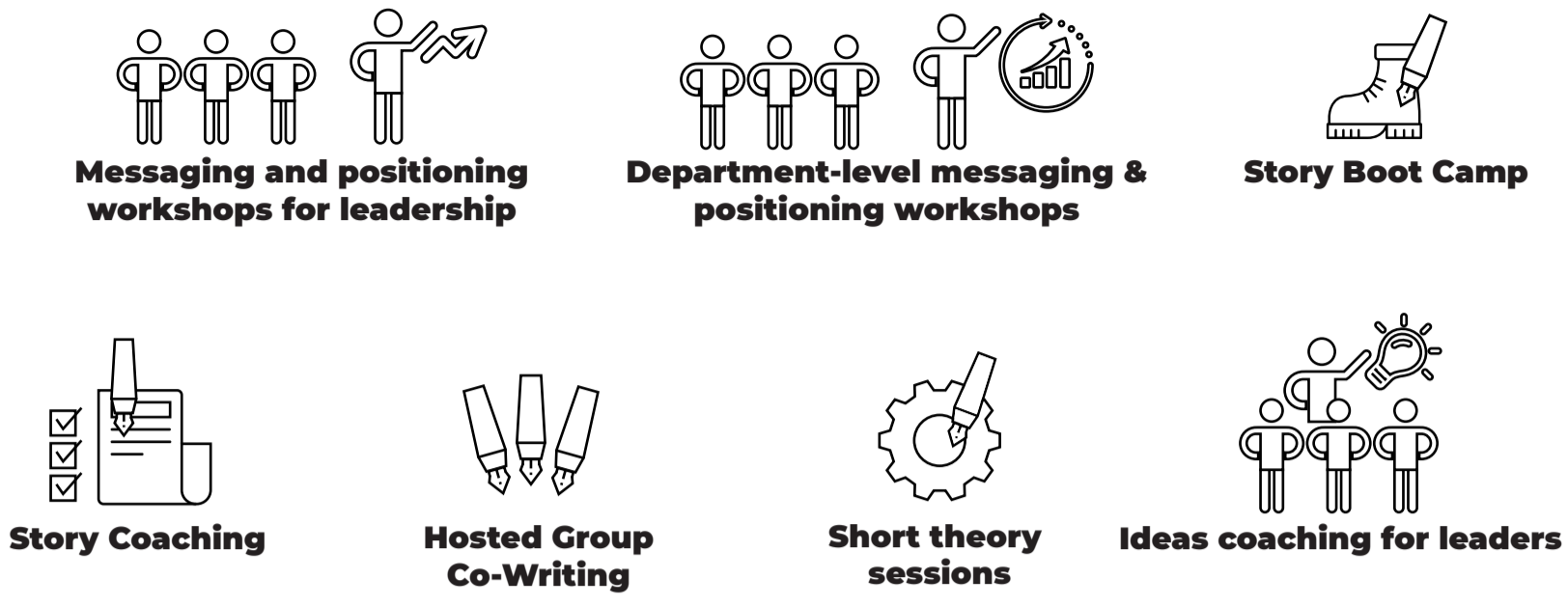


# How to operationalize the writing of thought-leadership articles by your company's subject-matter experts

## Program:



## Your experts move from:

**Resistant** to writing and publishing

To **gaining confidence** in writing and publishing

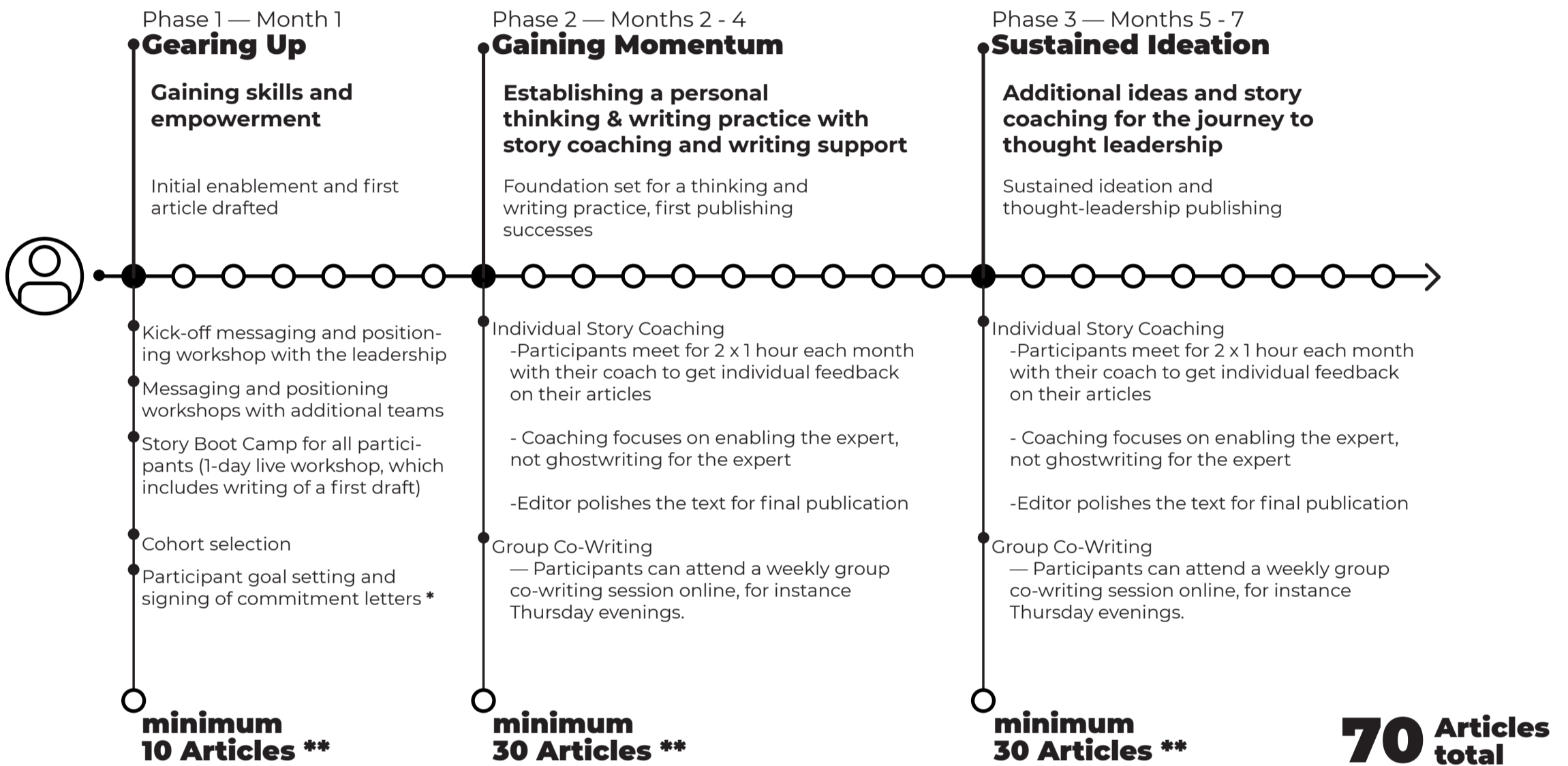
To becoming **fully confident** in writing and publishing



## Our process:

### Regular writing support and co-writing sessions

Virtual story coaching by appointment and weekly drop-in co-writing



All programs include a biweekly newsletter and dashboard tracking of articles, story ideas, and the progress of your experts

\* Example: "I commit to writing and publishing at least 1 article each month over 3 months." And/or "I will have X number of conversations with clients about ideas in my articles."

\*\* Based on 10 participants with each writing one article per month

