



Thought Leadership 101: Less Is More

Only you can give what you uniquely have to offer. A culmination of your insights, learnings, and experiences, your message can create an impact on the world. No matter your industry or area of expertise, you know you can give your clients the value they are looking for. Your content hits home, and you have a lot to say. But why does it seem like it's not reaching the people who need it?

Cutting through the noise does not always mean doing more. Often, the real value lies in refining your message instead of trying to do all things at once.

In this episode, Annemarie Cross is here to explain why your message is getting lost in the crowd. She gives brilliant advice on getting to the root of the problem and how to proceed from there. Find out how the content you share comes into play in building your momentum to thought leadership and spreading your message. Answer this action guide and apply Annemarie's lessons to your journey to become an industry authority.

QUOTE TO REMEMBER:

“When you get clear on your message, you give yourself permission to show up as your authentic, amazing [self]... That is what your ideal client will resonate with. Less is more; give yourself permission.”

Activity: Your Message in a Package

Optimising Your Message

One of the major problems entrepreneurs face is that they have so much to say and offer, but don't know how to convey it clearly. Look at your message and write it down below. How clear and concise is it?

Your message is meant for your clients. Who is your ideal client? Learn more about them. List down their demographic information, their behaviour, way of thinking and reasoning, and what they need.

Ideal Client	
Demographic	
Behaviour	
Thinking & Reasoning	
Main Problem	

Annemarie talks about her different areas of expertise. What are your areas of expertise?

- _____
- _____
- _____
- _____

How do they relate and apply to the other areas of your life?



It's time to package your message into an umbrella statement. Base this on your answers above. Showcase what you can offer and what your clients can expect from working with you. If you need help, go back to Annemarie's example.

Area of Expertise	Statement

Put everything together and write your umbrella statement.

Building Your Content

Your content is the best way to share your message and build on it. Go through your platforms and check what you have shared. Find your most recent three and compare them with your umbrella statement. Ensure they preserve the value of your message. Put a check mark if they do.

Content Link	Reinforces Your Message?	Relevant Needs of Your Client?	Industry Jargon?	Alternatives to Jargon

Your content is meant for your ideal client. Go back to your description and think about how you can best bring your content to them. Based on their demographic and behaviour, what platform, format, and medium would be ideal for them? Package your content in the best way possible for your client.

	Packaged Content
Platform/s (What platforms do your clients usually use?)	
Format/s (How much time do they have to access your content? What best catches their attention?)	
Medium/s (Do they prefer audio, visual, or textual mediums?)	

Make a call to action. How can you insert what you offer into your content?

What You Will Learn from the Activity

Standing out in a sea of content is more difficult than online media might lead you to believe. This activity has two parts to help you achieve just this. Clarify your message and build your content the right way by answering this guide.

The first part of the activity focuses on your message. As Annemarie says, you can have a lot to offer and say, but unorganised thoughts can lead to a confusing and messy message for your clients. This part helps you identify what you offer, your ideal client, and your areas of expertise. This way, you can pinpoint what you need to include in your umbrella statement.

Your umbrella statement brings everything together and neatly presents how you and only you can help. Stand out and make an impact on your audience with a clear statement. By doing this, you can ensure you get paid what you are worth.

The second half of the activity focuses on the content you share. Annemarie emphasises that less is more and you can practice that through this action guide. You can ensure that your content is relevant, timely, and reinforces the message you want to convey. Create, compel, and call your



ideal clients to action with your content. Be remembered as a reputable thought leader in your area of expertise.

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