

# Write Like a Thought Leader

## Coaching Process



### 10 weeks to launch your journey to thought leadership

Do you want your ideas to shape the conversation in your field? Wondering why your publications are not getting the traction they deserve?

It's time to learn how to write in a way that engages your audience and positions you as a thought leader.

Get the guidance you need to turn your ideas into intellectual property and become recognized as a thought leader.

Rhea Wessel and her team of Institute writers are journalists and editors who have helped subject matter experts move from obscurity to prominence in their areas, thanks to Rhea's Story-Finding Method and coaching.

#### Who is this for?

Any subject matter expert with big ideas: whether you are a freelancer, a small business owner, an academic or someone who wants to advance your career within a large organization.

#### How does it work?

After an initial consultation, we match you with the best coach to begin your process of 10 individual coaching sessions in which

- We explore your expertise, competence and passion to identify the area where you want to be a thought leader
- Then we hone your message and begin developing your proprietary collateral
- Finally, we execute on one piece of writing about your subject.

#### What do I get out of it?

You walk away with:

1. Clarity on your thought leadership niche and the uniqueness of your message
2. A list of ways to spread your ideas more effectively and make money off of them
3. A catalogue of story ideas for you to work on later
4. One written piece (ghosted or edited) that you can publish on your LinkedIn profile or blog

#### Ready to launch your journey to thought leadership?

Book your free initial consultation to learn more about our coaching

Payment plans available.



#### Contact us now for your FREE initial consultation:

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#### Learn more about Rhea and the Institute for Thought Leadership here

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