

How to Become a Thought Leader in Your Industry

w/ Joe Zappa, Founder and CEO of Sharp Pen Media

Because these extended Marketing Smarts Moments are more free-flowing, the style of this worksheet is a bit different. Instead of giving you the 4 points, we are instead providing you with the list of questions we used to prep for the episode. In this way, you get a teaser of the episode, which can prepare you for what to listen for. Use this worksheet to take notes and identify your actions.

- What do you think is the key mechanism for building thought leadership?

- How do businesses go about figuring out what content and what channels to focus on?

- What does good content look like?

- What is the role of AI in creating content?

- What metrics are important to track?

- What else would you like our audience to know about your business and how can they find you to continue the conversation?

Action Plan:

Action	Timing	Progress	Complete

