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# Thought Leadership Marketing

By

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## Mindset

- ❖ Follow your heart, communicate passion and love
- ❖ Be your true self
- ❖ Provide direction and inspiration
- ❖ Grow with humility, listen more, accept challenges
- ❖ Develop trust and confidence with honest communications
- ❖ Be on the edge, take a stand, chart new directions
- ❖ Reach out and educate
- ❖ Develop a consistent voice ... clear, easy to understand
- ❖ Invest your time, commit for the long term
- ❖ Serve as a guiding force ... building your case as an authority

## Tools

- ❖ Speaking engagements
- ❖ Publishing articles, newsletter, white papers, books
- ❖ Preparing slideshows, videos, podcasts
- ❖ Blogging
- ❖ Conversing via social networks (Twitter, Facebook, LinkedIn)
- ❖ Developing and marketing related workshop
- ❖ Gaining PR in the media
- ❖ Participating in Industry events and organizations

## Deliver Results

- ❖ Transforms role and image with your client
- ❖ Changes client interaction from focus on value added to authority
- ❖ Pulls clients to you, instead of pushing a message
- ❖ Builds a powerful personal brand – trust factor helps close sale
- ❖ Increases business impact
- ❖ Improves Competitive Advantage and Positioning

## Maintain Position

- ❖ Consistently place communications
- ❖ Monitor comments, feedback and mentions
- ❖ Google your name
- ❖ Re-evaluate personal branding strategy

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