

PROFITABLE
**PRACTICE
STRATEGIES**
with Susan Guthrie

PROMOTION THAT BUILDS TRUST AND LONG-TERM VISIBILITY

Inspired by [The Thought Leadership Playbook](#)

A Strategy + AI Collaboration Worksheet

Promotion is no longer optional, but it is also no longer about volume or self-promotion. In a crowded, tech-enabled landscape, professionals are chosen based on **clarity, credibility, and relevance**. This worksheet helps you develop promotion that reflects thought leadership, not marketing noise.

AI supports clarity and consistency, not performative content.

STEP 1: DEFINE WHAT YOU WANT TO BE KNOWN FOR NOW

(Core Thought Leadership Playbook principle: visibility without clarity does not convert.)

Reflection:

- What problems do I solve better than most?
- What questions do colleagues or clients consistently ask me?
- Where is my perspective especially relevant as the profession evolves?

AI Collaboration Prompt:

“Based on my background and experience, help me define:

- One clear positioning statement
 - Three thought leadership themes I could speak or write about
 - Language that sounds professional, human, and credible (not promotional).”
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STEP 2: CHOOSE VISIBILITY CHANNELS THAT MATCH YOUR STRENGTHS

(Thought leadership is built where you can show up consistently.)

Reflection:

- Where do my ideal clients or referral sources already spend time?
- What formats feel natural for me (writing, speaking, conversation)?
- What can I realistically sustain?

AI Collaboration Prompt:

“Recommend 1–2 promotion channels that best fit my strengths and audience. Explain why these channels are strategic and how to use them without burnout.”

STEP 3: CREATE USEFUL, TRUST-BUILDING CONTENT

(Thought leadership shows how you think, not just what you do.)

AI Collaboration Prompt:

“Generate three content ideas that:

- Start with a real professional or client concern
- Offer one practical insight
- Demonstrate my thinking without selling

Audience: [describe]

Topic focus: [describe]”

STEP 4: USE AI TO REPURPOSE, NOT OVERCREATE

(Visibility grows through repetition with purpose.)

AI Collaboration Prompt:

“Take this core idea: [insert].

Repurpose it into:

- One LinkedIn post
 - One short email or newsletter paragraph
 - One speaking or CLE discussion point.”
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KEY PROMOTION TAKEAWAY

Thought leadership is built through **clarity, consistency, and usefulness**.

AI reduces friction so your expertise can stay visible as expectations and platforms evolve.