

# Carl Friesen

## MBA, Speaker, Author



### Helping business professionals become recognized for thought leadership

Many professional firms put a priority on building the thought leadership profile of their members. In my talks, I teach marketers and firm leaders to apply the principles of content marketing, to demonstrate the expertise of their client service professionals. Here's how I can help your group:

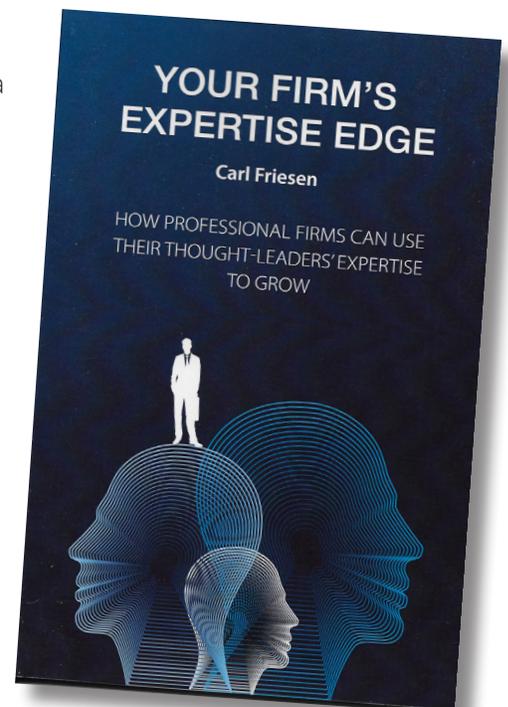
- A **graduate degree in journalism** and several years of **experience as a reporter and editor** help me explain how the news media work and what makes an effective "story" from a journalistic point of view
- An **MBA in marketing** helps me describe the business issues involved
- Over **15 years of experience in professional services marketing**, including ten years of **experience on the marketing staff** of professional firms, mean that I know the realities professional firms face
- Given **over 100 speeches** all over the US and Canada, to good reviews
- **Published five books** on professional services marketing, most recently "Your Firm's Expertise Edge," in 2015



thought leadership resources

### Style of presentation

It'll be lively, with LOTS of stories, selected to fit the audience's learning needs. It'll be interactive – if it's a smaller group, I'll encourage responses from the audience, and can include a handout that participants can complete so they'll have an action plan they can implement right away. If it's a larger group, I'll usually ask for a volunteer from the audience to come on stage to demonstrate applying a key concept, using one-on-one coaching.



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## Possible Topics

### 1. The inside scoop on publishing content in niche periodicals

Many business professionals struggle to get their ideas published in media their clients rely on. Yet it's one of the best ways to get your firm's message past the gatekeepers so you can show your firm's expertise to senior decision-makers. This presentation talks about the importance of publishing in niche media, how to find the right publications, the importance of getting the editor's buy-in to your idea before the article is written, successful themes for articles, ways to get the article written, and leverage through social media.

### 2. Four content themes that grab clients' attention

Many firms know the importance of generating helpful, client-oriented content including blogs, speeches, articles and videos. But what topics are most effective? In this speech, I'll unpack four themes for content that shows expertise and thought leadership – based on my experience helping my professional firm clients develop successful marketing campaigns.

## Previous Presentations

**Society for Marketing Professional Services:** chapters in New England, Baltimore, Indiana, Upstate New York, New York, Northeast Ohio, Central Pennsylvania, Pittsburgh

**Institute for Management Consulting:** Washington DC, Michigan, St. Louis, Philly, "Confab" conference in Reno

**Canadian Association of Management Consultants:** Toronto, Ottawa, Vancouver

## Comments from Past Presentations

*Carl presented "How to build compelling content that shows your firms strengths" as part of SMPS Northeast Ohio's Education Series. It was our largest attended Education event to date. It was an engaging workshop with several opportunities for the audience to share best practices, leading to the idea-sharing and support that SMPS NEO strives for in all of our events. He was a great fit and provided an extremely informational presentation to our chapter. He has truly helped raise the bar in our events. I would recommend his workshop to other SMPS chapters, and his company to any AEC firm looking to boost their marketing content. Thanks again Carl! It was wonderful to have you in Cleveland!*

*Liana Lake, North-East Ohio Chapter,  
Society for Marketing Professional Services  
Presented April 2016*

*Thank you so much for your presentation and insight on content marketing. I think every attendee now has a jumping off point to get started whether it be for their firm or themselves. The evaluations we collected at the end of the session are attached.*

*On behalf of SMPS Central Pennsylvania, THANK YOU!!!*

*Brooke Wenger, President, Society for Marketing Professional Services,  
Central Pennsylvania  
Presented April 2016*

## Other attendees at this meeting said:

*Very good speaker and enjoyed the content*

*Very good, loved the examples!*

*Best content marketing program this year!*

## Contact information

### Carl Friesen

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Mississauga, Canada

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**Speaker video:** [www.bit.ly/CarlDemo](http://www.bit.ly/CarlDemo)