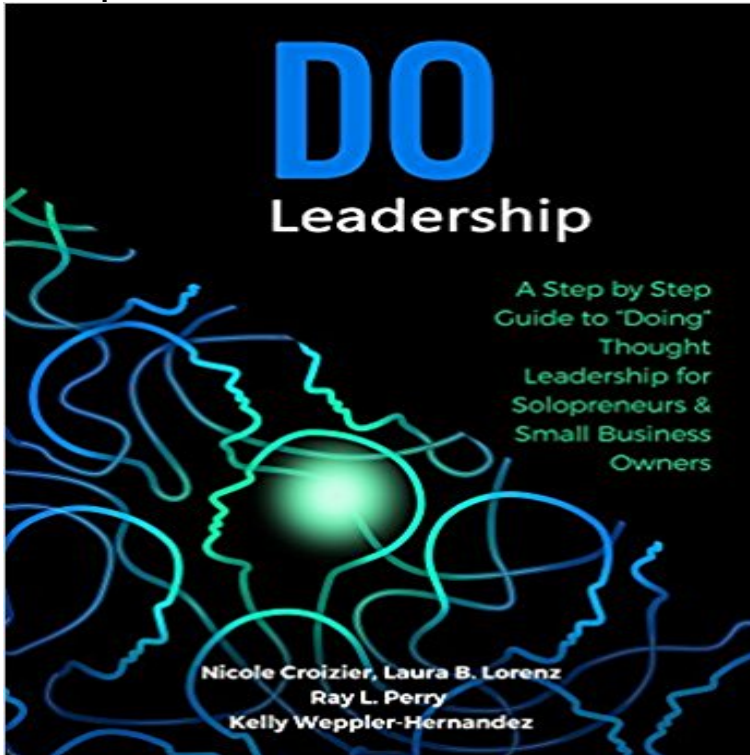


Do Leadership: A Step by Step Guide to Doing Thought Leadership for Solopreneurs & Small Business Owners



Think Thought Leadership Is Just for the Big Guys? Theyd sure like you to think so! The truth is, if youre like most business owners and solopreneurs, youre just this far from becoming a respected thought leader in your industry. Along with that title comes a host of benefits, including a faster sales cycle, an endless stream of referrals, and the ability to command top dollar for the products and services you sell. So, how does an already busy business owner become a thought leader? You forget about being a thought leader and become a DO leader instead. If the idea of leveraging your expertise to skyrocket your position in your industry while also virtually eliminating the need to sell ever again all without spending big money sounds appealing to you, read on. Heres what youll discover: Why becoming a thought leader is the surest way to propel your business to the next level Whats standing in the way of claiming your rightful position as a thought leader and how to eliminate that excuse in just seconds A simple, workable definition of thought leadership thats manageable for regular folks (not just CEOs of major corporations!) How thought leadership fits into your marketing and business mix A simple step-by-step guide to doing thought leadership that leaves you crystal clear on what to do, and how to do it, and when to do it Real life examples of how business owners of all types have used thought and do leadership to take their businesses to the next level If youve been sensing that the time is right for your business to take the next big step into the spotlight, DO Leadership is the book you should read now. Ready to become the next thought leader in your industry? Read, strategize, and then DO, and youll soon reap the benefits of being a thought leader in your field.

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