



The Thought Leaders Practice

Matt Church

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Helping clever people be commercially smart An expert is someone who knows something. A thought leader is someone who is known for knowing something. If you can leverage your personal brand as an expert, you can build a practice that helps you make the difference you were born to make. This book shows you how to take what you know and develop it into an advice-based professional consulting practice. Inside, the authors unpack a step-by-step process that will help you build a 'business' around brand you. It is the perfect book for people who are entrepreneurial but don't want to manage a team of staff or launch a business with huge capital outlays. This book, written by three 'black belt' thought leaders, will enable you to: - Earn \$500,000 to \$1,500,000 a year working 50-200 days with 1 or 2 support staff. - Move from being a low-paid coach, speaker, trainer, author, facilitator or consultant to one who is richly rewarded for the value they bring to others. - Shift from an employee to thought leader. - Learn from a range of thought leaders who have successfully implemented this methodology. This best selling book is now in its second edition. It details the methodology that has been used to teach thousands of experts how to create a successful thought leaders practice.

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