

PROFITABLE
PRACTICE
STRATEGIES
with Susan Guthrie

Promotion That Builds Authority & Trust
Thought Leadership Exercise & Worksheet

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Interactive Thought Leadership Exercise

This worksheet will help you use AI tools to start building your thought leadership. Each step includes:

1. **A simple instruction for you**
 2. **An AI prompt you can copy and paste**
 3. **An example to show you what it might look like**
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Step 1: Define Your Thought Leadership Focus

Your Task: Write down what you want to be known for. Think about the problems you solve and who you solve them for.

AI Prompt (copy + paste):

You are my marketing strategist. Based on my details, create:

- 1) A one-sentence thought-leadership positioning statement
- 2) 3 content pillars I can share online
- 3) A short bio (≤50 words) in client-friendly language

DETAILS:

Role: [insert your role]

Niche: [insert your audience or niche]

Problem I solve: [insert the problem you solve]

Approach: [insert your unique angle]

Tone: [insert tone you'd like to use]

Example (Family Mediator):

- Positioning: “I help divorcing parents resolve conflict and protect their children through peaceful mediation.”
 - Content Pillars: Co-parenting strategies; Benefits of mediation; Avoiding court battles
 - Short Bio: “Susan helps families find calmer, child-focused paths through divorce.”
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Step 2: Choose Your Core Content Format

Your Task: Decide how you like to share your expertise—writing, speaking, or video.

AI Prompt (copy + paste):

Suggest 3 content formats that fit my strengths and my audience.

Provide 1 sample topic idea for each format.

My strengths are: [e.g., writing, speaking, video]

My audience is: [insert your audience]

Example (Startup Counsel):

- Blog: “5 Legal Mistakes Every Startup Makes in Year One”
 - Webinar: “How to Protect Your Idea Before Pitching Investors”
 - LinkedIn Post: “What Every Founder Needs in Their First Contract”
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Step 3: Create a Client-Centered Message

Your Task: Practice writing short content that speaks to your clients’ pain points.

AI Prompt (copy + paste):

Write 3 LinkedIn post ideas that:

- Start with a client pain point

- Teach one practical insight
- End with a soft CTA to learn more

Audience: [insert your audience]

Topic: [insert your topic]

Tone: [insert your tone]

Example (Arbitrator):

- Hook: “Court battles aren’t just stressful - they’re expensive.”
 - Insight: Arbitration is faster, private, and tailored to business needs.
 - CTA: “Here’s how I help businesses resolve disputes without shutting their doors.”
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Step 4: Repurpose Your Content

Your Task: Don’t reinvent the wheel. Take one content idea and use it in multiple formats.

AI Prompt (copy + paste):

Take this content idea: [insert your topic].

Repurpose it into:

- 1 LinkedIn post
- 1 email newsletter blurb
- 1 short video script (≤45 seconds)

Example (Mediator):

Topic: Benefits of mediation over litigation

- LinkedIn Post: “Litigation can take years—mediation can resolve disputes in weeks.”
 - Email Blurb: “This month, I share how mediation saves time, money, and relationships.”
 - Video Script: “If you’re in conflict, here’s why mediation may be the fastest way to move forward...”
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Step 5: Draft Your First Thought Leadership Piece

Your Task: Use the template below to put it all together.

Template:

- My expertise/niche: _____
- My audience's problem: _____
- My chosen format: _____
- My first piece of content will be: _____

Example (Collaborative Divorce Lawyer):

- Expertise: Collaborative divorce
- Audience's problem: Parents worried about harming kids during divorce
- Format: Webinar
- First piece of content: "3 Ways Mediation Protects Children in Divorce"

Takeaway: Thought leadership is not about being everywhere. It's about showing up consistently as a trusted voice in your niche. Use these prompts to create one strong piece of content - and then build from there.