



“If you want to be taken seriously as a thought leader, **read this book.**”

—MEL ROBBINS

New York Times bestselling author; host of *The Mel Robbins Podcast*

Elevate *your* big ideas—just like the experts.

Bill Sherman and Peter Winick of Thought Leadership Leverage have guided hundreds of clients to amplifying their messages. In more than 700 conversations on their award-winning podcast *Leveraging Thought Leadership*, they skip the predictable “expert questions” and instead explore the lived journey of being a thought leader. Along with publishing industry expert Naren Aryal, they translate those vulnerable conversations into a practical, deeply insightful field guide.

With candid case studies, proven frameworks and hands-on tools, *The Thought Leadership Handbook* will help you identify your path, sharpen your strategy, and take confident steps forward.

Releasing July 21, 2026

Praise for *The Thought Leadership Handbook*

“An exceptional and timely guide for anyone serious about moving ideas from insight to enterprise, and from aspiration to **lasting impact** and meaningful contribution.”

—STEPHEN M. R. COVEY, *New York Times* and #1 *Wall Street Journal* bestselling author, *The Speed of Trust* and *Trust and Inspire*

“The landmark book on thought leadership. **Read it.**”

—MARSHALL GOLDSMITH, author, *What Got You Here Won't Get You There*; Thinkers50 Hall of Fame; founder, 100 Coaches

“If you're an expert eager to share your insights with a wider audience, buy this book, use it, and **watch your influence grow!**”

—KEN BLANCHARD, coauthor, *The One Minute Manager* and *The Secret: What Great Leaders Know and Do*

Foreword by
Lisa Bodell



Learn more at thoughtleadershiphandbook.com

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Meet the Authors



Bill Sherman, COO, Thought Leadership Leverage

Bill Sherman stumbled into thought leadership when a Fortune 500 executive asked: “How do I scale the ideas in my book?” That was twenty years ago. Today he’s COO of Thought Leadership Leverage and cohost of the *Leveraging Thought Leadership* podcast. After exploring why experts share their best ideas with strangers, he thinks more of them should. That’s why he put his frameworks and tools into this book. Bill lives in Las Vegas, Nevada.

Peter Winick, Founder & CEO, Thought Leadership Leverage

Peter Winick has deep expertise in helping those with deep expertise. As founder and CEO of Thought Leadership Leverage and cohost of the *Leveraging Thought Leadership* podcast, Peter knows what it takes to scale beyond the individual expert. He presents regularly at conferences, podcasts, and webinars and has interviewed the likes of Tom Peters, Daniel Pink, Dorie Clark, Stephen M. R. Covey, and hundreds of others. Peter lives in the New York metropolitan area.



Naren Aryal, CEO, Amplify Publishing Group

Naren Aryal is CEO of Amplify Publishing Group (APG). He launched the company with a single title in 2003 and guided it to what it is today—one of the fastest-growing and most respected hybrid publishing companies in the world. Naren advises industry experts and thought leaders on the opportunities and challenges that exist in the ever-evolving world of publishing. Naren lives in Virginia, just outside of Washington, DC.

In an interview, the authors can speak to the following topics:

- Why you practice thought leadership matters far more than how. Five avatars. Which one are you?
- Give your best ideas away. Become the obvious choice before the buying cycle starts.
- Ideas can’t speak for themselves. You can. The skills to make them heard are learnable. Pushing harder isn’t one of them.
- You have a duty to speak. As AI floods your field with plausible noise, silence isn’t neutral. Your ideas are the signal.
- If you stopped tomorrow, would your ideas keep spreading? The Impact Equation: send them into rooms you’ll never enter.