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COMPANION WORKBOOK TO

List-Making as a **Tool of Thought Leadership**

an e-book by
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About the Author



Mark Levy is the founder of Levy Innovation LLC (www.levyinnovation.com), a marketing strategy firm that helps thought leaders and entrepreneurs increase their fees by up to 2,000%.

Marshall Goldsmith, who the London Times calls one of the world's fifty most influential management thinkers, says "Mark helped me understand who I am, establish my brand, and communicate my brand to the world." David Meerman Scott, author of the bestselling "The New Rules of Marketing & PR," calls Mark "a positioning guru extraordinaire."

Mark has written for the New York Times, and has written or co-created five books. His book, "Accidental Genius: Using Writing to Generate Your Best Ideas, Insight, and Content," was a #1 bestseller on Amazon as a Kindle in the category of "Creativity & Genius."

Introduction

In my eBook, “List-Making as a Tool of Thought Leadership,” I describe a procedure, “list-making,” which can help you gain perspective on and produce ideas about, subjects that you and your audience find important.

This workbook is a companion volume to that eBook.

While I tried making this workbook self-contained . . . that is, you can read it on its own and will likely understand enough about list-making to give it a go . . .

I recommend you visit my site and read the original eBook first. That way, you’ll understand the philosophy behind the technique, and will see an example or two of how it’s used.

Good luck with list-making. If you’d like to tell me about your experiences with the technique, I’d be glad to hear them.

Also, if you think the eBook or this workbook would interest other people, please share them . . . and thanks!

All the best,

Mark Levy

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2. Brainstorm a master list of every possible list you could make about your topic or problem:

15 horizontal lines for writing

3. From your master list, choose ten lists that you suspect would be helpful:

4. On the following ten pages, write the name of one list at the top and fill in each as best you can:

List 2:

List 6:

List 7:
