



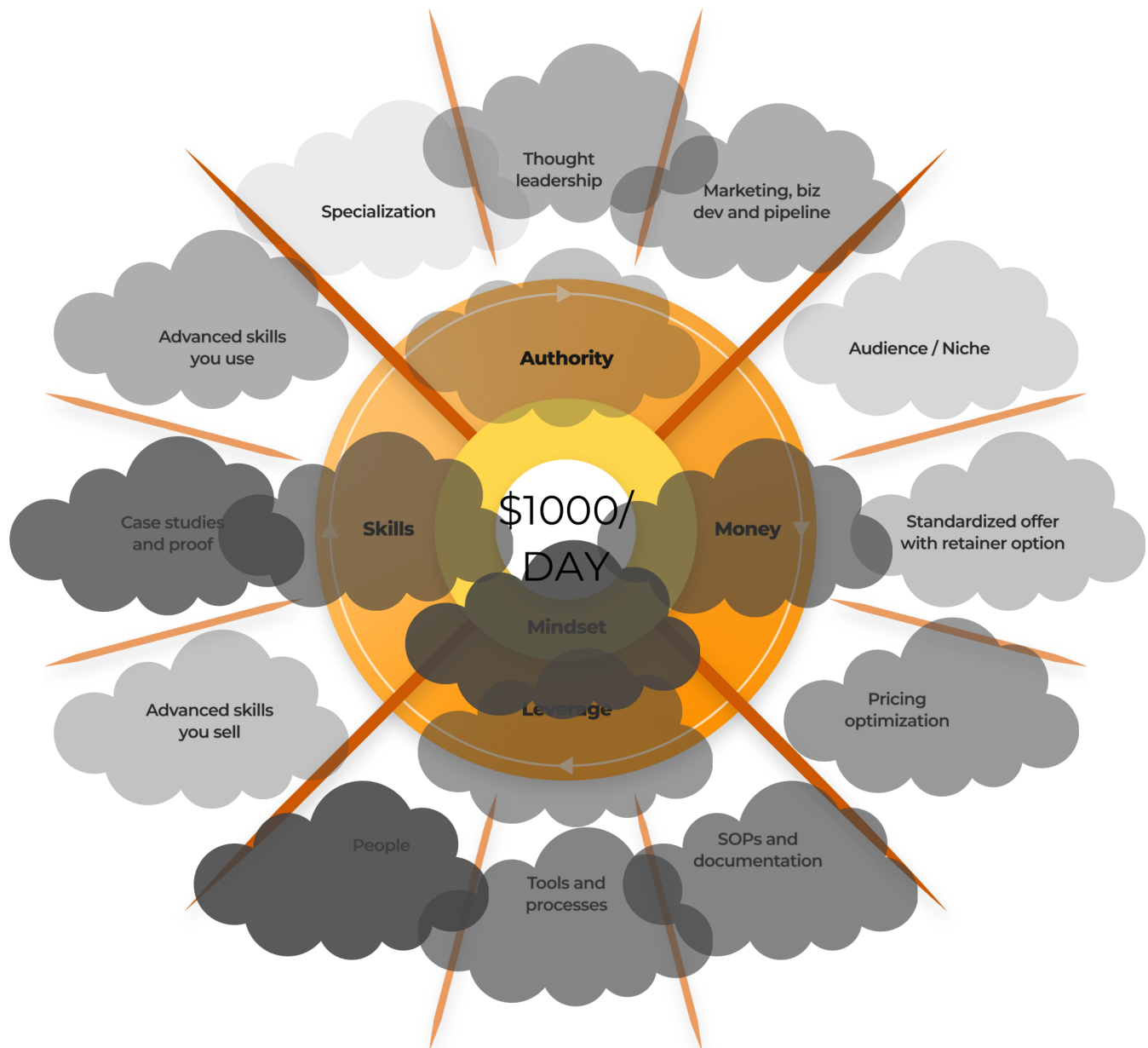
WEEK 8: **THE** **RADIATING** **THOUGHT** **LEADER**

Be the go-to brain that your most curious, thoughtful personas seek out.

You'll use this training to intentionally fill your pipeline and open future opportunities.

THIS WEEK'S SECTIONS OF THE SUNSHINE GROWTH MODEL

Week after week, we will reduce the clouds for several sections of this growth model.



END OF PROGRAM: HOW IT COMES TOGETHER

My one-page business plan

As the thought leader in _____, which is closely tied to my specialization of _____, I stand on a soapbox across the places my ICP / persona consumes media: _____.

There, I consistently share my unique POV that _____. This POV is different from what my ICP, and the personas within it - specifically _____ - have assumed, but it speaks to something they've wondered about, as they've looked at their businesses and how to grow them. *They're curious about the exact topic that I'm an expert in.* Their curiosity brings them to the top of my Sales Driven Funnel. Once they follow me, a combination of automation tools like ManyChat and human solutions (like my VA) DM them and nurture a relationship, waking them up to a problem only my Authoritative Offers can solve and driving them to schedule a call with me. In our first call, I determine if they're a good fit to work with me; in our second call, I tap into their interest in my standardized offer, which is _____, and into their desire for ongoing results with my retainer offer: _____.

After it's clear that we should work together, I present my templated proposal to them in a third call, where I close them. From there, my VA _____ takes over to schedule kickoff calls and do the admin work that frees me up to do revenue-generating work; to hire more people, in keeping with my org chart and hiring plans; and to build out new thought leadership pieces, including my book titled _____ and my newsletter / podcast / blog.

THE THOUGHT

What's the message I'm
radiating everywhere I
show up?

THE LEADER

What needs to be true about
my brand to radiate my
message believably?

**Thought leaders are
educators who step up
and own something
they care deeply about.
They care so much,
they make every other
leader care, too.**

PERSONA MEDIA DIETS

In Week 7, you started to better understand the personas that should follow you. This week, better identify what will drive them to follow you so that you can create thought leadership pieces they love and share those pieces where they are / in spaces they trust.



Persona A: _____

LinkedIn

Instagram

Assumptions they make about my specialization

Books they read

Events they attend

Podcasts they listen to

Online spaces they read

Prefer video

Prefer audio

Prefer written

No clear preference

PERSONA MEDIA DIETS

In Week 7, you started to better understand the personas that should follow you. This week, better identify what will drive them to follow you so that you can create thought leadership pieces they love and share those pieces where they are / in spaces they trust.



Persona B: _____

LinkedIn

Instagram

Assumptions they make about my specialization

Books they read

Events they attend

Podcasts they listen to

Online spaces they read

Prefer video

Prefer audio

Prefer written

No clear preference

PERSONA MEDIA DIETS

In Week 7, you started to better understand the personas that should follow you. This week, better identify what will drive them to follow you so that you can create thought leadership pieces they love and share those pieces where they are / in spaces they trust.



Persona C: _____

LinkedIn

Instagram

Assumptions they make about my specialization

Books they read

Events they attend

Podcasts they listen to

Online spaces they read

Prefer video

Prefer audio

Prefer written

No clear preference

MY THOUGHT LEADERSHIP PLAN

Focus your efforts on sharing your unique POV, in well supported ways, in the spaces your ICP / personas consume media. We've chosen not to include deadlines here because thought leadership is an always-on activity for serious entrepreneurs; you should add deadlines if you need them.

Events I'll speak at

How I'll get the event organizers' attention

Podcasts I'll speak on

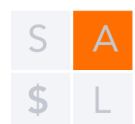
How I'll get the podcast creators' attention

Books I'll write

How I'll get my books in front of my personas

Choose one!

- | | |
|--|---|
| <input type="checkbox"/> Establish a newsletter on Substack or other | <input type="checkbox"/> Establish an event (online or IRL) |
| <input type="checkbox"/> Establish a blog on Medium or other | <input type="checkbox"/> Establish a podcast |



**Save the how for when
they hire you. Teach
what you do, what you
think, why you think
that way, where you
help, when to hire you...
but **never how to do
what you do.****

YES OR NO

Knowing what you won't teach is as important as knowing what you will. Because there's so much to create content about and so little time, you should focus your efforts on subjects that radiate your genius and attract your ICP in ways other "basic" so-called thought leaders never could.

What I'll educate my ICP on

What I'll avoid teaching

MY THOUGHTS AS I END TI:F

PRIORITIES FOR THE NEXT 60 DAYS

On your own or with your coach, circle the areas on the Sunshine Growth Model that need the most immediate attention. Assume that you will continue to refine the work we've done over the last 60 days; do not include that work here.

