Are you ready to be a Thought Leader?

ASK-DESIGN-EXECUTE-DISSEMINATE

ASK
What is one of the biggest problems facing your target market?

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_____

_____

DESIGN
In order to help them solve that problem, do you need to know "What," "How" or "Why" something is happening?

_____

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_____

EXECUTE
Who in your target market would champion this project through sponsorship, access to a database or dissemination platform?

_____

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DISSEMINATE
How do you want this to show up in the world? What do you want to do with it?

_____

_____

_____

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Data Diagnostic Checklist

❑ Do you know your target market/target audience?
❑ Do you have a strong story to tell?
❑ Do you have a need for more robust content for speaking and/or writing?
❑ Do you use data already?
❑ Do you have resources (time, capital, talent) to access for this project?
❑ Do you seek answers to questions that come from yourself or others?
❑ Do you have a business plan?
❑ Do you have a plan to monetize the research?

What to Ask Your Research Partner

• Do you have experience working with speakers?
• How do you deliver the research to me?
• What format (report, slide deck, webinar, conference call, etc.)?
• If I want to do this project annually or regularly, is there a different cost?
• How do you charge (per project/hourly/retainer) and what are the estimated costs for this project?
• What timeline should I be expecting?
• How soon can you get started?
• How long will the project take?
• What are the most common things that cause a project to take longer than estimated or cost more than expected?

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