



Thought Leadership Interviews

Deliver Good Compelling Content and a Whole Lot More!



YouTube Video



Audio Podcast



Blog Post



Tweetable Moments

► What Are the Benefits?

- ✓ Creates content to be used elsewhere on marketing and social media channels.
- ✓ Becomes a door opener for sales when future advocates are invited onto the show.
- ✓ Positions your organization and key employees as thought leaders.
- ✓ Acts as public case studies when customer advocates are being interviewed.



The *Thought Leadership Funnel*[™] replaces the traditional sales funnel. Are your processes optimized to address each stage of the funnel? <http://bit.ly/tl-funnel>

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► What Do We Do?

Our **Thought Leadership Interviews** service creates instant content for yourself, your brand, and your organization. THiNKaha will produce a show in which we facilitate an interview with an **advocate** or **future advocate** on the challenges they face and potential solutions that exist. For customer advocate interviewees, the host will gently bring out your product and service benefits.

The show will be sponsored by your organization. From that, a YouTube episode, podcast, blog post, and a set of potential Ahas* will be created and available for you to market and share with others.

► Cost

- Stand-alone show: \$3,500
- One per month: \$2,500/show
- One per week (recommended): \$1,500/show

► Contact Us

Please contact Michael Procopio at mjp@mprocopio.com or (310) 974-2311.

Check out our blueprint and past episodes of *Thought Leader Life* to see the quality and quantity of content created: <http://ThoughtLeaderLife.com>

* After 4-5 episodes, we will create an Aha Amplifier book to allow your advocates to amplify your messages: <http://AhaAmplifier.com>