



## Guidelines for Publishing Thought Leadership via Passle

### SUMMARY

- Talk about what you know not what you do.
- Think about your client's challenges and address them. Even better think about your clients' clients' challenges.
- Do not talk about yourself and how wonderful you are – show what you know, and contacts will be driven to see what you do (that is what your website is for).
- Be broadly complimentary. Be positive.
- Also think about the one question you get asked most often by your clients. This will form the basis of a perfect piece of thought leadership.

### WHAT IS PASSLE?

Passle enables time-poor, busy experts (*you*) to easily create timely, digestible, and client-relevant content online. These insights are automatically published onto our central website. Furthermore, can then be shared across your social networks and directly into the inboxes of your key clients.

Passle allows us to lead the conversation online around topics that are important to our stakeholders. The aim is to add value by demonstrating our expert commentary on topical issues. To get the most out of this service, it is important to showcase your opinions and market analysis with your content. In doing so, you will build your individual profile and position our brand as a leading firm and trusted advisor within the market. The pinnacle of successful thought leadership is developing commercial conversations with our customers by challenging their thinking and the way they see their business practices.

### WHAT MAKES A 'GOOD' PASSLE POST?

Your post should answer a question for your reader and/or help them to better understand their challenges. The types of content you should be looking to reference include:

- Regulation that you know will impact your clients
- Changes that might offer opportunities or obstacles for your clients
- Examples of industry best practice
- Concepts and subjects that enable you to show your core values
- A new perspective on an industry development

It is generally best practice to avoid talking about explicitly our company announcements. You can draw attention to new services by addressing the challenge they are resolving; however, we should not just be a megaphone for why our organisation is great.

Featuring excessive promotional content will not only fail to engage clients, but it is also in fact likely to **reduce** your credibility as an industry expert.

Use this as an opportunity to help your clients and prospects. This is all about you reinforcing your position as a trusted advisor in their minds.



## HOW PASSLE WORKS?

1. **Install the Passle button** - in order to create a post, you will first need to have your Passle button installed on your browser/s. Go to [www.passle.net/button](http://www.passle.net/button) and follow the instructions for your browser to install.
2. **Read an article online** - highlight a quote or key point of any article online.
3. **Comment with your expert opinion** - enter a title, your insights, and choose some relevant tweets to add context. Save and continue.
4. **Send for approval** - Once live, share your post on LinkedIn and other relevant networks. If referencing any client work, please ensure that we have consent to do so.

## THE PERFECT PASSLE POST: TOP TIPS FOR SUCCESS

### Passle Title

- Create a headline that gives readers a clear idea of the content.
- About eight words is good.
- Questions work well.
- Consider using a number in your headline to make it stand out – e.g. “5 things to look out for following the latest regulatory update”.

### Insight

- Keep your tone light and clear, avoid jargon and acronyms (unless you have a highly technical target audience).
- Write in your own style - don't pretend to be someone else. Remember, this is not a client update – your style should be less formal and more 'you'.
- Break up longer pieces with paragraphs, bullet points, or numbered lists.
- Avoid any sensitive topics and use a common-sense approach to what is appropriate.
- Be generally positive.

### Post length

- The recommended length of your commentary insight should be between **100-300 words**. There is no min or max, but this is longer than a tweet and shorter than a novel.
- The purpose of your Passle content is to act as digestible update for your clients.
- You can also create more traditional longer form blogs.
- You can include pdf, native video and native audio content to your Passle post

### Image

- Always make sure to attach an image to your post – it will not only draw the reader in, but it's also an opportunity to add value to your post. In many cases this image will automatically be added from the article you are sharing but do check!
- If you wish you can include images, gifs and tables within the body of your post.



## Tags

- Add relevant tags. List to be supplied.

## Sharing

- Share directly to a key contact using the **ISTATOY** (I Saw This and Thought of You) email feature which allows you to share content on a 1-2-1 basis over email.
- Your post will be shared onto the firm's relevant LinkedIn and Twitter pages.

## Tweets

- Include relevant tweets. If none are suitable, search for better ones using a hashtag, URL or keyword.