

# *The Sistermind*

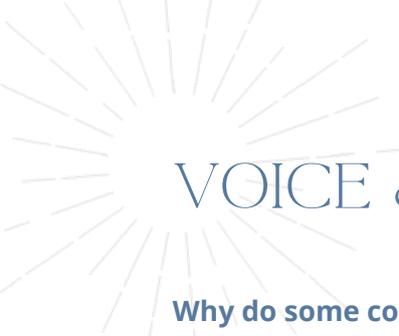
## SUCCESS PATH



An Overview of  
your journey from  
content creator to  
content leadership  
&  
thought leadership



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# VOICE & LEADERSHIP

**Why do some coaches, creatives and entrepreneurs become leading voices in their niche; the go-to people whenever someone needs an 'expert' for their podcast or training platform, while others have to constantly work to get noticed?**

Why do some entrepreneurs become thought leaders while others struggle to get their ideas heard?

And why do some online business owners seem to easily attract a loyal soulmate following, while others serve and serve, and still struggle to get a few likes or comments?

Well the truth is, the only difference between them and you is this:

They found their voice and decided to  
position themselves as leaders

Inside this guide, you'll first find a high level overview of the step by step journey all powerful communicators take to become leading voices in their niche, to help you gauge where you are on this journey right now, and work out what your focus should be in our next 6 months together and beyond.

In the second part of this guide, you'll find an overview of the main communications skills that you will need to hone as part of your journey, because these are the cornerstones to getting your voice heard and growing an engaged and loyal following.

This is the overview - the real learning comes when you start putting pen to paper (or fingers to key board) and start exploring your voice and creating content around these principles, which we can then discuss, workshop or hot seat on our weekly and monthly calls.



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# THE SUCCESS PATH OVERVIEW

**Thought leaders, the people that we remember - are the ones who are able to show themselves; be themselves and take their expertise and authority in their stride...**

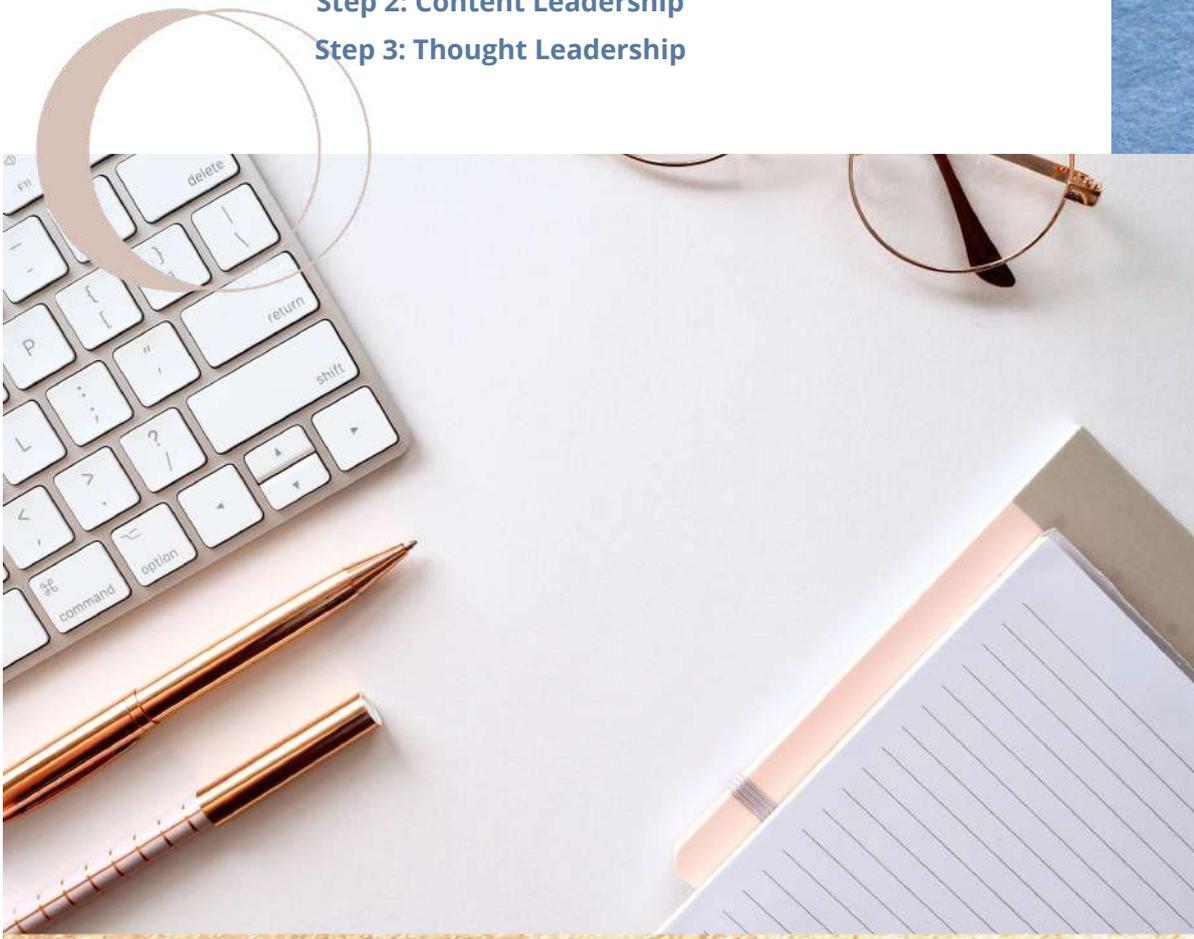
They don't hide behind their qualifications or expertise. They use all the things that make them different, to connect with their audience, to share their message, to serve, to let their audience in, and to build relationships; and above all they use their life experiences, stories and unique perspectives to give texture and context to their message.

So let's get clear on the usual path to thought leadership. Because it rarely happens over night. Those people who others are listening to and remember, have built their authority and influence step by step:

**Step 1: The Content Creator**

**Step 2: Content Leadership**

**Step 3: Thought Leadership**



# Step 1

## CONTENT CREATOR

Where all messages are created equally...

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This is where all online leaders start their journeys - as Content Creators.

You have a business, something to sell, or an idea to communicate, and you choose your platforms and start showing up, sharing value and growing your audience.

### To be a successful Content Creator you are:

- consistently visible
- sharing regular free value
- steadily growing your audience
- making sales by letting your audience know how to work with you

### The Challenge

Even a few years ago, this would have been enough to get you seen and heard, but now the online space is so busy and crowded, content creators are finding it a struggle because this is exactly what all of their competitors are also doing already. So how do you stand out? How do you differentiate yourself from the rest? That's why you need to be moving through this stage of your communications journey as quickly as possible, so you can step into the next phase of the success path; Content Leadership.....





## Step 2

# CONTENT LEADERSHIP

Where your message becomes competitive

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This is the level at which you're going to compete; where you're starting carve out your own space and you're getting noticed for it.

### When you are a Content Leader you:

#### 1. Have a clear content and communications strategy

- you have mastered and are growing at least 1 social media platform
- you are creating consistent signature content (eg a blog, articles, podcast, VIP newsletter or you have a book or books that you can point to in order to grow your authority)
- you are starting to grow your influence by leveraging other audiences through collaboration and new and traditional media

#### 2. You're honing your writing skills

- Whether you're predominantly communicating through the written word or spoken, you need to understand how to craft and structure stories and content so people will engage and listen.
- You have content creation workflows and have a grasp of writing formulas to help you create content faster

#### 3. You have grown your connection skills

- You are working hard to make your audience feel seen and heard and connected with you by being present on your social channels, not just as the expert but as the person
- You have a handful of stories you can use to teach, connect and grow your know, like and trust, and you're beginning to use more everyday moment storytelling to let people in while sharing valuable content.

### But what if your vision is bigger than just competing?

What if you want to go be the Oprah of your field? That's where we move from Content Leadership to Thought leadership...

# Step 3

## THOUGHT LEADERSHIP

Where you create a league of your own...

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Thought leadership is when you become the expert people trust, the someone whose opinion shapes the thinking of your industry and the experts that come after you; this is where you become the one everyone thinks of, when they talk about your niche.

### When you're a thought leader:

#### 1. You shape the conversation

- You make clear where you stand, you're unafraid to polarise, and you add to the conversation.
- You give commonly recognised ideas a fresh take or deliver it in an original way that is unique to you.

#### 2. Your brand is personality driven and authentic

Your communications are built around strong core values and a consistent world view  
You let them in to how you live those values in your life and business

#### 3. You engage differently

- Your CTAs aren't just about sales, they are about creating a sense of unity and community
- You nurture a shared dream
- Your mission has become a movement



# THE 6 PILLARS OF COMMUNICATION

**It doesn't matter whether you dream of writing books; leading online communities; speaking on stages; running a highly successful podcast or YouTube channel; or simply expanding your reach and influence from offline to the online space...**

...there here are 6 key pillars that all leading voices build their communications strategies around:

1. Storytelling
2. Aligned Messaging
3. Personality
4. Influence
5. Values
6. Turning your mission into a movement

**Read on to learn what that means for your content & communications strategy...**



# Pillar 1

## STORY-DRIVEN

The most compelling voices are also expert storytellers...

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**Whether you're most at home writing or communicating through audio, storytelling is the most compelling way to get you and your ideas remembered.**

**How can The Sistermind help you become a better storyteller?**

### 1. Work out your sticky story

Your job is not to give them a full chronological history of who you are and what you've done, but work out the part of your story that is most likely to resonate with your audience and make them recognise you as someone they identify with. This is sometimes called your sticky story, and working out what your sticky story is a great hook for everything from PR to sales pages.

### 2. Tap into your story goldmine

Sharing other stories from your life is a great way to create connection, let people in, and grow your know like and trust factor. Through our deep dive sessions together I can help you pull out the different strands of your back story and show you how to use them effectively inside your content.

### 3. Learn how to use storytelling as a vehicle for your ideas

Storytelling doesn't just create connection, it's also a great way to illustrate your ideas in a way that's unique to you. and that gets them remembered. Even if you're sharing a commonly recognised idea or principle, by framing it with one of your own stories you can deliver it in a way that's unique to you.

### 4. The Art of Storytelling

We are all storytellers in one way or another. Inside The Sistermind I can teach you the storytelling skills, structures and techniques you need to help you deliver your stories like an expert storyteller.



## Pillar 2

### ALIGNED. MESSAGING

Because as you find your voice, your message evolves...

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**Your message is not a tattoo, and as you grow, find your niche, differentiating factors, and unique position, your messaging evolves too. This also happens as you reinvent how you show up and find your voice.**

At the beginning of our business journeys we often start off with messaging that's a broad representation of what we do; messaging which 'says what it does on the tin', but doesn't look or feel or sound very different from your nearest competitor. This means that as we grow our businesses and learn more about our audiences and where we fit in the market, that broad message becomes a more targeted and specific message that really feels like it belongs to you.

So before you can step into that thought leader status, you need to be sure that your messaging is truly aligned.

Whether you're starting your messaging from scratch, or are pretty happy with where your message currently sits, this is something we can regularly monitor and adjust during our work together inside The Sistermind, to ensure that your message evolves with you.

Helpful questions to constantly bear in mind. Does my messaging:

1. Clearly communicate the true value your work brings?
2. Attract the ideal clients you want to serve?
3. Clearly differentiate you in a noisy market?
4. Feel like it belongs to you?

# Pillar 3

## PERSONALITY

The most magnetic voices are personality driven brands...

**The most magnetic voices don't hide behind their expertise and they allow their personality to shine through.**

Allowing yourself to be who you truly are in your communications is what adds texture and context and authenticity to your voice, and it's so important for creating connection.

The problem is, it's quite hard to work out how to do this alone. Some journalling questions to get you started:

1. What is the gap between who you really are and how your audience currently perceives you?
2. Where do you feel you're hiding or showing up in 2D?
3. What fears are keeping you hidden?

### **How I can practically support you with this:**

1. Workshopping content or copy that has flopped, doesn't get engagement or feels too dry
2. Journalling prompts - free writing and journalling is a really powerful tool when exploring your voice, it's also a great way of identifying new pieces of thought leadership and stories you're yet to tell.
3. Engagement strategies - we can look at different techniques for connecting on a personal level, rather than just an expert level
4. Visibility sabotages - sabotaging behaviour that keeps you hidden behind expertise, not saying what you really want to say or afraid to take a position in your content, is really common, and it's worth identifying your usual suspects so you can nip them in the bud early.

# Pillar 4

## CLEAR VALUES

YOUR TRIBE IS ATTRACTED TO YOU THROUGH SHARED VALUES

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**When you're unapologetic, that also includes being unafraid to take a stand for your position, world view and values. This is so important inside your communications, because people are attracted to people who share similar values.**

Knowing what your values or position is in your head, often isn't enough for you to be able to clearly communicate them with your audience, which is why it's important to get clarity on exactly what these values and views are, so that you can!

Firstly you need to identify 5-10 values that resonate most with you (there are tons of values lists available for free online)

Then journal on:

1. Why do each of these values matter to you?
2. When in your life have you acted in line with these values?
3. How do these values play out in your business?

Once you've done this work, during our time together on calls, we can work on finding ways to infuse your content with these values so you can demonstrate how you live in integrity with them, whether that's through story-driven content, opinion or thought leadership.



## Pillar 5

# INFLUENCE

Leaders grow their influence in concentric circles

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**Leaders are constantly looking for ways to grow their influence, but never let the pursuit of growth be at the expense of connection.**

That's why it's important that you focus on nurturing know, like and trust with those already in the room - it is always about quality over quantity.

Some questions around this you can explore alone and together on our calls include:

1. How engaged are your existing audience?
2. How engaged are they with you personally as the leader of your community?
3. How can you make your existing audience feel more special, more loved, more seen and heard by you?
4. Are you consistently growing your audience with the right people?
5. How can you leverage other audiences and platforms to reach more ideal clients and customers through collaboration and PR?
6. What signature content can you create to grow your authority, credibility and reach (eg e-book, podcast, blog etc)

# Pillar 6

## TURNING YOUR MESSAGE INTO A MOVEMENT

Build an audience of brand ambassadors and advocates

**We of course want to build a following of people who like us. But beyond wanting them to buy anything we offer, why is it so important that we have an audience of people who not only like us, but are *like us*?**

Well, because when you find unity in your shared ideas and values, you turn your mission into to a movement and that is powerful, because that's when fans and followers become your biggest brand advocates and ambassadors.

So here the key questions you need to be working on to help you create this unity within your content and communications:

1. What is the dream you have that unites you with your audience?
2. Why does that dream matter to you?
3. How can you encourage your audience to share their stories of why it matters to them too?





# TO YOUR SUCCESS

**Here's how to make the most of our time together**

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## 1. **Take responsibility for your own journey**

Know what you want to achieve and what is your focus for that day, week or month, and arrive to each call with a clear intention of what you want to learn, take away, or a clear question you'd like answered.

## 2. **Implement Quickly**

What you do learn, try to go away and implement as quickly as possible - it's the fastest way to ground your learning, practice your new skills and start seeing results

## 3. **Don't be afraid of Messy Drafts**

Bring draft content or ideas to our calls for feedback and critique - often the best way to learn from me is through hot seating, workshopping or even drafting content together.

## 4. **Ask for what you need.**

If you're stuck at all or feel like you don't know what to focus on next, bring it to the facebook group, one of our weekly calls or reach out to me by email - I'm here to help.

