneurs and small business owners, and we do expect to sell out within a few days. So if you are compelled by the opportunity we recommend that you act quickly. We want to create an intimate and hands-on experience and environment, and as such have chosen to strictly limit our total number of clients. *Given that August is a holiday month and the ThoughtLead offices will be closed, our first session will begin the first week of September, but we will send you questionnaires beforehand.*

### **NEXT STEPS**

If you would like to purchase *The Influential Thought Leader* package directly, you can visit <http://www.influencerproject.com/case-study>, or send ThoughtLead a PayPal payment directly at [payment@thoughtlead.com](mailto:payment@thoughtlead.com). You can also call our offices at 413-551-7138, or fill out the form located at the previous link. Thank you for your interest, and we look forward to exploring the possibility of helping you increase your digital influence!