Category

Consulting

Thought Leadership & Content Marketing for Consultants Playbook

A content engine for consultants that turns client work into a steady stream of credible thought leadership without eating into billable time.

- Practitioner
- Beginner
- Template Included

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Overview

A practical content engine for consultants -- pillar topics, a repeatable publishing cadence, and repurposing rules -- that builds credibility and pipeline without stealing billable hours.

How much time does this realistically take per week?

Two to three hours once the system is running — roughly 1.5 hours to draft the anchor piece and mine a point of view, and another hour to repurpose and schedule derivatives. It front-loads more time in the first two weeks while pillars and templates are being set up.

What if I do not have strong opinions to share yet?

Start by documenting patterns rather than opinions — "I have now seen this specific mistake in 4 of the last 6 client engagements" is a legitimate, credible starting point that develops into a sharper point of view over time.

Which platform should consultants prioritize first?

LinkedIn, for nearly all B2B consulting practices, because it is where the buying audience already evaluates expertise before a first call; a blog or newsletter is a good second channel once the LinkedIn cadence is sustainable, not a replacement for it.

How do I anonymize client examples without them being unusably vague?

Change the identifying details — industry, size, geography, specific numbers — while preserving the shape and magnitude of the insight; a reader should recognize the pattern in their own business without being able to identify the client.

How should I measure whether this is actually working?

Track content-to-pipeline conversion specifically — inbound messages, discovery calls, and closed engagements traceable to a piece of content — over engagement metrics like likes or views, which are a weak proxy for actual business impact.

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