

Thought Leadership for Social Sellers Self-Assessment

Below is a list of 30 key actions you need to be taking consistently to be an effective Thought Leader in your chosen markets and communities.

Beside each action, rate yourself from 1 to 5, 1 being no or never and 5 being yes or always. A score of 2 or 3 would mean you are somewhat doing the activity or inconsistently doing it.

Content	1	2	3	4	5	T o t a l
I am on all the major social networks my clients and customers are.						
I have a good understanding of all corporate and vendors supplied content available to me for sharing online						
I share content and post updates daily						
I leverage all mediums including articles, videos, images, audio etc.						
I produce or curate content that appeals to clients at various stages of the sales cycle						
I monitor and observe my clients and prospects online to determine what kind of content they engage with						
80% of more of the content I share is value-added helpful content and less than 20% is about myself or my company (self-promotion, product info etc.)						
I curate valuable content from other sources and share it						
I focus our content on helping our target market reach their goals						
I share client and prospect content to add value to the relationship.						
Total Score for Content / 50						
Conversation	1	2	3	4	5	T
I have identified where and when and in what form my target markets converse online						
I understand the communications etiquette of each platform and medium we are using						
I use direct (private) messaging tools to communicate with my clients and prospects						

I invite comments and spark conversations proactively on my Twitter, Instagram and LinkedIn posts						
I reply to customer comments online quickly						
I am conversational yet professional online						
I look for opportunities to engage and comment on prospective and existing client posts and content						
I customize and personalize my comments and conversations						
I use social search tools to monitor conversations across multiple platforms						
I use conversations to build value and establish rapport not pitch or push						
Total Score for Conversation / 50:						
Community	1	2	3	4	5	T
I am proactively growing my following and connections daily in my chosen social networks						
I am following the 80/20 rule – 80% value added activity and 20% marketing and promotion						
I seek out and invite people into the community that build and help the community						
I create opportunities for like-minded people to connect, collaborate and grow together						
I use my social clout and influence to champion important community causes and initiatives						
I am proactively building an inclusive and diverse online community and network						
I feel that I am a community builder and value-added influencer in the community						
I model high ethical standards, positivity in messaging and a giving ethos						
I collaborate with other Thought Leaders and communities on projects that will grow and add value to our respective networks						
I am constantly looking for new and relevant platforms and networks to find and grow my community on						
Total Score for Community / 50:						

Content ____ + Conversation ____ + Community ____ = ____ /150 (Thought Leadership Score)

See below for interpretation of your results.

Results interpretation:

- 30 – 50 You likely have no real thought leadership in the marketplace. Time to put a plan in place and take action. A score this low means many potential clients don't know you exist or understand your relevance.
- 51- 80 Your competitors are most likely out-shining you. Your online presence meets the bare minimum in today's virtual economy. Very few people online would be able to determine or learn about your expertise.
- 81-100 You have some momentum in establishing yourself as an online Thought Leader. Likely you could focus more on one of your three Thought Leadership categories (Content, Conversation or Community). Focus on bringing up your lowest scoring area and double down on the one that you have momentum in.
- 101-125 You have a solid brand as a Thought Leader with a vibrant growing community. Inbound leads and opportunities should be happening as a result. To level up you will likely need to invest in more resources to reach your full potential. If you haven't already written a strategic plan for your Thought Leadership, time to get one in place.
- 126-150 Congratulations! If you're not already dominating your chosen niche as the go-to Thought Leader you will be soon. Keep up the momentum and continue to invest in your social selling efforts.

If you're new to social selling you will likely have a low score. The encouraging news is that you can rapidly move from newbie to Thought Leader by focusing on quality content, conversations, and community. The true secret ingredient to this winning formula is consistency – stay focused and think long term results!

Exercise:

What is your result today?

What score would you like to have in 3 months?

How will you achieve this?

What score would you like to have in 12 months?

How will you achieve this?