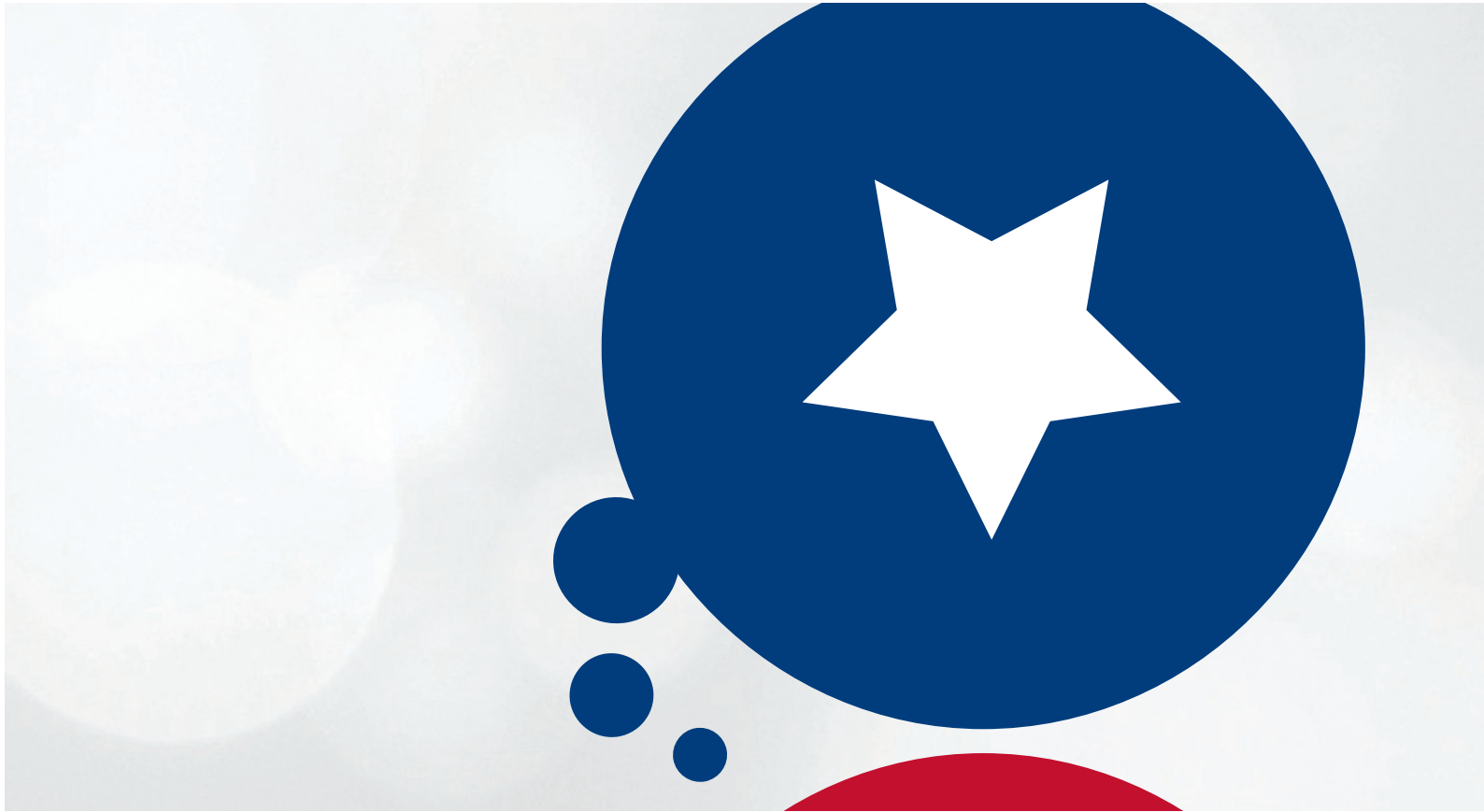


# Be a Thought Star™

**Share** your knowledge. **Grow** your business reputation. **Stand out** against competitors.



# Take Your Ideas to Market™

Highspot helps successful business owners, like you, move from unknown to Thought Star through a four-step process called *Your Ideas to Market*. **From start to finish, we help you set goals, uncover your best intellectual capital, and package and brand your expertise.**

## Your Ideal Future™

Result: Clarity

**STEP 1** What do you want to achieve? Where do you want your business to go? A comprehensive series of questions digs deep into your vision for the future, and assesses your strengths and resources. A summary report follows, providing recommendations on the best ways to package and present your expertise to the market to achieve your desired results.

## Your Idea Map™

Result: Direction

**STEP 2** For each of your Thought Star projects, Your Idea Map outlines a specific implementation plan dovetailed to your schedule and resources. With your map in hand, you'll know exactly how to move forward, how long it will take, and what investments will be necessary.

## Your Idea Producer™

Result: Execution

**STEP 3** Ideas and plans become reality as your project moves into production. With one of our experienced project managers at the helm, you can be assured that every step is tightly coordinated and completed.

## Your Success Strategy™

Result: Goal Achievement

**STEP 4** Even the best knowledge products can languish in obscurity if a proper platform isn't moved into place to support them. Your Success Strategy offers a customizable menu of marketing and sales support, from publicity and distribution to website development and social media strategy.

## Strategize & Execute

You might be wondering which knowledge products Highspot can help you create. Does Highspot do books? Workshops? Podcasts? Videos? **The answer is yes.**

Whatever product format works for your business is a product we can help you develop.

From initial strategy, through content development and production, to distribution and marketing support, Highspot makes it happen.

Print Books

E-Books

Workshops

Teleclasses

Newsletters

Tips Booklets

Intellectual Capital Branding

Process Flow Mapping

Graphic Overviews

Case Studies

White Papers

Content Licensing

Websites

Special Reports

Audio Programs

Video Programs

Workbooks

And more

*When it comes to delivering information, the people at Highspot are top-notch strategists.*

**BOB SCHWARTZ**  
CEO, SuperSuds LLC

*If you are thinking about publishing a book, you won't find a better team than these folks.*

**RON ROGE**  
CEO, R.W. Roge & Co.,  
Author, *The Banker and the Fisherman*

*[Highspot's process flow mapping] helped triple our average fee in the first 90 days.*

**NATHAN IRONS**  
CEO, Bluestone Financial Corporation

*Thanks to Highspot, I can finally delete the term "wannabe" before the word "author" on my resume. I could not have done it without them.*

**ELEANOR BLAYNEY**  
CEO, Direction\$ LLC,  
Author, *Women's Worth*



*Highspot definitely has an extremely valuable service to offer thought leaders in this world.*

Gino Wickman  
CEO, EOS Worldwide  
Author, *Traction*

# When it comes to your business reputation, you're either a Thought Star or an unknown.

If you're like the vast majority of the people in your industry, you're virtually anonymous. You might have lots of expertise, great ideas, and new methodologies, but you're not making the most of them. You feel frustrated because you know you could take your business farther—you just don't know how.

**Thought Stars, on the other hand, are celebrities.** They stand out in their market against a sea of faceless competitors.

Very few business people ever garner the reputation of a Thought Star. Those who do earn that reputation have knowledge products of one kind or another. In fact, the knowledge products are the reason they're a Thought Star. Because how can you be a thought leader if no one knows your thoughts?

Knowledge products serve as springboards, continually pushing your message to more and more people, and propelling your business reputation to new heights.

**Isn't it time you took your place in the spotlight?**

**Call us or send an email.**

**Let's see how we can work together to achieve your stardom.**

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