

Thought Leader Checklist

Foundation

- ✓ Business Name
- ✓ Business Structure (LLC, etc.)
- ✓ Target Audience/Niche
- ✓ 30-Second Pitch
- ✓ Tagline
- ✓ Business Startup Tasks
- ✓ Business Licensing Requirements
- ✓ Crowdfunding
- ✓ Grants
- ✓ Budgeting and Finances
- ✓ Accounting and Tax Planning
- ✓ Legal Considerations



Website

- ✓ Personal Site, Magazine Site, or Both
- ✓ Domain Name
- ✓ Email Setup
- ✓ Professional Design (Wordpress, responsive)
- ✓ Blog
- ✓ Blog Content Strategy
- ✓ Copywriting
- ✓ Essential Pages: About, Speaker, Book, Media, Services, Contact
- ✓ Elements: Social Media Links, Newsletter Sign-up (with incentive)
- ✓ Photos/Images (branded?)
- ✓ Video (optional)
- ✓ Search Engine Optimization (SEO)
- ✓ Email List Building
- ✓ Website Audit



Thought Leader Checklist

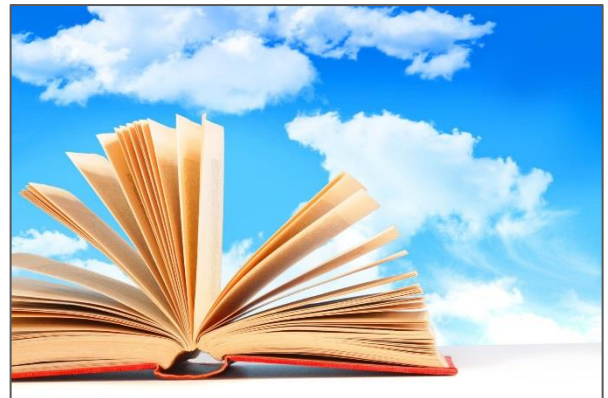
Social Media

- ✓ Social Media Goals
- ✓ Blog
- ✓ Facebook
- ✓ Facebook Live
- ✓ LinkedIn
- ✓ LinkedIn Pulse
- ✓ Twitter
- ✓ Pinterest
- ✓ YouTube
- ✓ Content Strategy
- ✓ Memes, Info Graphics
- ✓ Royalty-Free Images
- ✓ Monitoring
- ✓ Engagement
- ✓ Scheduling/Time Management
- ✓ Paid Advertising
- ✓ Best Practices



Book

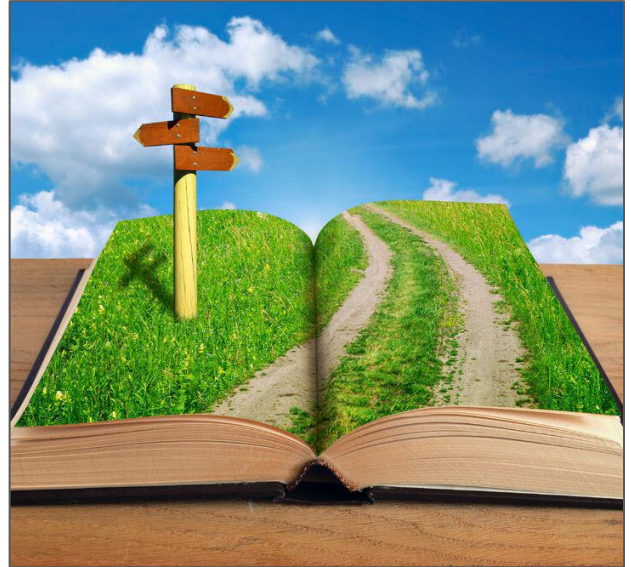
- ✓ Manuscript Writing
- ✓ Copyright Protection
- ✓ Self-Publishing Steps
- ✓ Traditional Publishing Strategy
- ✓ Ebook Distribution
- ✓ Audio Books
- ✓ Foreign Rights
- ✓ Workbooks
- ✓ Pricing Strategy
- ✓ Website Sales
- ✓ Bulk Sales
- ✓ Launch Plan
- ✓ Sales Tracking
- ✓ Endorsements



Thought Leader Checklist

Marketing

- ✓ Amazon Reviews
- ✓ Amazon Author Central
- ✓ Book Launch Plan
- ✓ Launch Copy
- ✓ Book Reviews
- ✓ Bloggers
- ✓ Guest Blog Posts
- ✓ Paid Marketing
- ✓ Social Media
- ✓ Goodreads
- ✓ Email Marketing
- ✓ Print Publications
- ✓ Publicity/Media/Press Releases
- ✓ Purchase Media Lists
- ✓ Media Training
- ✓ Build a Media Portfolio
- ✓ Internet Radio/Podcasts
- ✓ Book Awards
- ✓ Online Groups
- ✓ Offline Groups (Meetup)
- ✓ Book Tours
- ✓ Marketing Collateral
- ✓ Website Optimization
- ✓ Website Traffic Strategy
- ✓ Ebook Promotions
- ✓ Contests
- ✓ Lead Magnets
- ✓ Essential Online Tools
- ✓ Direct Mail
- ✓ Trade Shows and Events
- ✓ Monitor Mentions
- ✓ Track Results
- ✓ Hiring Help (virtual assistant, PR firm, etc.)



Thought Leader Checklist

Professional Speaking

- ✓ Foundation for Starting
- ✓ Locating Opportunities
- ✓ Pitches
- ✓ From Free to Fee
- ✓ Fees and Contracts
- ✓ Topic Development
- ✓ Presentation Development
- ✓ Slides and Visuals
- ✓ Speaker One Sheet
- ✓ Website Strategy
- ✓ Handouts
- ✓ Skill Development
- ✓ Business Practices
- ✓ Pro Strategies



Thought Leader Checklist

Monetizing

- ✓ Consulting/Coaching
- ✓ Related Services
- ✓ Speaking
- ✓ Corporate Training
- ✓ Online Classes and Events
- ✓ Webinars
- ✓ Teleseminars
- ✓ Workshops
- ✓ Information Products
- ✓ Special Reports
- ✓ Databases
- ✓ Apps
- ✓ Product Licensing
- ✓ Printables
- ✓ Magazines
- ✓ Freelance Writing
- ✓ Member Site
- ✓ Recurring Revenue
- ✓ Certification Program
- ✓ Corporate Sponsorship
- ✓ Affiliate Programs
- ✓ Partnership Strategy
- ✓ Website Ads
- ✓ Bulk Sales
- ✓ Hiring and Outsourcing



Thought Leader Checklist

About the Thought Leader Checklist

This checklist was designed by Stephanie Chandler, CEO of the Nonfiction Authors Association and author of nine books, as a tool for working with her consulting clients. This checklist is intended to assist authors in developing a thorough plan for establishing their authority as thought leaders, while building a profitable author business.

Like this checklist? You'll love the Nonfiction Authors Association!

Member benefits include:

- Weekly educational [teleseminars](#) and past event recordings (popular!).
- Exclusive content added weekly (Templates, Checklists, Worksheets).
- Access to our active members-only forums on LinkedIn and Facebook.
- Marketing "Homework" (quick tips) sent weekly via email.
- Complimentary admission to any NFAA [local chapter meeting](#) across the US, Canada and UK.
- Discounts with NFAA partners: IngramSpark, Office Depot, PR Newswire, ProfNet, and Gebbie Press.
- Discounts off the [Nonfiction Book Awards](#), [Nonfiction Writers Conference](#), [online courses](#) and our exclusive Author Toolkits.



Thought Leader Mentorship Program

In addition to the benefits listed above, the Nonfiction Authors Association offers an exclusive year-long membership program where authors receive one-on-one support to work through all elements covered within this checklist and beyond. The program includes monthly mentorship calls with Stephanie Chandler, a custom Book Marketing Action Plan, and accountability to achieve your goals. [Learn about membership and our Thought Leader Mentorship program.](#)

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