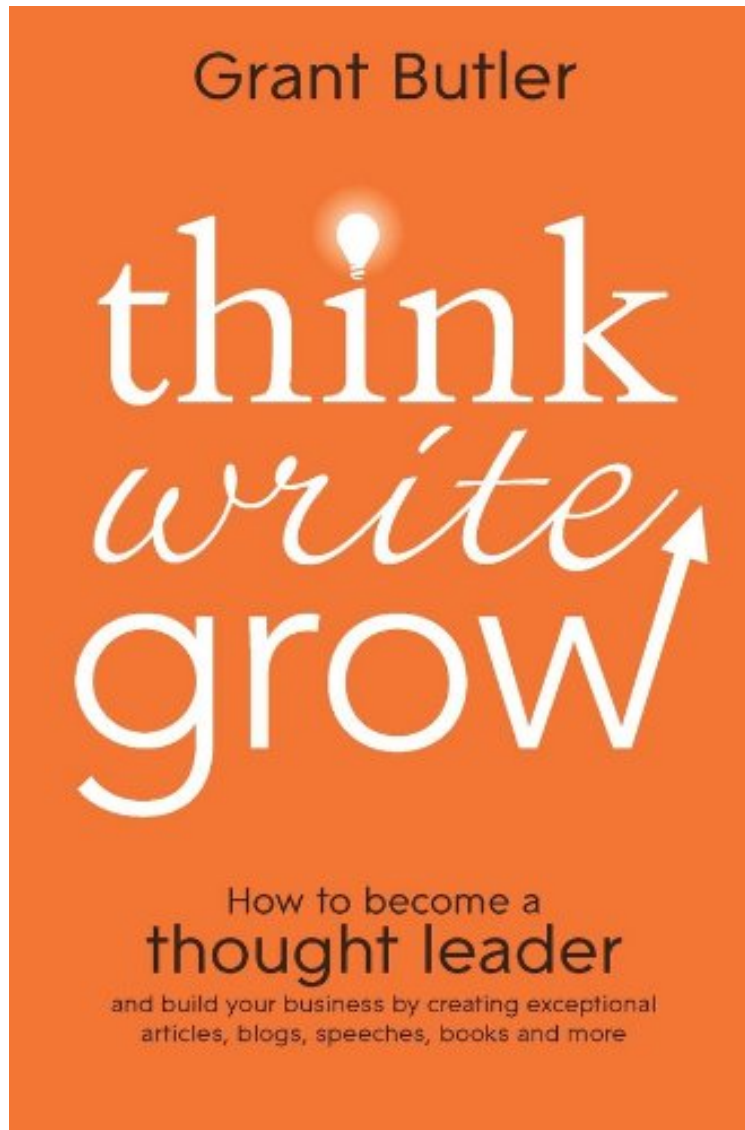


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Think Write Grow: How to Become a Thought Leader and Build Your Business by Creating Exceptional Articles, Blogs, Speeches, Books and More

Grant Butler

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0 of 0 people found the following review helpful. MagnificentBy CustomerIf you want a clear and honest approach on how to be a prominent thought leader in society, read this book.2 of 3 people found the following review helpful. 2 Thumbs up for Grant Butler's "Think, Write, Grow"!By Paul SFor anyone who may not be familiar with the notion of "thought leadership", by the end of Grant Butler's book you'll be an expert.The way he has set out all his ideas, anecdotes and case studies makes "Think, Write, Grow" not only a very easy and highly informative read, but it also ensures that any reader can develop, refine or hone in on certain skills required to write articles, papers, blog postings or perhaps even an entire book of their own.Coming from the pen (or rather the keyboard) of a true industry expert, this book highlights why not only as an author but also as a specialist in his field, Grant Butler is himself a thought leader in every sense of the term.An essential read for anyone needing to write in business - which let's face it is pretty much anyone in business today!1 of 2 people found the following review helpful. Useful, informative, to the point.By Gavin RIf you want to advocate your own ideas, for profit, career, or just because you want to propel your ideas into some kind of broader awareness, this book is a great place to get started. Grant Butler sets out the basics of thought leadership in clear, succinct language. While the prose of this book is itself is an illustration of how to communicate ideas, many illustrative writing samples are included. The author covers a comprehensive range of media options within which to push your profile and helpful tips such as how much information to disseminate freely and how much to hold back for paying customers.Overall a very readable and useful book from an expert in the field.

In a competitive age, thought leadership has emerged as a subtle but powerful way to grow your business, establish credibility and demonstrate expertise, build your profile and forge relationships with prospects and customers. Thought leadership material can take many forms, including public speaking, websites, the media, advertising, writing books, online forums, webinars and blogging. This book will show you how to take your great ideas and craft them into a clear point of view which can influence others. The book is organised into three parts: 1. Think: Defines thought leadership and how to transform your great ideas into effective thought leadership material. 2. Write: Shows you how to articulate your ideas into effective communication. 3. Grow: Demonstrates how thought leadership can be marketed to grow your business and profile. Key features: Shows you how to go from expert to influential thought leader Written by Grant Butler, former Australian Financial Review journalist and now managing director of Australia's largest corporate writing firm. Explains techniques used by politicians, public figures and the CEOs of our biggest companies. Think Write Grow studies the techniques of the great communicators of recent times, from Barack Obama and Boris Johnson to Tim Flannery and Malcolm Turnbull.

From the Back CoverThought leaders communicate their valuable knowledge and cutting-edge thinking to inspire others and help them to solve problems or uncover opportunities. Mastering the art of writing thought leadership material is a powerful way for individuals and businesses to demonstrate expertise, build reputations, create trust, start conversations, forge relationships and win influence with target audiences. Think Write Grow provides fascinating insights into how thought leaders capture their brilliant ideas in words, and how you can do the same. You will learn: how to make the leap from expert to thought leader the characteristics of successful thought leaders, and how to find your 'sweet spot' in crowded markets proven techniques for writing high-impact material, including blog posts, books, opinion articles, reports, speeches and video scripts how to use thought leadership to grow your business and profile. Thought leadership is brought to life through interviews with global leaders in fields as diverse as science, law, information technology and design, and by showing the techniques used by great communicators, from Barack Obama and Boris Johnson to Tim Flannery, Paul Krugman and Nouriel Roubini.About the AuthorGrant Butler is managing director of Editor Group, Australia's leading corporate writing firm. Before founding Editor Group, Grant was a senior journalist with The Australian Financial and held PR and lobbying roles in Australia and the United Kingdom.