DO IT! MARKETING

InfoSheet: Market Eminence vs. Obscurity

Are you ready to solve your obscurity problem and position yourself as a market leader?

With our strategic direction and guided implementation, you will position yourself for high visibility, recognized credibility, and exponential shareability using the combined power of speaking, publishing, and podcasting.

Thought leadership isn't enough today when every Susie, Dick, and Jane declare themselves "thought leaders," especially now that AI platforms can crank out pseudo-though-leadership at an unlimited rate. The signal to noise ratio in most industries just got bumped by a factor of 1000.

So where does that leave YOU, your company, your products, your services, your brand, your organization, or your cause?

Hint: 2024 called and they want their old thought leadership strategies back! But unfortunately, the bar has been raised now, and you can't go back.

We are now in the age of **Market Eminence.**

Why Market Eminence Matters

We've done quite a bit of research over the years on thought leadership, both with brands working to build thought leadership and with B2B buyers who follow thought leaders.

We've learned that what busy high-level executives demand today from the peers and experts they follow is straightforward:

- They want information that is **new** — not just the same insights rehashed from others.
- They want information that is **helpful** — both strategically and tactically.
- They want **more than how-to** – they want "how to think" and "where to focus" guidance.

Unfortunately, many smart, insightful CEOs, founders, and senior executives whose companies do great work, forge innovative ideas, and deliver amazing results, still struggle:

- To **clearly separate** themselves from "me too" lookalike competitors;
- To **develop strongly differentiated content** that is seen and shared widely in their niche;
- To **win speaking opportunities** and podcast interviews as industry-leading authorities;
- And to **convert prospects, partners, investors, and talent** from their diligent efforts.

That's because to **break through the noise today** you need an engine running around the clock to nurture these key audiences through the stages that make them see you, trust you, recognize your differentiated expertise, and make them ready to commit to buying from you, investing in you, working for you, or sharing their platforms and audiences with you.

We call this Market Eminence.

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There are four levels to ascend from where you are now to Market Eminence as a true business maverick who earns an outsized share of attention, respect, revenue, investment, market cap, and "best in class" reputation:

Watch the Executive Briefing

To get an in-depth overview on what it takes to ascend that pyramid, watch our 37-minute executive briefing, "Elevate Your CEO Brand" at https://doitmarketing.com/ceo-brand

Take the Next Step: Book Your Market Eminence Roadmap Call

A *Market Eminence Roadmap* call is a free, one-on-one session designed to:

- **Assess** your current visibility and authority.
- **Identify** gaps in your speaking, publishing, and podcasting efforts.
- **Create** a customized action plan to elevate your personal brand and business.
- **Determine** if and how we can be of further help to you and your organization.

Find a time that works for your schedule right here: www.doitmarketing.com/me

About the Author

David Newman is the founder and CEO of Do It! Marketing. With decades of experience helping executives and leaders achieve Market Eminence, David specializes in strategies for speaking, publishing, and podcasting that drive exponential business growth. For more resources, visit: www.doitmarketing.com