

# Become A Thought Leader

Why do people want to do business with Thought Leaders? It's because they want to do business with industry leaders, and thought leaders are the most visible. If you want to win more business, you have to get visible. RGA's Thought Leader program can help.

## Why you must become a recognized thought leader to win more business

1. According to Accenture research<sup>1</sup>, consumers are no longer making decisions based solely on product selection or price. They support brands whose purpose aligns with their beliefs. But who is telling them what your purpose is? Your advertising? The media? It must come from your leadership. See what Bank of America is doing with its new television commercials to see this in action.

2. LinkedIn's audience had grown to more than 590 million users and is still growing<sup>2</sup>. You're already on LinkedIn, but are you using it properly?

3. 60% of LinkedIn users are interested in reading about industry insights<sup>3</sup>. Are you providing them?

4. Establishing trust within your LinkedIn network and making new connections is as easy as publishing high quality, topical articles<sup>4</sup>. Without trust you cannot win new business. The path ahead is clear.

Our thought leadership program makes it easy to get recognized as the thought leader that you are. We do the industry research to help you find the most effective stories. We help you get your thoughts into writing and then post and promote them to your prospects, partners, customers and employees.

1. From me to we: The rise of the purpose-led brand. **Accenture Strategy Research Report.**

2. Numbers of LinkedIn members. **Statista.**

3. Why Content Marketing on LinkedIn is More Important Now. **Neil Patel.**

4. Why writing LinkedIn Articles is Important for Personal Branding. **Rob Driscoll.**

## Thought Leadership Program

Getting new business in 2019 is going to be tougher. It's simply a more competitive market. The key to winning more business in the year ahead is to remember that **people want to do business with leaders they trust**. Are you an industry leader your prospects can find?

## Get a Personal Brand Journalist

We know what it takes to be recognized as a leader in today's market. You have to tell the right stories in places where they will be found and promote them so your audience grows. It can take a lot of time if you do it alone.

Our thought leadership program makes it easy. We do the industry research to help you find the most effective stories. We help you get your thoughts into writing and then post and promote them so your prospects, partners, customers and employees can find them.

Complete analytics lets you watch your audience and influence grow while you enjoy more business and higher profits.

## Find out how you can:

- Know what to say to get more attention
- Get your own personal research department
- Turn your thoughts into great writing
- Get your work posted to LinkedIn for you
- Become the leader reporters want to quote
- Watch your popularity grow online
- Get invited to speak at industry events

## How the program works

Every ambitious executive would be a thought leader if they had the time and expertise. Unfortunately, it takes a lot of work to be recognized as an industry expert. Why not let RGA do that work for you. All you need is 30 minutes per month to be interviewed.

## Call us today!

1. RGA performs industry research for background
2. RGA Brainstorms a number of story ideas
3. RGA schedules a call with the expert to discuss
4. Thought Leader is interviewed by RGA
5. RGA transcribes the call and edits for clarity
6. RGA drafts two blog posts from the material
7. RGA sends the material back for expert approval
8. RGA posts the material to the expert's LinkedIn
9. RGA promotes the posts for 30 days
10. RGA measures the results and reports

Contact Rick Grant at [rick.grant@rga-pr.com](mailto:rick.grant@rga-pr.com) for a no obligation discussion of how you can become the thought leader your prospects are looking for right now, or call Mathea today to schedule a program walk-through at **570-497-5850**.

**RGGA**  
Public Relations