

Mapping Content for Thought Leadership



Brad Miller



1. Recycle what you know

2. Interview the industry leaders

3. Curate the news 

4. Conduct a survey

5. Create visual appeal

10. Showcase your talents through video tutorials 

9. Answer the burning questions

8. Conduct an interview...with yourself

7. Share presentations

6. Become a reporter for your industry

Author: Jim Lauria
Date: October 15, 2012
Contact:
<http://www.linkedin.com/in/jimlauria>

