

LinkedIn Give Emails
June 15, 2022

Email #1:

Subject Line: What Makes Someone a Thought Leader

Hi [First Name] — thanks for connecting with me on LinkedIn. I look forward to learning and sharing some helpful insights along the way for you and your team.

Let's start with a question we're often asked. *What makes someone a thought leader?*

If you were asked to think of an authority on any subject, who would come to mind? What about them designates them as an authority? What's true about them? And what does someone have to do to earn and keep the title of authority?

When Susan Baier, founder of Audience Audit, worked alongside our Predictive ROI team to conduct research to determine the ROI of Thought Leadership — we collected a myriad of data points that uncovered some interesting answers to the above questions.

First — an authority is relentlessly helpful — and more specifically — they help their audience become better at their jobs every day by sharing ideas that change how they approach their work.

Second — the ideas they share are not someone else's smarts or a retread of old ideas. The ideas are new, thought-provoking, and again...helpful.

Third — a true authority is genuine. They aren't out to convince you of anything, and they certainly aren't trying to sell you something. Now — don't get me wrong...that doesn't mean that being seen as an authority isn't good for business. It definitely is. It just means that an authority is more interested in the takeaways the audience gets from what is shared as opposed to what the authority can take from the audience.

I believe we're entering the era of the AUTHORITY. Agencies, coaches, and consultants that occupy the coveted "expert" status are afforded the highest level of confidence and trust from their clients and prospects because they have a depth of knowledge and point-of-view that can't be denied or easily replicated.

Why wouldn't you capitalize on that, as opposed to writing generic content that looks like every one of your competitors?

To help — you can download our free *ROI of Thought Leadership* report. [Just go here.](#)

Now's the time to double down.

Onward with gusto!

Stephen

Email #2:

Subject Line: [First Name]

Hi [First Name] — I run a free Facebook group with 550+ agency owners and strategic consultants who want to build and scale.

Might be useful for you, too.

[You can check it out here.](#)

Also — if you've never attended one of our open-mic Q&A on Wednesdays at 12 noon Central — or if you have and it's been a while — we'd love for you to join us.

[You can find the details here.](#)

And — we post the full recordings inside our Facebook Group so you and your team can watch whenever it works for your schedule.

Now's the time to double down.

Onward with gusto!

Stephen

Email #3:

Subject Line: Free paperback or Kindle copy

Hi [First Name] — honest — this isn't one of those "free" book offers where you're asked to jump through a bunch of hoops.

If you'd like a free paperback or Kindle copy of "*Sell with Authority*," — [all you need to do is go here](#).

Just let us know if you'd like paperback or Kindle, and give us your address. We'll take care of the rest.

NO credit card for shipping. Nothing.

Experts are afforded the highest level of confidence and trust because they have a depth of knowledge that can't be denied or easily replicated.

Why wouldn't you capitalize on that instead of writing generic marketing tip posts that look like every one of your competitors?

We're on the cusp of a huge shift, and if you take full advantage of it now, you're going to be tough to catch.

Now's the time to double down.

Onward with gusto!

Stephen