



# The Thought Leadership Manual: How to grab your clients' attention with powerful ideas.

*Tim Prizeman*

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The Thought Leadership Manual is the essential guide for dramatically growing your business by becoming a recognised expert in your field. The ability to create insights that grab the attention of clients and the media has become one of the most important marketing challenges for businesses selling high-value services. Yet 'thought leadership' barely features in marketing courses, and there is even less advice available on how to create the all-important stream of great ideas (which is the toughest part!). The Thought Leadership Manual fills this gap, providing a process and toolkit that enables newcomers and the experienced alike to create and launch successful campaigns by: getting buy-in from colleagues and budget-holders, delivering the all-important breakthrough ideas (and, essentially, identifying ideas you think are great. . .but actually aren't), planning and executing to deliver the very maximum in terms of marketing, publicity and, most importantly, sales. The pinnacle of 'thought leadership' is appearing in such top business media as the Financial Times and The Economist. The book outlines how to achieve this too.

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