

Thought Leadership, Social and Content Marketing and Personal Branding Toolkit – Blakney’s Favorites

Articles

https://www.psychologytoday.com/blog/happiness-in-world/201004/the-value-good-reputation?utm_source=99U&utm_campaign=6d16703e40-Weekly_10_18_2015&utm_medium=email&utm_term=0_bdabfaef00-6d16703e40-155369721

<http://www.blogtrepreneur.com/2015/09/28/social-marketing-promote-blog-social-media/>

<http://www.thoughtleadersllc.com/2012/06/8-great-tools-for-building-your-blog/>

<http://justcoachit.com/blog/2012/06/28/blogging-success-tips/>

<http://www.inc.com/magazine/201510/kimberly-weisul/the-longest-game.html?cid=em01014week38a> About Elizabeth Holmes, the world’s youngest female self-made billionaire, Theranos

<http://www.business2community.com/linkedin/how-to-make-your-linkedin-profile-pop-01338329>

<http://www.business2community.com/blogging/5-things-every-business-blog-post-needs-01334256>

<http://contentmarketinginstitute.com/2015/04/content-engages-mobile-readers/>

<http://www.forbes.com/sites#/sites/jaysondemers/2015/10/19/how-to-use-linkedin-to-boost-your-content-marketing-campaign/>

<https://www.themuse.com/advice/the-absolute-best-way-to-figure-out-your-personal-brand>

<http://www.entrepreneur.com/article/224621> “5Tips for Publishing Your Own Book” – Alina Dizik

<http://fourhourworkweek.com/2014/02/04/how-to-get-published/#>. – Tim Ferris

<http://www.raintoday.com/library/articles/hooked-on-profits-monetize-your-knowledge-and-insider-perspective/> - Michael J. Katz

<http://www.success.com/article/top-of-mind-this-is-how-to-reinvent-yourself?> – Jim Rohn

<http://www.success.com/article/rohn-read-all-the-books-to-rise-above-the-ordinary#sthash.f8W047wj.dpuf> - Jim Rohn

<http://www.success.com/article/6-ways-yoga-today-will-make-you-better-tomorrow> - Chelsea Greenwood

Apps

<http://thenextweb.com/businessapps/>

<http://thenextweb.com/businessapps/2015/05/11/the-18-best-blogging-and-publishing-platforms-on-the-internet-today/2/>

<http://www.business2community.com/instagram/9-apps-supercharge-instagram-marketing-01334416>

Books

“Borrowing Brilliance: The Six Steps to Business Innovation by Building on the Ideas of Others”, David Kord Murray, Gotham Books, 2009

“Content, Inc.: How Entrepreneurs Use Content To Build Massive Audiences and Create Radically Successful Businesses,” Joe Pulizzi, McGraw-Hill, 2016

“Copy Logic! – The New Science of Producing Breakthrough Copy (Without Criticism),” Michael Masterson and Mike Palmer, American Writers & Artists Inc., 2015

Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content,” Ann Handley, Wiley, 2014

“Hearts, Smarts, Guts, and Luck,” Anthony K. Tjan, Richard J. Harrington, and Tsun-Yan Hsieh, Harvard Business Review Press, 2012.

“Ready To Be A Thought Leader? How to Increase Your Influence, Impact, and Success” – Denise Brosseau, Jossey-Bass, 2013

“Stand Out: How to Find Your Breakthrough Idea and Build a Following Around it,” Dorie Clark, Portfolio/Penguin, 2015.

Content Marketing

www.uberflip.com **Uberflip** resources on Podcasting:

- [Here’s The Future of Podcasting](#) by Dorie Clark, Forbes
- [How to Create a Blockbuster Podcast](#) by Tim Ferris featuring Alex Blumberg

- Podcast is the New Blog by Susan Su, 500.com (contributors also included Franco Varriano and Tyler Copeland from the HacktoStart Podcast)
- How to Start Your Own Podcast by Patrick Allan, Lifehacker
- An In-Depth Guide To Launching Your Own Podcast by Kyle Racki, Smashing Magazine

Courses

GMM Workshop, Nov 4, 8am-noon: **Building the Thought Leader/SME Platform** - <http://ow.ly/R75uY> , Columbia, MD

Grow Your Thought Leadership Flame, 12 week virtual course from the Human Workplace.

<http://www.humanworkplace.com/products/12-week-virtual-coaching-group-grow-your-thought-leadership-flame/>



<http://www.humanworkplace.com/products/12-week-virtual-coaching-group-get-linkedin-advantage/>



eBooks

- “How to Become a Visible ExpertSM_hinge-amtower.pdf” – Hinge
- hinge-guide-visible-expert.pdf – Hinge

eCourses

<http://breaktheframe.com/get-unstuck-choose-move-ecourse/> Instructor: Alli Polin, CPCC, ACC, Inc. 2015 100 Great Leadership Speakers; Cost: \$69

http://www2.pardot.com/email/sb/0915/content-creation-guide?url_called=7013000000YtyD

<https://www.createawesomeonlinecourses.com/video-series-the-tools/>

Podcasts

EntrepreneurOnFire.com

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- Beautiful drag & drop themes specifically for Podcasters
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Services

<https://brandyourself.com/> Reputation Management

<http://landerapp.com/> Create your own landing pages

<http://uberflip.com/> Content Marketing Automation System for blog posts, eBooks (Flipbooks), infographics or video

Uberflip: Uberflip helps marketers create, manage, and optimize content experiences at every stage of the buyer journey — without relying on IT.

Use Uberflip to power your: Company Blog, Resource Center, Content Library and Sales Enablement

http://hub.uberflip.com/h/i/12563415-uberflip-overview/15825#/h/i/14689796-the-complete-guide-to-branding-your-hub/15825?&_suid=14452782386910057892005555684134

Webinars

<http://bluepenguindevelopment.com/how-to-be-a-leading-expert-pre-recorded-webinar/>

http://www.amyporterfield.com/webinarsthatconvert/?inf_contact_key=3ef4a04c8fbf69de70e8dd12aea8f0f8289089089b5734c85107cad948f0db20

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Webinars That Convert is a complete, step-by-step program for creating your first 5-figure webinar, and then putting it on autopilot for passive income.

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Videos

<http://productlaunchformula.com>



VideoStreaming

Blab.im (Beta), where four people can video chat simultaneously as an audience watches, comments and can instantly switch places with one of the four video chatters. You sign in with Twitter credentials.

Has the ability to like someone's video chat box with what Blab calls "feels," which are represented by the familiar "praise" emoji of two hands raised in the air.

Gives you the ability to mute any or all of the four video chatters.

(Meerkat or Periscope for groups)



Meerkat, live streaming app

Periscope: Users of Periscope are able to choose whether or not to make their video public or simply viewable to certain users such as their friends or families. Periscope allows viewers to send "hearts" to the broadcaster by tapping on the mobile screen as a form of appreciation. Under the People tab, there will be a Most Loved List that shows the users who have received the most hearts during the real-live broadcast. On September 10, 2015, Periscope added the ability to broadcast live in Landscape view.

Who To Follow

Dorie Clark, speaker, marketing and branding strategist, professor (Duke University's Fuqua School of Business)

<http://www.entrepreneur.com/article/236308> "The Secrets to landing a Literary Agent"

<http://www.entrepreneur.com/article/237604> "Should You Self-Publish or Commercially Publish Your Book?"

Kevin Eikenberry, The Kevin Eikenberry Group, *Unleashing Your Remarkable Potential: Transforming Potential into Results*, newsletter

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Ann Handley

TOTAL ANN ARCHY

Amy Porterfield's Blog Posts

www.amyporterfield.com

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[Blogging for SEO: How to Write Blog Posts That Rank Well](#) by Rich Brooks

Content Marketing: 13 Ideas for Writing Content Your Audience Wants to Hear

[#007: How to Get More Facebook Fans](#) by Amy Porterfield

Items mentioned in this episode include:

- WordPress Like Box Plugin
- Like Box from the Facebook Developer Site
- PDF: Step-by-Step Details on How to Create a Facebook Like Ad
- How to Install Facebook's Power Editor
- [5 Killer Strategies to Skyrocket Your Facebook Engagement](#)

[How to Increase Fan Engagement on Your Facebook Page](#) by Amy Porterfield

[The 10 Commandments of Using Pinterest for Business](#) by Donna Morits

"7 Things You Didn't Know LeadPages Could Do - Exactly How To Grow Your Email List And Boost Your Sales with LeadPages" by Amy Porterfield



Hinge is a leading branding and marketing firm specializing in professional services. Our expertise is based on regular independent research into the professional services marketplace and interviews with leading subject matter experts. **To learn more about Hinge visit:** www.hingemarketing.com

Sample Webinars and Workshops: "Build Your High-Performance Website," "2016 Marketing Planning: Building the Visible Firm," "Creating a Seamless and Relevant Digital Marketing Campaign"

Hinge 1851 Alexander Bell Drive, Suite 350 Reston, Virginia 20191 United States (703) 391-8870

Pamela Slim www.pamelaslim.com

“As a coach, I have helped shepherd numerous entrepreneurs through the process of establishing their platform, and writing articles, blogs and books. I have seen their lives and businesses totally transform with clear and powerful writing. It has certainly transformed mine! “

Pam built a powerful online presence at *Escape from Cubicle Nation*, a site designed for corporate employees who wanted to make the shift to entrepreneur. At Escape, Pam developed and taught business building courses for thousands of entrepreneurs over the course of 9 years. She has worked hands-on with hundreds of clients to help them establish a strong, clear voice in the market, through powerful content and branding.

Michael Hyatt



<https://platformuniversity.com/vip/> Enrollment costs \$30 a month. Open only at certain times.

When you join, you get instant access to game-changing content like:

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- How to build a cash-generating email list
- How to make \$150,000 from your platform this year
- How to escape "survival mode" and take charge of your day



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Platforms

<http://www.blogtrepreneur.com/>

Blogtrepreneur.com exists to provide the insight and knowledge necessary for entrepreneurs and business owners to make their entrepreneurial dreams a reality. Connect with us on [Facebook](#) and [Twitter](#) for up-to-date tips, news and info to fuel your entrepreneurial fire.

Today's Thought Leaders

AppMaven

Beth Wingate

Beth Wingate's Favorite Proposal Software Tools and Apps

<http://www.lohfelddconsulting.com/news-knowledge/wp-content/uploads/2011/10/Short-app-list-Beth-presentation-notes-MASTER-TABLE-9-7-11-final-8.5x11.pdf>

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Wordman

Wordman's Forum: <https://www.linkedin.com/grp/home?gid=4015004>

Wordman Professional Services: <https://www.facebook.com/iamwordman>

<https://twitter.com/IAmWordman>: providing specialist Microsoft Word training for proposal professionals