

VISIBILITY

THOUGHT LEADERSHIP ACCELERATOR PROGRAM

The **7-month intensive program**
of **Square Root Marketing** to **elevate**
your **brand digital presence**

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**THOUGHT
LEADERSHIP**
ACCELERATOR PROGRAM

ELEVATE YOUR BRAND, INFLUENCE AND VISIBILITY

The **Thought Leadership Accelerator Program** is a 7-month intensive designed to **quickly position companies or executives as industry leaders**. Through personalized coaching, tailored content, and strategic placements, we help our clients become recognized experts in their field.



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WHAT THIS PROGRAM WILL DO FOR YOU:

- ✔ Position you as a trusted thought leader in your industry.
- 👁 Boost your visibility and influence on key platforms.
- ⚙ Strengthen your personal or company brand.
- 📊 Deliver measurable results, including media coverage, speaking opportunities, and business growth.

GROWTH

TAILORED FOR THOSE READY TO LEAD THE CONVERSATION

This program is **designed** for **businesses** and **leaders** who want to stand out, drive meaningful conversations, and establish themselves as authorities in their field.



Mid-tier companies aiming to establish themselves as industry leaders.



Executives looking to elevate their personal brand and influence.



Startups and growth-stage companies seeking to position their founders as visionaries.



Organizations entering new markets or launching innovative products and services.

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YOUR JOURNEY TO

**THOUGHT
LEADERSHIP**

**MONTH-BY-MONTH
BREAKDOWN**

FOUNDATION

UNLEASH YOUR UNIQUE VOICE

(MONTH 1)

- Discover your standout factor through an in-depth assessment.
- Craft a magnetic value proposition that sets you apart.
- Perform a digital and personal brand positioning audit.
 - Design your personalized thought leadership roadmap.

VISIBILITY BOOST

REACH

(MONTHS 3-4)

- Captivate audiences with polished media appearances.
- Gain visibility in top-tier industry publications.
 - Inspire crowds with powerful speaking engagements.
 - Showcase your expertise with a professional press kit.

1

2

3

4

CONTENT MASTERY

BECOME THE GO-TO EXPERT

(MONTHS 2-3)

- Dominate your niche with weekly, cutting-edge content.
- Unlock high-authority platforms that amplify your message.
- Optimize your LinkedIn profile for instant credibility.
- Secure guest posting opportunities on industry-leading sites.

ENGAGEMENT ACCELERATION

BUILD YOUR TRIBE

(MONTHS 5-7)

- Spark meaningful conversations across social media.
- Nurture a loyal following with exclusive newsletter insights.
- Host game-changing webinars to establish yourself as an industry leader.
- Leverage strategic partnerships to skyrocket your visibility.

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OUR PLANS

Your Path to Thought
Leadership Starts Here!

Basic Accelerator Package

Small businesses, individual executives, or startups



Personalized Thought Leadership Strategy

BI-weekly one-on-one sessions with a thought leadership expert (12 total)



Digital Presence Enhancement

- Basic social media optimization
- Speaking Opportunity Sourcing
- 1 speaking engagement sourcing



Content Creation Suite

24 pieces of original content (4 per month)



Measurement and Analytics

Monthly performance reports

Pro Accelerator Package

Mid-sized companies, growing startups, or established executives

Includes all Basic features, plus:



Personalized Thought Leadership Strategy

- Weekly one-on-one sessions with a thought leadership expert (24 total)
- Quarterly strategy reviews with SRM leadership



Content Creation Suite

- 36 pieces of original content (6 per month)
- 1 mini-book or industry guide



Digital Presence Enhancement

- Advanced social media strategy and management.
- Personal website development or optimization.
- Speaking Opportunity Sourcing: 3 speaking engagement sourcings.

Elite Accelerator Package

Large corporations, high-profile executives, or fast-growing scale-ups

Personalized Thought Leadership Strategy

- Personalized Thought Leadership Strategy
- 2 weekly one-on-one sessions with thought leadership experts (48 total)

Content Creation Suite

- 48 pieces of original content
- Video content production (4 videos) (1" or less)



PERSONALIZED THOUGHT LEADERSHIP STRATEGY

- Full media relations package with proactive pitching
- Custom Media Kit - Professional, branded materials to impress journalists Includes bio, headshots, expertise highlights, and past media features.
- Strategic Media Connections - Curated list of relevant media contacts tailored to your industry and expertise.
- Proactive Media Outreach - Personalized pitching to top-tier outlets
- Secure at least 1 monthly interview podcast appearances, and guest article opportunities
- Visibility Tracking - Real-time monitoring of your media mentions
- Monthly performance reports and strategy adjustments
- Crisis Management Support: Ready-to-use communication plans for unexpected situations and expert guidance during critical moments
- Thought Leadership Placement: Strategic article placement in industry-leading publications.
- Exclusive Media Partnerships - Cultivate long-term relationships with key media outlets
- Secure regular expert commentary roles.

PAYMENT STRUCTURE

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50% upfront payment at the start of the program

25% at the 3-month mark

25% upon completion of the 6-month program

Early Payment Discount:

5% discount for full upfront payment

Long-term Commitment Discount:

10% discount for committing to a 12-month program (6 months accelerator + 6 months ongoing support)

Referral Program:

5% commission for clients who refer new customers to the program.

**READY
TO
MAKE
YOUR
MARK?**

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The First Step Toward
Thought Leadership
Starts Here



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