

DEVELOP YOUR SIGNATURE CONTENT THEMES

YOUR THOUGHT LEADERSHIP DOESN'T HAVE TO COVER EVERYTHING. IN FACT, IT SHOULDN'T. THE MOST COMPELLING VOICES ONLINE ARE CONSISTENT—NOT REPETITIVE, BUT RECOGNIZABLE.

START BY IDENTIFYING YOUR SIGNATURE THEMES—THE IDEAS AND LENSES YOU'LL RETURN TO AGAIN AND AGAIN, FROM MULTIPLE ANGLES.

USE THE FOLLOWING PROMPTS TO GUIDE YOUR THEME DEVELOPMENT:

- WHAT ARE 2–3 PROBLEMS YOUR AUDIENCE IS ALWAYS NAVIGATING?
- WHAT TOPICS MAKE YOU LIGHT UP WHEN YOU TALK ABOUT THEM?
- WHAT PERSONAL EXPERIENCES OR PERSPECTIVES GIVE YOU A UNIQUE LENS ON YOUR NICHE?
- WHAT DO YOU BELIEVE THAT OTHERS IN YOUR SPACE OFTEN GET WRONG?

 WRITE DOWN 3–5 SIGNATURE THEMES THAT WILL BECOME THE FOUNDATION OF YOUR THOUGHT LEADERSHIP:

- 1.
- 2.
- 3.
- 4.
- 5.

THESE THEMES CAN BECOME PILLARS FOR YOUR CONTENT, AND HELP YOU STAY CONSISTENT WITHOUT BEING BORING.

REMEMBER: YOU ARE THE NICHE!