
Thought Leadership: Positioning Yourself As An Expert To Grow Your Business

INTERVIEW WITH PETER COOK FROM THOUGHT LEADERS

Hi, it's Will Swayne from Marketing Results and welcome to another success CD of the month. I'm very delighted to be joined by Peter Cook from Thought Leaders. Hey Pete, how are you doing?

Peter Cook: Doing very well, Will, thank you very much for having me.

Will Swayne: Most welcome. Peter is a global partner of Thought Leaders Global. He's also the co-author of "Sell Your Thoughts, How to Earn a Million Dollars a Year as A Thought Leader", which is an Australian best seller and published by Harper Collin.

He's also been a client of Marketing Results for a couple of years and does many things, some of the things he does with some involvement with us, and other things he does as part of his practice. Pete, welcome to the call, really looking forward to spending the next 45 minutes or so with you.

Peter Cook: Thank you.

Will: Do you want to start by explaining to listeners, what is "Thought Leadership?"

Peter: Sure. I think it's related to the revolving nature of expertise. What it is to be an expert now is different to what it was 50 years ago. Once upon a time experts were people who knew stuff and if you wanted to know something about a particular area you went to the expert. Now of course, the world has changed. We want to know something, we go to Google.

What an expert does for us now is helps make the overwhelming amount of information that we can get, helps make that relevant, meaningful and engaging. I think that's the main job of a Thought Leader is obviously to extend the thinking in a particular field, but more than that, to do it in a way that helps the rest of us engage with it, make meaning from it and find relevance from their area of expertise.

Will: Okay. It sounds like it's tied up with a whole range of skill sets. Packaging information, presenting information, filtering information in a way that makes it digestible to the end-user, right?



Peter: Exactly, exactly, and generating that information too. Obviously, a Thought Leader's primary job is to think. There are lots of people who are out in the world in businesses and practices who are just using other peoples thinking. Re-packaging, re-selling that. That's fine. But that's not being a Thought Leader.

Will: Right. Would I be correct in saying that the rewards of creating new thinking are exponentially higher than just repackaging old thinking?

Peter: Yes, absolutely. It's a lot more interesting to do as well.

Will: Sure.

Peter: Part of our mission at Thought Leaders it help clever people be commercially smart. And it's one of the great things about working with clever people is you get to work with that level of thinking that's adding to the knowledge of the world.

Will: Okay, excellent. Now I know you're going to share with us a little bit about your story and I guess how you became involved in Thought Leaders. To do that, I'll hand over the microphone to you, metaphorically speaking.

Tell us how you sort of broke into Thought Leaders and your White belt to Black belt story, and obviously you might explain what those metaphors mean along the way.

Peter: Sure. I crossed Matt Church's program a few years ago, "The Million Dollar Expert", which is "How to Build a Million Dollar Practice." A practice, being consultant, fee based around your expertise. My practice is based around Peter Cook and my website is Petercook.com because it's about sharing my expertise. There are lots. It's a different game then doing a business.

I did this program with Matt Church, who I wrote the "Sell Your Thoughts" book with, and one of the things he teaches is this White belt to Black belt metaphor, like a martial arts metaphor for building a practice.

There are different things to do at each level; White belt which is the first level is when you're earning \$10,000 a month or \$120,000 a year; yellow belt is \$20,000 a month or \$240,000 a year, etc, up to black belt which is \$60,000 a month or \$720,000 a year. When I went into this program I'd been a business coach for a decade and had been operating at White belt for all that time.

I'd been earning \$120,000 - \$150,000 thousand a year for a decade and went into this program and saw this whole new possibility. The program is called "Million Dollar Expert", which is pretty audacious in itself. This idea that you could earn Black belt income, that you could earn \$60,000 a month just from your efforts and your expertise, seemed both outrageous and very appealing.



I said to Matt at the end of the program, "What's the quickest that anyone's gone from White belt to Black belt? Matt told me that this guy called Peter Shane [sp], who had done it in 48 months.

I can be a tiny bit competitive at times, so I said to Matt, "All right I'm going to beat it, I'm going to do that in 12 months, and I'm going to blog about it. I started this blog, "White Belt to Black Belt in 365 days". Each week I was posting about that journey. At each month, I said what revenue I'd made for the month and how much, and what belt I was at each month. And 125 days later, I had my first Black belt month.

Will: Wow. You beat the record by 75 percent.

Peter: I did, I did. More importantly, managed to sustain that for the rest of the year, so ended up that financial year, I think on the 29th of June, that financial year ticked over a million dollars for the year, and have since been operating my practice at over a million dollars a year.

Will: Excellent, excellent. That's why you're on the call today. Do you want to just talk a bit about the business versus a practice? And I know that many of the listeners on this recording may be, let's say traditional business owners, whereas others might be more consultants, coaches, independent professionals, people like that. So what do these two terms mean in the world of Thought Leadership and what's the difference between them?

Peter: Certainly. So a practice as I said is based around the knowledge and the positioning of the Thought Leader. So in a practice you want to put your name at the front. In a business you don't want to have your name up the front. You actually want it to be not about you, much more about the systems that you create that other people can follow.

Typically a business has much lower profit margins than a practice does. In a practice you want really high margins. Practice can generally be cash flow funded, and you should be able to grow yourself a business will often need investment.

A business ideally you can sell. A practice, I can never sell my practice unless I find somebody else called Peter Cook who wants to buy it. You could sell marketing results.

Will: Right, okay. Would it be fair to say an individual can create a practice using the Thought Leadership model, and a business owner, how would a business owner leverage Thought Leadership?

Peter: That's a good question. We run Thought Leader's programs for people running practices for small business and for corporate. There are just different applications to it in each of those different games. In a small business it's typically a sales and marketing exercise.



We think that the best possible form of marketing a small business is to be known in your industry as the "go to" person for whatever it is that you do.

Will: Right.

Peter: You, we want you positioned as the "go to" person in Australia for internet marketing, for you to be positioned as that, you need to be known as a Thought Leader in that domain.

Will: Right.

Peter: You need to be writing, as you do, writing about that, speaking about that, training people in that, which can generate its own income. But more importantly then feeds your business. A lot of Thought Leaders who run businesses, in a way they almost have their practice as well, but the purpose of their practice is primarily to feed the business.

Will: Right.

Peter: (inaudible 09:43) so he obviously has a very, very, very successful business. He's also writing books, he's \$75 grand a pop on the speaking circuit, he runs very high end mentoring programs.

Will: So, I didn't hear who you mentioned?

Peter: Richard Branson.

Will: Richard Branson, okay.

Peter: All of that is great for positioning his business. It helps the Virgin brand that he's out speaking and writing, the same for a small business owner. If you can be educating your prospects and instead of just selling to them you can be teaching them with (inaudible 10:28) speaking at a conference where your perspective clients, that's something that positions you as an expert in that area. Then they'll be more likely to buy from you.

If you're writing white papers that are useful, that's a good thing to have alongside any marketing materials you might have.

Will: Sure, okay. What are two or three industries, I suppose non-traditional industries, where people have become Thought Leaders and successfully marketing their business or successfully contributed to their business?

Peter: A guy in Melbourne who runs an accounting firm. Traditionally, you'd think an accounting firm is sort of the least sexy industry, apologies to any accountants out there. He's done a fabulous job of



positioning himself as a Thought Leader. He's got a slot on the radio once a week where he talks about money matters, it's a sports radio station spot.

He's written a book for people about their personal finances that's been published. He talks of different things and generally does a lot of things that position him as an expert (inaudible 11:57) people in industry. That of course does a lot of things to feed his accounting practice.

Will: Right, excellent. Basically, this is a methodology that can be used by anyone essentially that wants to boost their positioning and I guess ideally boost it in a cash flow positive way as well I suppose.

Peter: Yes, but anybody who has something to add to the thinking in their field. You need to be willing to do the hard work which is actually thinking pretty hard about what the current state of play is in your industry and how you can add to that.

Will: Okay, excellent. All right. You've introduced us to the concept of the belts. Do you want to sort of drill down a little bit deeper into that and talk about how do you accumulate these belts for want of a better word, and what the different delivery methods are and anything you feel that's worth layering on.

Peter: Absolutely. Again, the belts are a metaphor we use for building a practice rather than a business. In a business, this mark is something you can say, "Oh all right. I'm at a million dollar turnover now, how do I want to get to two million? This is something that could help me do that".

In a practice which is where we do the belts. We talk about what to be, what to focus on in each of those levels. One of the other key messages for experts is, a lot of experts who are out there as coaches or speakers or consultants or trainers make the mistake as identifying themselves in their mode of delivery.

We identify six modes of delivery we want our Thought Leaders to be able to make money from. Those six are: speaking, authoring, training, mentoring, facilitating and coaching.

Will: Okay.

Peter: (inaudible 14:13) and saying I am a business (14:17) for 10 years I had on my card business coach.

Will: Right.

Peter: You go to market as an expert in whatever your expertise is, and then be willing to distribute that expertise through all of those six modes of delivery. If a particular market wants to buy speaking,



sell them speaking. If they'd rather buy training you can then training It's a much more commercially smart way to operate.

It's much easier to make \$120,000 a year in each of those six modes and get to Black belt then it is to make \$720,000 a year in any one of those. I think there aren't any coaches in Australia who are making \$720,000 a year just from coaching, and probably [post GFC] there aren't any speakers anymore, doing that just out of speaking.

Will: Right.

Peter: People who are doing it from a combination of all of them, and what instance they start to leverage off each other. If you've written a book it's much more likely that you'll get booked at a conference to give a talk, and you can probably charge more for your talk as well.

When you deliver a talk, it's hard to then sell another talk, but it's easy to sell a training (inaudible 15:33). You can say look it's been fabulous spending these 45 minutes with you or this number of minutes with you. Some of you might want to actually go a little bit deeper into this.

Next month on such and such date, we've got a two day event coming up. Anybody interested in that come and talk to me. Then you run the two day training program. There will probably be a few people who will say, "How do I get to work with you one on one?" Then you can sell your mentoring program out of that.

Will: Right, okay. It's getting synergies between the different modalities.

Peter: Yes.

Will: Yes, I think that's a key distinction of Thought Leadership, the going [broad and delivery] versus just limiting yourself to one modality. The other nice thing about is I think that often it's you don't always know how one modality is going to work for you. Some people might start up and they might start up, I'm a speaker.

They start doing these speaking gigs and then it doesn't really take off for them so they think, oh, well you know I must be crap, I'm obviously no good at talking about how to breed llamas. In fact, if they'd gone a bit broader with delivery it might have been their two day intensive workshops on llama breeding were going to go off like a rocket.

Peter: Exactly, or the market shifts too. What happened (inaudible 17:09) here, suddenly all these companies stopped spending money on conferences.

Will: Right.



Peter: People who had their whole practice just built around speaking suddenly went back and got jobs, because people weren't booking speakers anymore. At the same time, a lot of those companies started investing more into training, which is what you do in tight times is you build your capacity and build capability.

They stopped having those big rah-rah conferences but put that money into how do we build the skills and capabilities of our people? Their training budgets actually went up and people who were doing both speaking and training could then sort of, the speaking part of their practice might have had a big of a downturn, but training went up. Speakers (inaudible 18:02)

Will: Right. You advocate going broad in delivery. What about in terms of, let's call it, market focus or something like a little niche.

Peter: Yes, common business advice and I think it's good business advice is to go narrow in your market niche. We advocate the same thing but with a slight twist in that you can have several market niches in a practice.

I am an expert, one of the things that I'm an expert in is implementation. My latest book is how to implement products that matter.

Will: Okay.

Peter: But that message is relevant to different markets. While I niche for corporate conferences, so I have a corporate keynote about that. I have one niche which is corporate conferences and I'll work with a couple of speaking bureaus, but that's a very small niche is conferences that book speakers around that area. When I'm working within Thought Leaders I also have a mentoring program about implementing this methodology. After I've delivered the program, I say to people, okay you've learned everything you need to learn but I know a lot of people struggle with the implement.

You've got all the information but for a lot of people it's the actual implementation that's the key, I can teach you how to do that and I have a mentoring program that does that. It's the same expertise but it's in two very distinct niches.

Will: All right.

Peter: In both, I haven't gone to market as a speaker or as a mentor. I've gone to market as an expert in implementation which is small commercially smart because going to market as a delivery mode is a commodity. For example there's a thought lady here in Melbourne, Jackie Malloy, who's an expert in professional service firms helping people who are just on the brink of becoming a partner, getting to partner. It's a very distinct area of expertise.



What she does is an executive coaching program. If she went to market as an executive coach, then she's a commodity. These companies know how to buy an executive coach. What they'd say to her is, "Okay, well we have a panel of executive coaches, he's on our panel. Whenever we have someone who needs an executive coach, we give them three different names. They speak to all three of them and we pay an executive coach this much money."

She doesn't get bought like that because she's not going in as an executive coach, she's going in as an expert in this particular need. She goes in and says, "I'm an expert in this and I help these sort of people with these sort of problems get these sort of results." When they have that problem they call her. They say we've got this guy, he's just about to get partner but he's not quite ready. Get him over the line. She can charge significantly more for that. She's the only person they've called in that situation. She's not competing with two other executive coaches to get gig.

Will: Excellent, yes. I think that way of working is totally different then what most people do. Most people go, "Okay, I'm an executive coach. Now if we could just focus on helping partners or near enough to partner, get to partner, I'm eliminating so many people.

I know what I'll do, I'll also help people in other professional services firms, aside from the law, and then while I'm doing that I suppose if any people in to start a company just moving up to being executives I'll help them with that. And before you know it, they're an executive coach.

Peter: Yes, yes, exactly. It's one of my mantras for small business as well as market, narrowly, delivery broadly. I think you'll go to market with a narrow as possible these are the sort of people that I help, and a lot of people are reluctant to do that. Because they think, "Oh well wait a sec", particularly, when they're starting out. They think what about all these other people I'm missing out on? So (inaudible 22:38) I was a business coach. I'd say I can help any small business which was a commercially, really a dumb way of going to market. Even if it was true, it's too wide.

I've got now, as you know, we've got a business that helps bookkeepers. I know now if I wanted to coach bookkeepers because I'd get bored out of my brain if I did that all day. In this business, I have lots of bookkeepers coming to me who know I'm a business coach who have seen the work I've done successfully coaching another bookkeeper saying, "How do I get you as my coach?"

I know I'd make more money if it was what I wanted to do. I would make more money as a business coach for bookkeepers then I ever did just as a business coach for small businesses.

Will: Right.

Peter: And if I was doing that and then how I would deliver broadly is when they say to me, Pete, I've got this plumber who really needs your help. I know you are the business coach for bookkeepers but



do you mind talking to him, then I'd happily talk to him and take him as a client. But it wouldn't be part of my external positioning or marketing.

Will: Right, okay. Yes, I guess we talk about some of these same issues with clients sometimes. It's interesting, I guess we have a different vocabulary to talk about some of these concepts but they're really universal concepts in some way. We often talk about getting 80 percent of one percent of the market instead of 0.001 percent of 100 percent of the market.

Peter: Yes, we've had the same conversation about how do we target SEO and Adwords, etc., for bookkeepers, and that's relatively easy to do and we've been really successful doing that with you guys. If I came to you and said, "I'm a business coach, can you SEO me for business coach", we'd be in a world of trouble.

Will: Yes, you're in the Red Ocean at that point with everyone thrashing around after the same limited number of keywords which are not very well positioned in the mind of the prospect, are they? I think another good point you raised there, which is what you market with might be different from what you actually end up delivering. But if you don't have a center of gravity of any kind, then no one's going to be interested in you.

Peter: Yes. Marketing yourself as a Thought Leader is different, as well. We talk about doing that as authoritative selling compared to consultative selling. A consultative selling approach, we'll say to somebody, well tell me what are all your problems. And then say, "Ah, funnily enough I can help solve that problem," which can sometimes feel a little bit sleazy. Whatever problem you said I would be trying to sell you something. Authoritative selling is saying, "I am an expert in this. I help these sort of people with these sort of problems get these results."

I say, I'm an expert in Thought Leadership. I help expert people who are consultants, speakers, authors, trainers, mentors, coaches, who don't think they're making enough money in their practice get Black belt and above in their revenue.

It's really clear that I'm saying, this is what I do and this is who I do it for. If that's not you then we shouldn't work together. If that is you then I'm the person for you.

Will: Correct. I think you've just given a template for USP creation. On the call a lot of people are always saying, "What's my USP, what should my USP be?" They go through all these contorted methods to come up with something and it ended up sounding exactly the same as everyone else. But a really, really good template is "I help (type of person) solve (type of problem) in order to achieve results."



Peter: Yes, it's one of the things that I'm really clear about that's taking me a long time to learn is people pay to have their problems solved. The clearer you are about what are the problems that you solve and what are the sort of people who you help solve them problems for, the more commercially successful you will be.

Will: And I think it sort of dovetails with a few other things that I've been writing recently including the letter print newsletter which is the difference between attention and interest.

Peter: How do you distinguish, that sounds interesting, how do distinguish attention and interest?

Will: Well, anything can attract attention. A loud noise will attract attention. A bright flash or a stupid photo on Facebook will attract attention. It's typically very fleeting and people are getting very good at scanning huge volumes of information effectively for stuff that interests them.

When it comes to marketing and selling, there's only really two things that actually interest people and they are problems that people have that they don't want, and results that people want that they don't have.

Peter: That's very nice.

Will: Yes. It's so easy no matter how many times I hear it, it's so easy to forget that mantra and end up talking about the want. We've got an SEO for you, we've got some training for you that does this or some widgets for you that do this. I think by focusing on one of those two things you can get that ideal prospect interested.

Peter: Yes, in the Million Dollar Expert program we teach, the three things that we say are the job of a Thought Leader is to think, sell and deliver. Obviously the key is the thinking. That's what makes you a Thought Leader. The delivery is through those six modes of delivery. But it's also, a lot of people have trouble selling. Particularly selling themselves.

Will: Yup.

Peter: Biggest mistake that they make is talking way too much about how they do it, and what it is that they know. We fall in love with our own ID's and our own stuff. It's not what people are buying. We teach people to tell just enough of the "how" so that you have credibility and people believe that you will give them the result that they're after. When you're doing more than that you end up buying it back.

Will: Yes, and that's quite interesting. I think certainly in the, let's just say the online marketing field, most of the really famous people, if you like, and the conference speakers, the big ideas people. They'll be like, social media is here, if you're not onboard the social media train you're dead meat.



Look at this screen shot of what Coke did on Facebook. And ultimately that stuff seems to get a lot of traction because it's big ideas. Whereas the more sort of zeroes and ones the presentations get to, the less affect they seem to have and the less well positioned I suppose the speaker becomes.

Peter: Yes, yes. I think the counterpoint to that is you have to be able to when you talk about the results that people want but they don't have, you have to be able to deliver those results. There is a point when I come to marketing results I'm attracted by the [BIDs].

I'm attracted by, you know, when you talk about you can help me grow my business, you can help bring in more leads and crazed conversion, that's all the BIDs of what I'm attracted to. But if you guys didn't produce the results I would have gone, I wouldn't have stuck around for very long.

Will: Sure.

Peter: There's also that label of the actual process and the knowledge that might not be what's up front, might not be what makes the same, but it's critical for the delivery.

Will: Right, thank you. There is that rather mixed up meets the road moment.

Peter: The mistake that a lot of people make is that they, that's exactly right, they put all of that on the front page of their website or the opening of their keynote presentation. Or on the back of their book, rather than that's the detail that's a few layers down. (inaudible 31:49) prove they need to but it's not in the initial meeting or the front, the initial copy that people see or the USP.

Will: Okay, okay. I think part of the belts metaphor, as I understand it as well, is that the focus changes at different levels. I think that's another interesting concept because saying "What got me to here won't get you to there."

Peter: Yes.

Will: I'll allow you to tell the full story, but what's the sort of, according to a Thought Leader's methodology what's the correct order to implement these steps and gain belts if you'd like, and how can doing it the wrong way sort of capsize it?

Peter: Yes. There's different focuses that we recommend to have at different levels. For example at blue belt, which is \$40,000 a month or \$480,000 a year, that focus is positioning. Some of the things that you would do as a positioning focus is, that's a good time to write a book, to launch a PR campaign, to run programs with other people who already got good positioning in your industry. That sort of thing, that positions you well.

Will: Right.



Peter: What that means though is don't write a book when you're a white belt. A lot of people do. They think you have to, because now it's almost too easy to write a book. A lot of people end up doing that but they don't have the distribution channels, they don't have the money to invest in the payout that you need to have a book be successful. And they haven't got the experience to actually write a good book. There are lots of people who end up with 2,000 copies of a reasonably crap book sitting in their garage because they write the book too early.

Will: Okay. What should one do in the first, let's say the first couple of belts?

Peter: Yes. The first, white belt, our focus is decision. That is basically deciding what's your that you're going to do, that this is the game you're going to play. That you're going to have a practice, that you're going to use your Thought Leader. Deciding what your first message to take to market, and what's the first market you're going to go to?

Also, one of the critical things is that mindset of when we launch these, what we call, different clusters, or different product into the market, different offerings, to be willing to fail half of them. A black belt is somebody who has three to six successful clusters, turning \$10,000 to \$20,000, turning out \$10,000 to \$20,000 a month each.

Typically, we would launch 12 to have 3 to 6 be successful. So (inaudible 34:52) instead of saying, "I'm willing to fail the ones that don't work. Just like that llama farming that's not working. Quickly fail it and launch the training program about farming llamas and see if that gains traction.

One of the things that internet marketers do really well that we can learn from is get feedback from the market. We can be incredibly arrogant and say, "Oh I think I know what it is that these people need", without finding out if that's what they're going to buy it. (inaudible 35:25) let's try these, let's blue test those two different things. I think it's this but let's find out. What do you know, it turns out it's that. All right Let's find and keep getting that feedback really quickly.

Will: Sure.

Peter: I'll tell one of my own failures as well on this. On the different belts another focus that we have at Red belt, which is \$50,000 a month or \$600,000 a year is leverage, which is obviously then that would be the time if you were going to franchise. Franchising is a leverage activity. I franchised my coaching business when I was a White belt. Spent a whole lot of money on franchising fees and label fees and a lot of time doing it and sold five franchises.

None of which (inaudible 36:16), I ended up buying all five back. It was a very, very expensive lesson to learn which is if my stuff was only good enough to get me White belt revenue, it was actually me doing it.



Then if I give it to somebody else they're not going to get the same money as I will from it. None of them made enough out of it to be viable. Which was, again, me going too early. If I was making \$50,000 a month from it then I could probably franchise it, somebody else could make \$20,000 a month and they'd be happy.

Will: Yes.

Peter: But, it wasn't that good. It was a very expensive lesson to learn. IF I'd understood this model then I would have said, it would have been, anyone would have said to me, now "Pete what are you doing? Wait until you get to the Red belt to do that, it's too early, stop." It would have saved me a lot of money and a lot of grief.

Will: Yes. Yes. I think one of the interesting things I find about Thought Leadership is it's a bit, there's definitely some overlap, but the thinking's bit different from the traditional informed marketing model. The sort of Dan Kennedy style ascension based information marketing model. It's great, and I think there are some similarities I guess with Thought Leadership as I understand it.

Also, Thought Leadership I think is I guess stronger to me around monetization of more sort of higher touch delivery methods, does that make sense? Speaking, mentoring, facilitation, things like that. Whereas the info marketing model tends to start with sort of like, "Okay, write a blog and then write a free opt in white paper and then write a \$27.00 e-book and then write a \$47.00 audio and then do a \$297.00 CD set and then do a seminar for a \$1,000.00 and then do a, you know, that stuff.

Peter: I think the difference starts even earlier. We teach people to start with you. We say "Start with what your passion is about, what is it that you want to tell the world? What's the different you want to make? What is it that you already know or that you want to know?" Then we go and say, "Okay, well whose problems did that solve that would be willing to pay for it?"

Traditional internet marketing starts the other way. It says "All right. What's a hungry market? Let's go out and find a market for you to buy something. All right then how can we meet that market need?" And then it's off. You know, a lot of internet marketing people will say, "Well you don't even need to write the e-book. If there are people that are willing to buy an e-book on this topic, then just outsource writing the e-book and then the next and the next thing." Which there's nothing wrong with that but it's not Thought Leadership.

Will: I think that methodology, I mean there are lots of names for the methodology. One is called the "underachiever method", which is, I think it was about 2002 or 2003 that was around, some people are still talking about it. Essentially that was, "Yes, find a niche, get an e-book writer to knock something together, put it out there, blah, blah, blah".



Some people did very well with that. That could work in an age of \$0.05 clicks. You know now the clicks are \$5.00. That doesn't work anymore. If you choose a market based on pure avarice if you like, or basically pure commercial opportunity but you're not passionate about it, it's quite easy to lose the faith. And sort of six months in you're like, "Oh, I thought I'd be doing a little bit better than I am now, and I'll just let it go." Where, if you're actually passionate about something you bring, yes you bring something new to the field and the game.

Peter: Yes, now, one of the things that we say at the start of the Sell Your Thoughts book is our wish for everybody is they do work they love for people they like the way they want. It's not, I don't think any of this is easy. I think this certainly isn't a get quick rich scheme, and it's not passive income.

I think people who think anything is that we go along, as I think it's the same if you're going to do internet marketing. Well that's not passive either. There's a lot of work. If it's not, you're right, if it's not something you're passionate about, it's not something you love, you're not going to persist.

Will: Yes. I think that's a good way to frame it as you did before. Because a lot of people get into businesses with an income goal, but ultimately that income, if you drill down, ultimately, that income is about creating a lifestyle or doing business with the people you want to do business with in the way you want it to happen. If that means logging in from the beach into a laptop and doing consulting sessions for one person, for another person, that might mean doing 200 speaking engagements a year.

Sometimes it's not tailored very strongly to the individual. It's more, you know, put out there as a one-size fits all solution that everyone will be happy with just simply based on, say income. But, it's very interesting. Yes, I would encourage our client certainly to check out what you're doing there, Pete. Where can people find out more about Thought Leadership and maybe get some more results?

Peter: Easiest place is just to log onto my website, or visit my website which is PeterCook.com. There people will see all the different things I'm up to. There is a freebies page. They just hit the freebies link. There are a number of different e-books and white papers that you can download on all the different things that I'm passionate about and love doing.

Will: Excellent.

Peter: (inaudible 43:00) any of your people come along and also, all my contact details are there for anybody who wants to get in touch. I'd love to hear, e-mail, or a phone call from anyone.

Will: Excellent. I would also encourage people to take a look at the Sell Your Thoughts book. There are actually a number of Thought Leaders books that are out in the marketplace. But "Sell Your Thoughts and Earn One Million Dollars a Year as a Thought Leader" I thought was excellent.



It is just a really, I think, it's a practical methodology that makes a lot of sense and is a totally different way of looking at things from, you know as I said, some of the info marketing stuff.

It also provides a lot of examples of Thought Leaders and what they're doing and how they're doing it. One of the best ways to learn I feel is to follow successful models. Pete's the ideal model because he got to Black belt in 125 days.

Peter: Yes, after it took ten years to become an overnight success.

Will: Yes, now you've definitely got a good story to tell. Pete, I thank you for your time and insights. It was a good chat and I'm sure people will get a lot out of this call. Again, I guess if, just one final thought I suppose for the business owners if you like, people that aren't necessarily thinking about getting into a practice.

A lot of what Dan Kennedy said about marketing which is uniformly excellent, in my opinion. Is he often talks about promoting the business owner, not just the business. It's hard to make, it might be hard to make rubbish removal sexy. It's hard to make accountancy sexy, or other types of things. You can promote the celebrity of the business owner, or the figurehead of the business.

That's obviously a much better way to get traction than to just promote the businesses, business. Humans are sort of wired to recognize faces and voices a lot better than they are to recognize a logo or a building, something like that. I think there's a lot to take out of this call for everyone.

Peter: Thank you very much, Will, always a pleasure to talk to you.

Will: Indeed, thanks very much Pete.

Peter: See you later.

Will: Cheers

