

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

- Mithun A. Sridharan
- 06 July 2022
- 7 minute(s)

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.

```
{ "@context": "https://schema.org", "@type": "FAQPage", "mainEntity": [ { "@type": "Question", "name": "How much time does this realistically take per week?", "acceptedAnswer": { "@type": "Answer", "text": "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." } }, { "@type": "Question", "name": "What if I do not have strong opinions to share yet?", "acceptedAnswer": { "@type": "Answer", "text": "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." } }, { "@type": "Question", "name": "Which platform should consultants prioritize first?", "acceptedAnswer": { "@type": "Answer", "text": "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." } }, { "@type": "Question", "name": "How do I anonymize client examples without them being unusably vague?", "acceptedAnswer": { "@type": "Answer", "text": "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." } }, { "@type": "Question", "name": "How should I measure whether this is actually working?", "acceptedAnswer": { "@type": "Answer", "text": "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." } }] }

Subscriber access

Unlock this playbook

This playbook — including every framework, template, and step-by-step section — is available free to Think Insights subscribers. Enter your email to unlock it instantly and get our weekly insights newsletter. No account needed, and access is remembered on this device.

First Name

Last Name

Email

Country

☐ I agree to data processing in accordance with GDPR

Leave this field blank

References

Related playbooks

Consulting

Trusted Advisor Storytelling & Thought Leadership Playbook

A framework for using genuine storytelling technique — specific narrative structure, concrete detail, and clear stakes — to make trusted advisor insight memorab

- Practitioner
- Intermediate
- Template Included

Read playbook

Consulting

Trusted Advisor Metrics & Self-Development Playbook

A framework for consultants to track their own trusted advisor development deliberately — structured feedback gathering, honest self-reflection, and targeted co

- Practitioner
- Intermediate
- Template Included

[Read playbook](#)

Consulting

Becoming a Trusted Advisor to Internal Stakeholders (In-House Consultant) Playbook

A framework for internal consultants, strategy teams, and in-house advisors to build genuine trusted advisor status with internal stakeholders — adapting extern

- Practitioner
- Intermediate
- Template Included

[Read playbook](#)

[Talk to our consulting team](#)

Author

Mithun A. Sridharan

I'm Mithun A. Sridharan, Founder of this website - Think Insights - on Strategy, Management

Consulting, Leadership, Digital Transformation, and Data Literacy. Follow me on social media or connect with me on LinkedIn for updates.