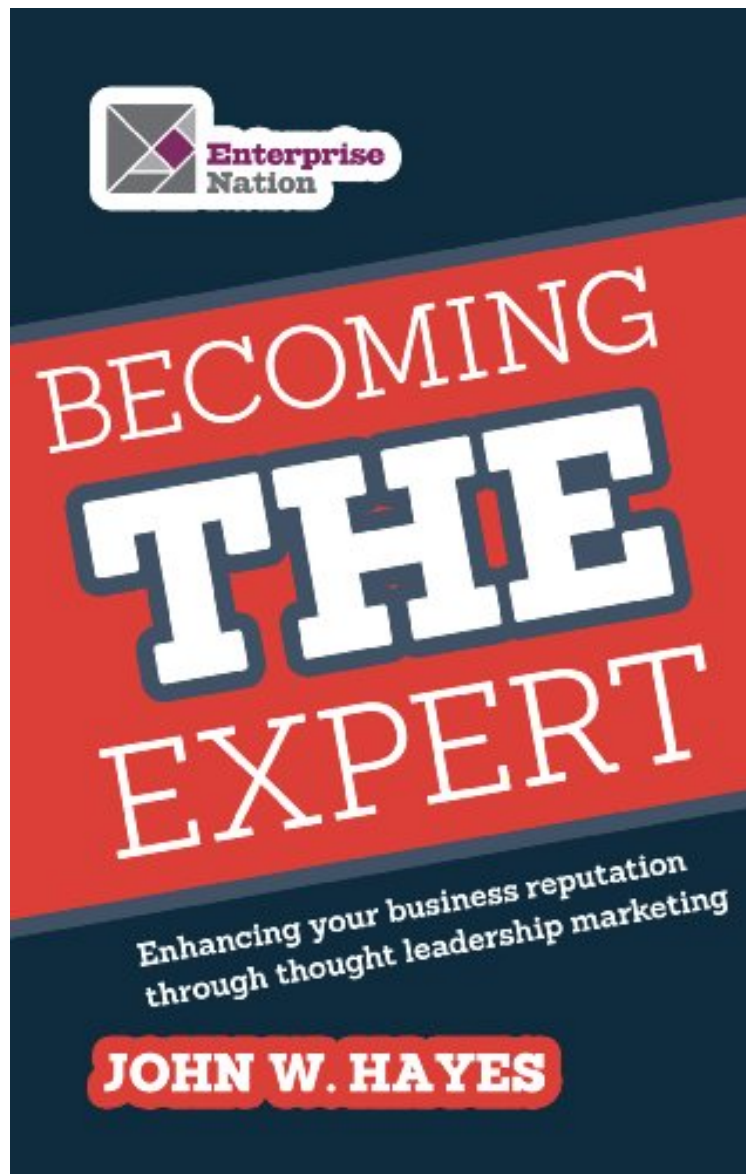


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Becoming THE Expert: Enhancing Your Business Reputation through Thought Leadership Marketing

John W. Hayes

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McDougall This is a fantastic book on thought leadership marketing and building your authority. One of the reasons I found it particularly helpful is because it gets right to the point and is a relatively quick read. It puts a great emphasis on content marketing such as blogging, very high-quality guest posting, being an author of e-books and a printed book, podcasting and video etc. These are just a few of the things you will learn to help you build your authority and reputation online and off-line. John uses some fun examples such as doing marketing for everything from a live lobster company to high tech software companies etc. John is an international expert on email marketing and social media as well and helps put into perspective how all of the tactics go together. A must read for everyone from entrepreneurs to small businesses or even students looking for a strategy on how to build their career and get more respect over the long term. 0 of 0 people found the following review helpful. *****MUST READ*** ATTENTION MARKETING EXEC** By schase70 As a senior marketing executive looking to remain current and competitive in the workforce, it is IMPERATIVE that I equip myself with the latest knowledge, marketing ideas and trends. "Becoming THE Expert," by John W. Hayes, convinced me within the first few pages that I was on the right track to gaining the upper-hand in the fast-paced world of digital and new media content and "thought leadership" marketing. This is a MUST READ for anyone in marketing, sales, strategy or development who is seeking creative, innovative ways to propel their business forward. Thank you, John! 0 of 0 people found the following review helpful. A great Thought Leadership guide By M WILLIAM MCTIGHE Would have strongly preferred the hard copy over Kindle. But it was very good. A great resource.

Thought Leadership is one of the most valuable marketing tools available to today's entrepreneur. Not only is it highly affordable (largely free), it is also available to anyone with an opinion - and who doesn't have one of them? Becoming THE Expert explains how business owners, entrepreneurs, marketers and sales professionals can better position themselves as experts in their own particular industry and help to build brand awareness, generate leads and ultimately drive sales through the sharing of their detailed knowledge and insight. Written in plain English and using real world examples, the book explains how to find your voice and then plan, create and distribute Thought Leadership Marketing campaigns using a wide range of channels including blogs, white papers, videos, podcasts, webinars, PR, the media, books, eBooks, public speaking opportunities and social media. This book is for any business professional who values the idea of sharing knowledge, empowering the people they work with and building their reputation on the back of holding an open and honest dialogue with the communities they serve.

This is a powerful book if used to its full potential, and is something that should be on the Kindle or iPad of all entrepreneurs. Use these techniques and there is a good chance that you will benefit from them. - Startup Business Book s About the Author John W. Hayes has been helping small and medium-sized companies develop their business strategies online for almost as long as the Internet has been in the general public's consciousness. Working alongside some of the biggest names in ecommerce and online marketing (including , eBay and Google), he has dedicated much of his career to demystifying the web and highlighting opportunities for real world businesses to grow. As the author of numerous white papers, blog posts and guest editorials across a wide range of trade and mainstream publications he is widely recognised as an influential Thought Leader in the SME online marketing arena. In his first book, Becoming THE Expert: Enhancing Your Business Reputation through Thought Leadership Marketing, he shares his tips and tactics for positioning yourself as an industry expert and building your business on the back of a solid campaign of Thought Leadership Marketing.