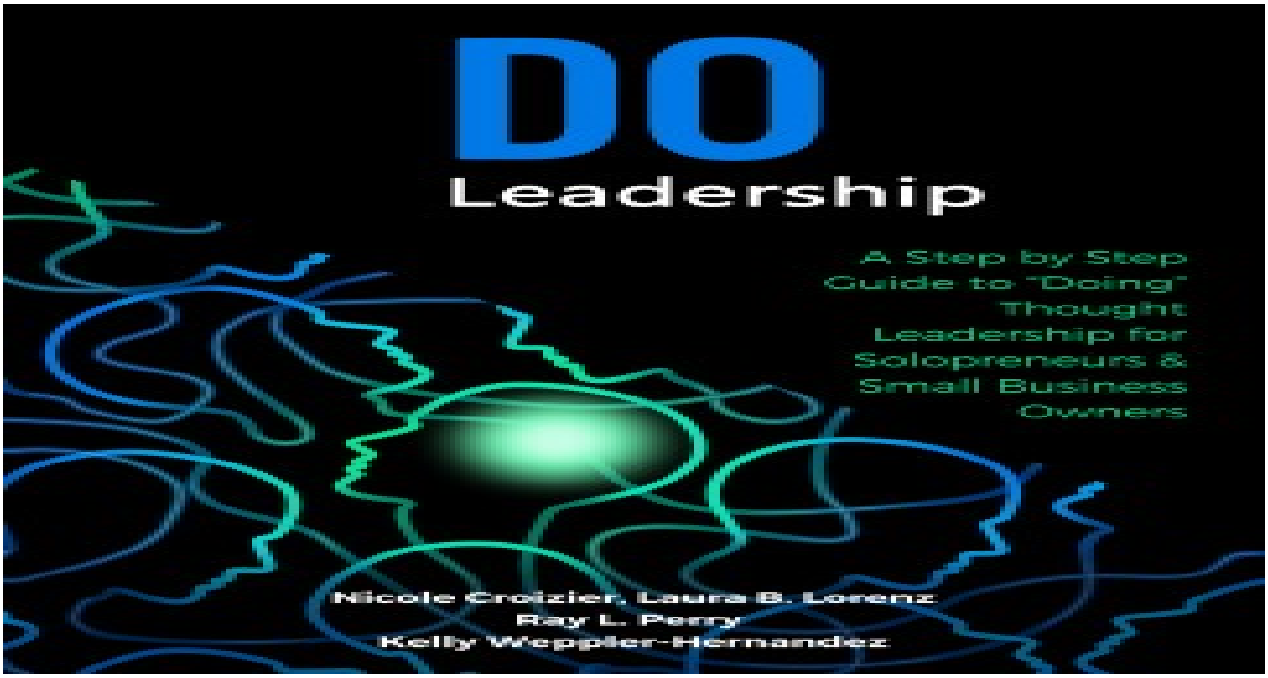


Atlanta Marketing Coach and Author?s New Book on Thought Leadership Now Available

September 15, 2016

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JASPER, GEORGIA ? Ray L. Perry, founder and Chief Marketing Officer of MarketBlazer, Inc., is excited to share the news of the publishing of his latest book. Co-written with several authors, Do Leadership: A Step by Step Guide to ?Doing? Thought Leadership for Solopreneurs & Small Business Owners promises to be an important tool to allow entrepreneurs the chance to leverage their expertise by sharing valuable insights and information with their target market.

Big corporations have the budgets needed to distinguish their key executives as thought leaders in their industries. They publish, speak, and became known as experts whose opinions are worth heeding. Because so many thought leaders hail from large corporations, small business owners often believe having their own voices heard above the din is impossible. They don?t have the budget for promotion. They can?t afford to sequester themselves to go think deep thoughts and publish them.

However, as Do Leadership teaches, thought leadership is indeed a useful, profitable, and accessible tool

even for small businesses. Very few businesses ? even the large ones ? are using the tactics needed to establish thought leadership roles in their industries. The process requires more strategy than cash, and yields lasting marketing assets that can be repurposed and reused to reinforce the company?s branding and message.

While the term ?thought leadership? has become a buzzword in the marketing world, its meaning is a bit foggy ? a concept people recognize when they see it, but find themselves hard-pressed to define. Until now, any sort of direction or training on how one becomes a thought leader has been conspicuously absent from the marketing training arena.

Do Leadership offers a practical definition of thought leadership along with guidance on how to use it to grow even a tiny business surrounded by much larger competitors. Readers discover a simple three-step process for ?doing? thought leadership and also see real life examples of small companies that have put this process in place in their industries effectively.

As stated in the book?s introduction, ?As a thought leader, your job is to communicate your unique point of view and make the big ideas of your industry simpler and more understandable for the people who need to grasp them most ? prospective users of your products and services.?

Do Leadership: A Step by Step Guide to ?Doing? Thought Leadership for Solopreneurs and Small Business Owners is published by Duct Tape Publishing and available on Amazon and Kindle.

About Ray L. Perry

Ray L. Perry is the founder and Chief Marketing Officer of MarketBlazer, Inc. a technology-based marketing agency specializing in lead generation and lead management. Ray combines his experience as a marketing executive with his online marketing expertise to provide his clients with respectful and innovative services. Ray is also a Master Duct Tape Marketing Consultant who helps clients create marketing strategies to engage prospects. His methods foster relationship development that leads to customers who know, like, and trust his clients. The end goal is for new clients to become long-term customers who refer Ray's clients to other potential customers with similar needs.

Learn more about Ray L. Perry by visiting his Amazon Author Page.

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Ray is a Marketing Consultant, Business Advisor, Author and Master Marketing Consultant certified by Duct Tape Marketing. Ray helps his clients develop marketing strategies to find their ideal prospects that have a need for their products and services.

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