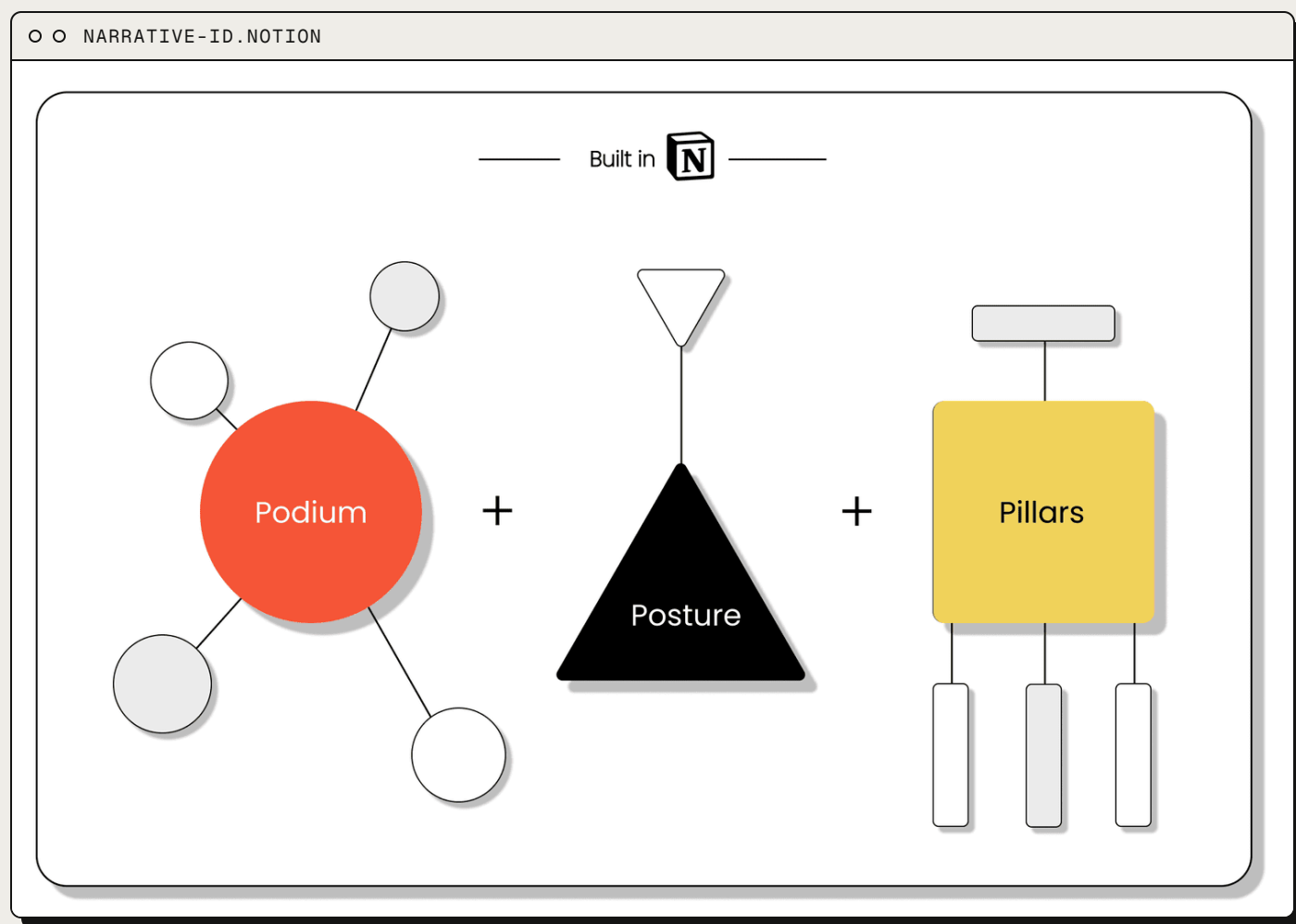


Narrative ID: Thought leadership

Thought leadership is more than slapping an expert's name on a blog. But there's usually not enough direction to do more than that.

The Narrative ID is a granular messaging and positioning framework that helps make each thought leader multidimensional and quality content easier to create.

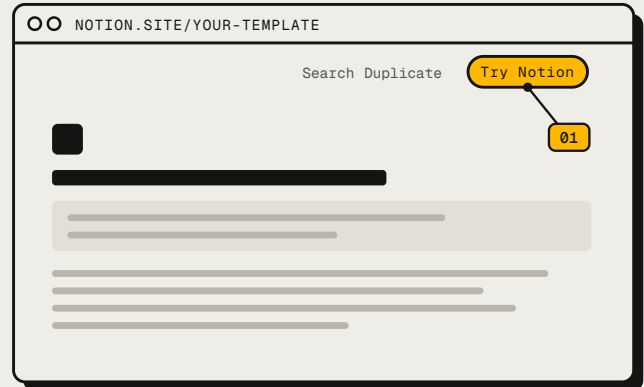
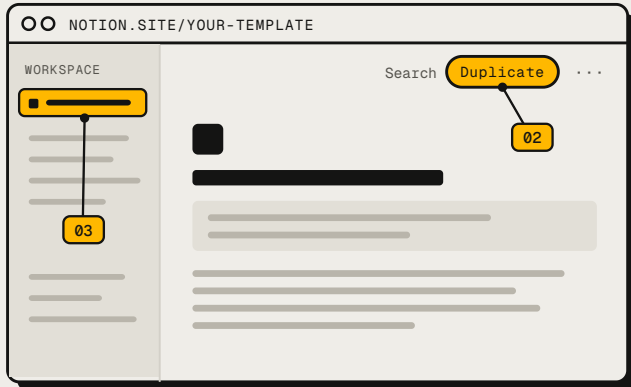


OPEN THE TEMPLATE IN NOTION ➔

FREE · DUPLICATE IT INTO YOUR WORKSPACE

<https://saturday-content.notion.site/Narrative-ID-Thought-leadership-35a3a5812ed44ef4ba85163a2b9d0d1a>

Get started in a few clicks.



Have a Notion account

- 01 Open the template. It loads in a new tab.
- 02 Click “Duplicate” in the upper-right corner. Notion copies the template into your workspace in a few seconds.
- 03 Find it at the top of your sidebar, then work through the “How to use” section inside the template.

New to Notion

- 01 Open the template and click “Try Notion” in the upper-right corner. Accounts are free.
- 02 Once your account is set up, open the template link again and follow the steps above.

GOOD TO KNOW

Pro tip

Get familiar with the template on desktop before you use it in the Notion mobile app.

Make it yours

Every template is a starting point. Rename sections, cut what you don’t need, and add what your team does differently.

WHAT'S INSIDE

01

Uncover your secret

Guiding prompts help you identify what makes each thought leader unique, essential, and worthy of attention.

03

Multiple threads to pull

Granular narrative components give marketers a bunch of options to create storylines and tie current events into available expertise.

05

Death to platitudes

Probing prompts help you get beneath the surface with each thought leader to uncover the juiciest perspectives on the hottest topics.

02

Consistency and whitespace

Clear audience and messaging sections ensure each thought leader's content is consistent yet differentiated from others in your program.

04

Know why you're talking

The framework pulls from best practices in narrative development to capture what makes each thought leader exceptional and how to translate that into content.