



## SONALI KHANNA LAL SPORTS MEDICINE PHYSICIAN, PRACTICE OWNER

Sonali wanted to do live tv interviews and thought leadership for social media, but lacked the confidence and training. After we trained her in the WHATS YOUR ONE WORD METHOD, she said 'yes' to a live TV interview and speaking at conferences.

**Sonali Khanna Lal, a Sports Medicine physician, wanted to create thought leadership to get clients on social media.**

She would get requests from television channels to do live interviews. She would always turn them down.

She came to me, because she wanted to turn her 'no's' into a 'yes.'

As the face of her business, she also wanted to create thought leadership on Instagram to debunk the myth "sports medicine was only for NFL players." She wanted everyday people to know her services were accessible (and applicable) to them.

We used my WHATS YOUR ONE WORD METHOD and drafted 6 questions.

- WHY DID YOU CHOOSE TO BECOME A SPORTS PHYSICIAN?
- WHERE ARE YOU BASED AND WHY?
- WHAT ARE THE BENEFITS OF VISITING A SPORTS PHYSICIAN?
- DISPEL COMMON MYTHS ABOUT SPORTS MEDICINE
- WHAT IS YOUR UNIQUE PHILOSOPHY ABOUT SPORTS MEDICINE?

Session 1: We did foundational work to get all of the above down on paper

Session 2: Record the answer to WHY DID YOU CHOOSE TO BECOME A SPORTS PHYSICIAN? We critique it

Session 3: Record the answer to WHERE ARE YOU BASED AND WHY? We will critique it

Session 4: Record the answer to WHAT ARE THE BENEFITS OF VISITING A SPORTS PHYSICIAN? We critique it

Session 5: Record the answer to DISPEL COMMON MYTHS ABOUT SPORTS MEDICINE. We critique it

Session 6: Record the answer to WHAT IS YOUR UNIQUE PHILOSOPHY ABOUT SPORTS MEDICINE? We critique it

After the 6 weeks, she was a well oiled machine. I took her to Fox News studios. I asked the same six questions in succession. We filmed her answers to tape.

Today, the thought leadership sits on her website. She has said 'yes' to live tv interviews. She's started filming videos for her business, which is bringing paying clients to her doorstep.



I've done more TV appearances. I've spoken at conferences

I'm more confident after working with Joya.

### **SONALI KHANNA LAL**

SPORTS MEDICINE

PHYSICIAN

## **B E N E F I T S**

### **Benefits One**

She learned to create compelling thought leadership

### **Benefits Two**

She learned public speaking on her feet

### **Benefits Three**

She overcame her fear of being filmed

### **Benefits Four**

She started getting clients from her social media

### **Video testimonial**

<https://vimeo.com/551570330>

### **11 Ways to Create Thought leadership**

<https://vimeo.com/551570330>



In this video, I share my 11 tips to creating those opportunities on LinkedIn:

Tip #1 The first thing someone is doing is looking you up on LinkedIn if they are considering you as a candidate. Tell a story about yourself in the 'about' section, knitting together all of your experiences below. Include your email or phone so people can get in touch with you even if they aren't 'friends' with you on LinkedIn.

Tip #2 Change your tagline. That line that sits beneath your name is the most valuable real estate on LinkedIn. It tells people what your swim lane is. It also is an opportunity to share what you are seeking. Mine currently reads, Seeking the next 7 women to fill my public speaking masterclass.

Tip #3 Be sure to include keywords you want to be searched for. Is it "front end developer" or "Children's book illustrator"

Tip #4 What can they find that tells them about the way you think? An easy lift is to find articles in your vertical or swim lane and reshare.

Tip #5 Remember to create a topper that says "Here are my top 3 takeaways from this article on \_\_\_\_\_" so its personalized and from you.

Tip #6 Go to industry events, company events, conferences, talks and share your three takeaways from any of them.

Tip #7 Join groups that mirror your field or goal. Do some listening. Observe where there is robust conversation underway and comment.

Tip #8 Thought leadership is the steady drumbeat that keeps you top of mind. This accomplishes something recommendations do not. It also gives people an opportunity to react or even share. How are you injecting your personality into it?

Tip #9 Thought leadership in your space includes an acute awareness of the current trends and events. What's happening in your space that ties to the current headlines? What's trending on Google Trends, Quora.com, HelpAReporter.com

Tip #10 Do you have solid knowledge of your vertical and industry? Right now, nobody in your network knows this without a written piece that walks them through how you think about problems. The people who worked with you may need reminding since a year has passed. Show that in a piece of writing.

Tip #11 How do you have a deep understanding of the problems in your space? How can you create a piece that helps them solve a pain point?