Writing as a Thought Leadership Strategy

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Today’s Goals
WHY?
Go. Don’t stop. Don’t edit. Just **WRITE**.
Write a letter to your reader

Identify the questions your target has about your thesis
Pick one of your questions and **write**!

**Purpose + Thesis + Target + Structure = ?**
Repurposing writing is as smart as recycling

#Blog2Book

Create 52 Questions
Write **one post** each week

**Your topic and current event**
Write like a thought leader

Thought leader quiz
Daily **habits**

**Build Writing Muscle**
To do list versus calendar

There are no limits to what you can accomplish when you are supposed to be doing something else

@CathyFyock
Developing your Blog Calendar

Cathy Fyock
The Business Book Strategist

What is your topic like?
The Writers' Pledge

I pledge that I will use my power to make today a fantastic day.
I will block writing time on my calendar, and I will honor that time commitment and hold it as sacred, creative time.

I pledge that I will not allow my negative voice to guide my thinking or stop my creative process. I will surround myself with people who love me and support my writing.

I pledge to tell my story—to share my experiences—with authenticity and without apology. I know that in telling my story I can provide others with the gifts of hope, wisdom, and joy.

I pledge that I will continue to work so that I gain clarity and focus for my readers, audiences, and clients. Then I can continue to make the world a better place, one word at a time.

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Your opinion matters!
Please take a moment now to evaluate this session.
Thank You!