

How Can I Become Known As A Thought Leader In My Specialty?

Posted by Robin Hensley on October 10, 2010

The secret to becoming known as a thought leader is visibility.

You can begin building visibility in simple ways like leaving a comment on a subject matter blog or writing a letter to the editor of a publication that focuses on your expertise.

Take your visibility up a notch by creating a LinkedIn group like the one I started earlier this year (Raising the Bar: Social Media Strategies for Lawyers and CPAs that now boasts a membership of almost 1,000*).

Write an article that captures your expertise and point of view and then write another until you have created a body of work. You can pitch your articles to a subject or industry-specific publication or just post them on your website with an invitation to your readers to re-publish them (always stipulating full attribution, of course.) Once you have a few articles, you can turn those into a book. You might also want to interview other experts and include those comments in your articles or video them for your website.

You might also consider starting your own blog but that does require a commitment to regular postings so think carefully before taking that leap.

Twitter is another way to become known. Again, regular postings are the key to making Twitter work for you.

Finally, you can develop speaking programs and talks on your subject that you can present at industry events, lunch and learns or other opportunities you create through your business and community connections.

If you are serious about being seen as an expert, you can start today. What is the first step *you* will take?

Until next time,

Robin

*If you are not already a member, visit [LinkedIn](#) to join.