Find four competitive speakers that are in your topic area/ expertise/ niche and use the following grid to capture as much information about their thought leadership platform as you can so that you can start to intelligently differentiate and distinguish YOUR expertise in the marketplace. Find new and client-centric opportunities for articulation and distinction so that you can zig where they zag!

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Speaker #1** | **Speaker #2** | **Speaker #3** | **Speaker #4** |
| *Speaker Name* |  |  |  |  |
| *Website* |  |  |  |  |
| *Brand(s)* |  |  |  |  |
| *Methods/modes* |  |  |  |  |
| *Target mkt* |  |  |  |  |
| *Sound bites* |  |  |  |  |
| *Value prop* |  |  |  |  |
| *Fee range* |  |  |  |  |
| *Google results* |  |  |  |  |
| *Articles* |  |  |  |  |
| *Videos* |  |  |  |  |
| *Blog posts* |  |  |  |  |
| *Sample clients* |  |  |  |  |
| *LinkedIn URL* |  |  |  |  |
| *Facebook* |  |  |  |  |
| *Twitter* |  |  |  |  |
| *YouTube* |  |  |  |  |
| *Other key info* |  |  |  |  |
| *Overall Score  (1-10)* |  |  |  |  |