

Thought Leader Checklist

Thought leadership means not only participating in conversations but actually leading them. Not sure how to get started? There's work to be done before you ever talk to a reporter or step on an event stage. The following checklist will help you build the foundation necessary to become a thought leader in your industry.

- ✓ Download this checklist
 - Participate in media training with your PR team or an outside organization. BLASTmedia offers 30-minute media training as part of all client onboarding.
 - Draft a ready-to-use personal bio that teams can use as a starting point for media and speaking opportunities.
 - Curate a consistent brand on social media, using the same bio and headline across platforms (LinkedIn, Crunchbase and Twitter).
 - Create a document outlining your personal tone and brand that can be referenced when creating content
 - Consistently author company blog content, making sure to publish at least one new piece monthly.
 - Dedicate time to being active on platforms like LinkedIn and Twitter by sharing your own content and re-sharing the content of other influencers within your industry. Start with at least two posts per week.
 - Update your LinkedIn summary and headline. The summary should include your ready-to-use personal bio, as well as company background. The headline should include your name, title and area of expertise.
 - Create a Crunchbase profile and connect it with your business. Include and fill out the overview, job, related hubs and education, event and recent news and activity sections.
 - Update your Twitter profile to include: Title, a reference to topic/industry expertise (with a hashtag) and unique qualifier (mother/father, avid reader, marathon runner)
 - Identify 3-5 marquee opinions you're comfortable using consistently in the next 4 months. These opinions should surround your areas of expertise, the future of your industry, what other leaders need to know and do to make that future a reality, etc.
- See our blog post, "Thought Leadership: Tips to Lay the Foundation of Expertise " for more tips on how to develop thought leaders.*
- Upload old presentations on Slideshare or via LinkedIn using the projects or media features (even if it's just a company presentation). These can be helpful assets to have when media and other decision-makers are looking to vet you online.
 - If you're looking to secure speaking opportunities, create an online speaker profile with a paid [About.me](#) page. This is another place to incorporate your already-made bio.