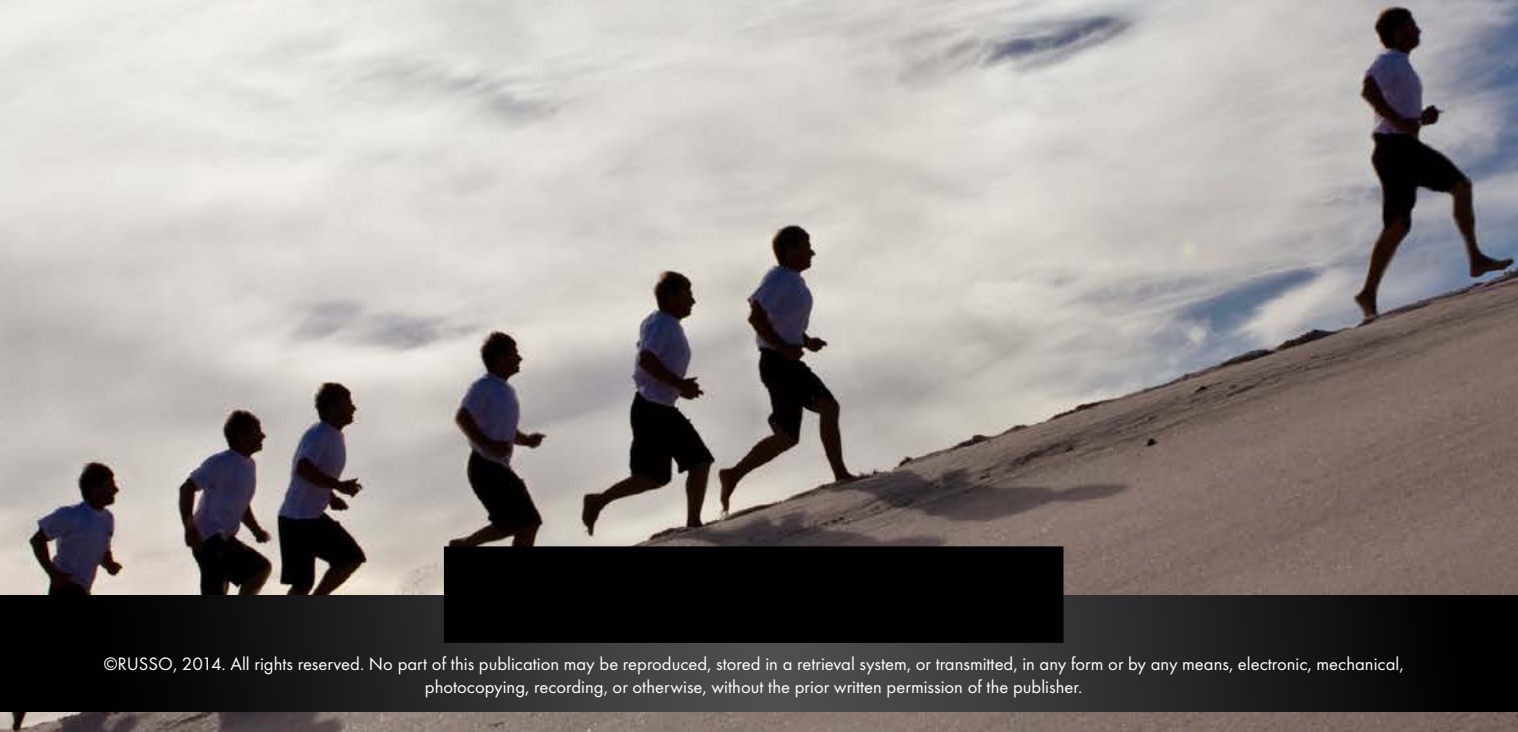


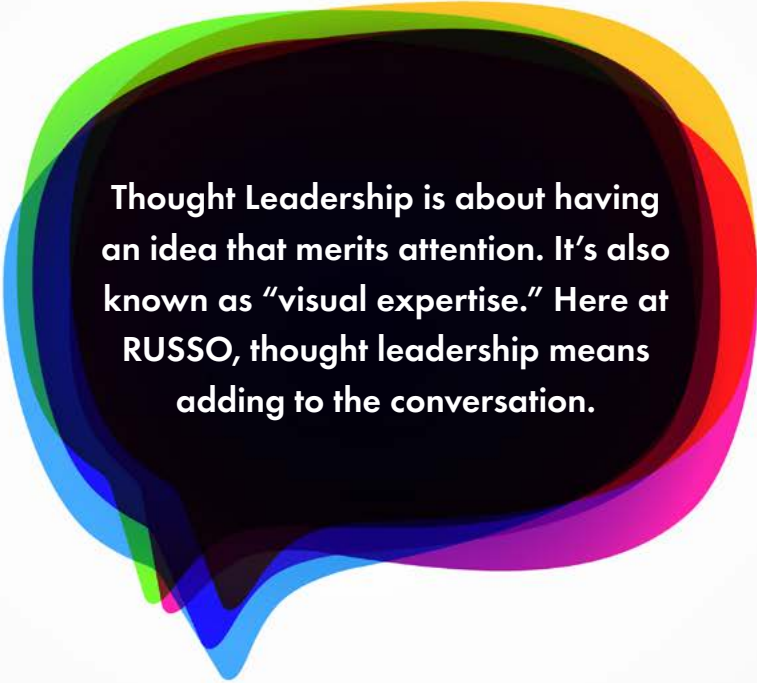
BEING A THOUGHT LEADER FOR YOUR BUSINESS



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Thought Leadership sounds like a buzzword that four back-to-back speakers at a conference might throw around and expect you to follow. It might as well be quarterback or low-hanging fruit. But frankly, it's one of those things real business owners should strive for.



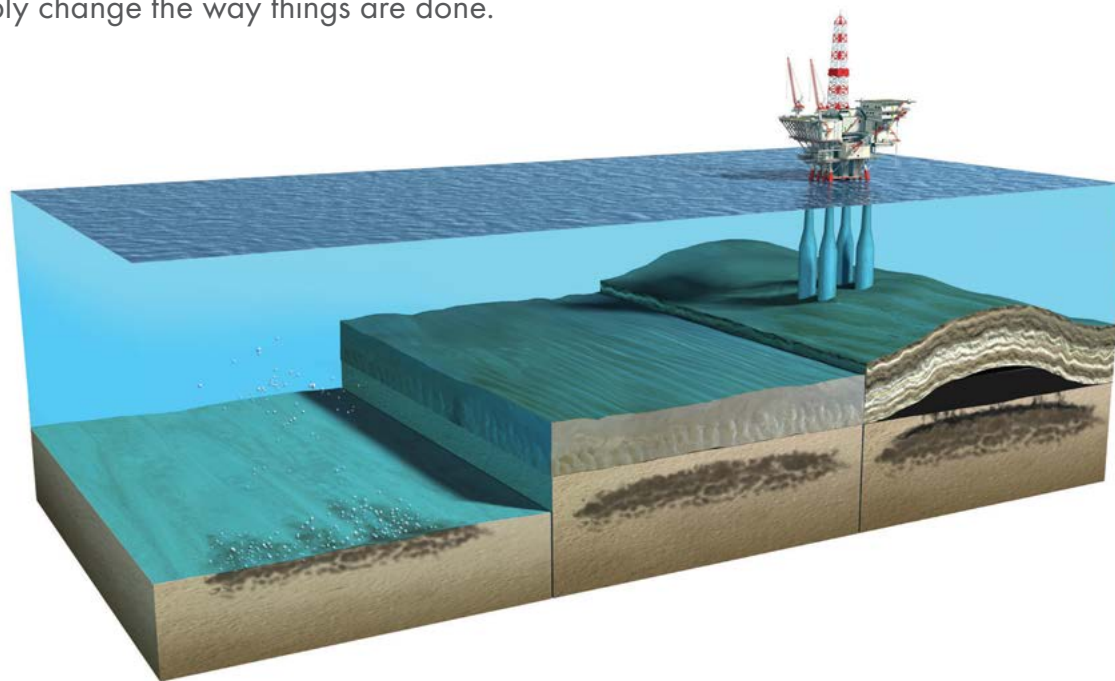
Thought Leadership is about having an idea that merits attention. It's also known as "visual expertise." Here at RUSSO, thought leadership means adding to the conversation.

"The conversation" is our well of expertise and know-how about building brands. We've been around for 13 years and we're still learning and growing, thanks to new ideas brought to the table by our employees. That makes us a savvier, more knowledgeable company.





If you're in the oil & gas business, thought leadership sometimes comes from those guys with big ideas about some kind of new product or process—they inevitably change the way things are done.



**AS A BUSINESS-OWNER, THOUGHT LEADERSHIP CAN EFFECT
THREE DIFFERENT SECTORS OF YOUR COMPANY:**

NEW BUSINESS

YOUR BRAND

YOUR TEAM



NEW BUSINESS

Being a thought leader means having the answers to questions your audience is asking. Position yourself as an expert and people will believe you're an expert. Customers will come to you for your individual guidance, and eventually, you can introduce them to your business. Use thought leadership to influence potential customers. But don't be sales-y. It's just you imparting your ideas to another person.

YOUR BRAND

Writing helps. I promise. Write down your ideas and share them on your company's blog. If you don't have a blog, write them in the form of a white paper and share it in an eBlast. This, ultimately, will shape your brand. Because people can't connect with you unless they know what you stand for. And being a leader means standing for something.



YOUR TEAM

On the outside, Thought Leadership is about making your organization the authority, but within your organization, Thought Leadership can help “rally the troops” to get things done. It can help employees feel on the same page, even if you’re experiencing some internal problems. It gives them something to believe in. And it gives them something to respect.





**REGARDLESS OF THE INDUSTRY,
THOUGHT LEADERSHIP ISN'T ALWAYS ABOUT EFFECTING CHANGE.
IT'S SIMPLY ABOUT
DOING SOMETHING
EVERYONE ELSE IN YOUR FIELD THINKS IS WRONG,
AND BEING RIGHT ABOUT IT.**

**IT'S ABOUT SEEING YOUR IDEA THROUGH TO FRUITION
AND INSPIRING OTHERS TO BELIEVE.**





**RUSSO IS A STRATEGIC BRANDING AGENCY –
AND AS A BRANDING AGENCY, WE ARE BELIEVERS.**

Here, we believe in the promise behind the brand.
And here, we believe that changing the conversation motivates consumer behavior.

Through the use of consumer insight, we develop branding initiatives for our clients
that form emotional connections with their consumers.

For more information on branding, social media
or to learn more about RUSSO, drop us a line, we would love to hear from you.



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