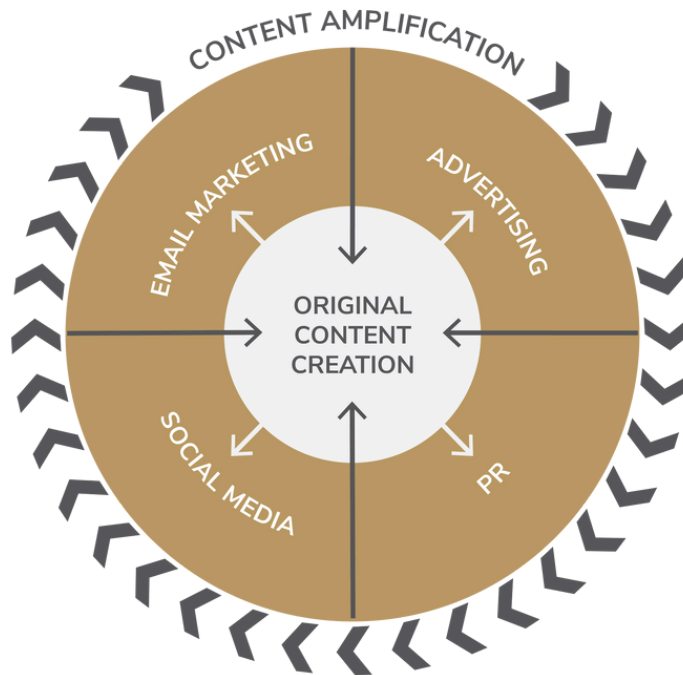


Thought Leadership Content Wheel



CONTENT	FREQUENCY
<p>ORIGINAL CONTENT CREATION Blog Posts, eBooks, Podcasts, Books, Research, Infographics, Webinars, Events, Gated Content, Speaking Engagements, Roundtables, Live Q&As, Masterminds</p>	<p>Daily, Weekly, Monthly, Quarterly, Annually</p>
<p>CONTENT DISTRIBUTION Email, Advertising, Social Media, PR</p>	<p>Daily, Weekly, Monthly</p>
<p>CONTENT AMPLIFICATION Content Pitches to Trade Publications, Media Lists, Influencer Engagements, Media Kits, Social Media Tagging</p>	<p>How?</p>

Original Content Breakdown Examples

Weekly Podcast Episode Breakdown

- Overview (for who & what problems)
- This is why you should care
- Talking Point 1
- Talking Point 2
- Talking Point 3
- Talking Point 4 (optional)
- CTA: Action to take so you build your email list

Monthly Original Content Breakdown

- Overview (for who & what problems)
 - This is why you should care
 - What is being said/Issues to Consider/Myths to Bust
 - Your Solution (and original thought leadership content)
 - Topic 1 (3-4 bite sized chunks)
 - Topic 2 (3-4 bite sized chunks)
 - Topic 3 (3-4 bite sized chunks)
 - Topic 4 (3-4 bite sized chunks)
 - CTA: Action to take so you build your email list
 - Your 2-3 sentence boilerplate company bio
 - Links to social
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Your Original Content Breakdown