



7 Mistakes That Can Ruin Your Reputation As a Thought Leader

Thought Leadership isn't just another buzz word or empty marketing tactic that "everyone has tried." And it's certainly not a "thing of the past."

On the contrary, it's more relevant now than ever before.

Thought Leadership done right, builds your credibility and authority. It positions you and your company as Experts in your field and opens doors to exciting new opportunities. It puts you at the top with a Golden Reputation.



But you already know that.

And you already know that it takes hard work and commitment to maintain your Golden Reputation.

But did you also know you can ruin that reputation in a snap? Without even knowing it?

Yes, it's true. Your reputation can be ruined in a snap. But you can prevent that if you avoid some common pitfalls.

Here are 7 mistakes that can ruin your reputation as a Thought Leader:

Mary Ann Vosika

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Most Retirement Plan Providers pay top dollar for content writers who deliver poor content. Hiring a writer who spent 30 years in the Pension Industry means you'll save time, money, and the frustration of having to rewrite your content.



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Mistake #1: Not Relying on Your Expertise

No one can know everything. Not even you. But you DO know more than anyone else about SOMETHING. Figure out what that something is, because that's your expertise. Then position all your thought leadership around that expertise.

Mistake #2: Trying to Serve Too Many People

You have lots of ways to help a lot of different people. But let's face it. You can't help everyone. However, there is a very distinct segment of people you can help the fastest and the best. In other words, your niche. Figure out your niche and focus your thought leadership on that.

Mistake #3: Creating Content that Doesn't Sound Like You

Publishing content that sounds curated or contrived weakens and harms your credibility. Your content should reflect you and your personality. So, write in your own voice. And write in a conversational tone, as if you would speak. If you need help with that then hire a copywriter who can write in your voice.

Mistake #4: Self-Promotion

Shocking, isn't it? Sadly, it's true. Today, more than 79% of publishing experts say Self-Promotion is the biggest reason companies lose their audience...and eventually their sales and leads. Thought Leadership doesn't mean you can talk about your company all the time. Instead, bring value to your readers by educating them and sharing new ideas.

Mistake #5: Trying to Go It Alone

Building a network of people who admire and trust your expertise can be costly and overwhelming if you're doing it entirely alone. It can also take forever. Locate influencers who like and trust what you do. And they'll start sharing. You'll see that in a short amount of time they'll get the word out about your expertise in the industry.

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Mistake #6: Publishing “Old News”

Let’s face it. Yesterday’s news isn’t news. It’s old and it’s boring. Publishing stuff everyone already knows is a real turn-off. It makes you appear slow and behind. It’s a quick way to weaken your authority. Instead be open-minded. Say something new. Stir things up. Get your audience to say, “Now THAT’S an interesting thought.”

Mistake #7: Not Having a Strategy

Ad-libbing your content is the fastest road to failure. Publishing weak or wishy-washy content destroys your reputation as a leader. Even worse than ad-libbing is inconsistency. If you don’t stick to a schedule your audience will wonder what happened to you. And eventually they won’t remember you. Instead, create a strategy. Know your topics and know your schedule. And yes, it can be overwhelming, but not to worry. A professional copywriter can help put it all together.

Thought Leadership done the right way puts you and your company at the top of your industry.

And that’s a great place to be. Right?

So, get to the top and stay at the top. But remember, these 7 mistakes could drag you down and ruin your Golden Reputation.

