

Thought Leadership Advantage™



Key Benefits

Captures Thought Leadership

Delivers intellectual property that is relevant, complete, elegant and unique

Creates Buzz and Authority

Unique one of a kind content that gets noticed and builds brand and demand

Powers Content Marketing

Enables the cost effective creation of compelling content

Empowers the Organization

Teaches a repeatable and proven methodology to capture valuable Thought Leadership

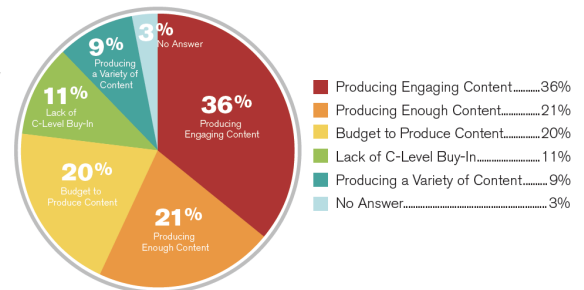
“Thought Leader Advantage not only taught us how to capture our ideas in an extremely powerful way, it also helped us to put out very high impact deliverables. Our recent conference keynote was the best we’ve ever done, it got attention and really established our authority”

Do you need to break through the information deluge to get to new customers? Is your content marketing strategy just not hitting the mark with customers and prospects? Do you have killer ideas, but don’t know how to package them for success? Thought Leadership Advantage gets you there.

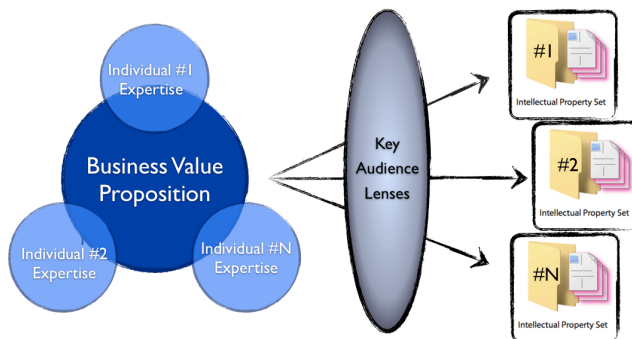
Research shows that creating compelling, leveragable, and cost effective content is the biggest challenge facing organizations today in building successful Thought Leadership and content marketing programs. To break through, ideas have to be:

- *Relevant – meaningful to key audiences*
- *Complete – Appeals to both the logic and emotion with content, context and concept*
- *Elegant - simple to explain, yet deep in detail*
- *Unique – Original and impossible to replicate because it comes from your experts*

BIGGEST CONTENT MARKETING CHALLENGE



SOURCE: B2B Content Marketing: 2010 Benchmarks, Budgets and Trends; B2BOnline, Junta42



Thought Leadership Advantage utilizes proven tools and methodologies to capture and package your unique intellectual property. Over 10 years of use and a global community of thousands of practitioners have honed these practices and continuously evolved them to meet the need of today’s environment

KJR and Thought Leaders Global can help. Our Thought Leadership Advantage services will:

- *Identify key Thought Leaders and articulate their uniqueness*
- *Focus Thought Leaders to capture Thought Leadership concepts that deliver the most important business value proposition(s) to key audiences*
- *Package and deliver Intellectual Property Toolkits, a complete pallet of content for each Thought Leader and their intellectual property*
- *Fuel the creation of breakthrough content, delivered across a wide variety of channels and formats*
- *Empower the organization to continuously capture and create new and compelling Thought Leadership concepts and content*

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