

## FOR IMMEDIATE RELEASE

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### Thought Leader and Con Artists

**April 6, 2021** - Tampa, FL – What is the difference between a Thought Leader and a Confidence Artist? How fast do you think you can spot a Con Artist? Do you know how to determine if someone is credible?

Con Artists are known for only being concerned about themselves, their interests, and their personal gain. If that is true, how do so many people fall for their schemes?

Confidence Artists like to make us feel like we are making the plan and it was all our idea, however they usually planted the idea in our mind. This is their way of making us feel powerful and in control.

What is a Thought Leader? Thought Leaders create new products, services, solutions. But so might a Confidence Artists. Thought Leaders collaborate with others to bring their offerings to market. Most Con Artists prefer to work alone to stay below the radar. Thought Leaders connect with leaders. Con Artists prefer to approach and work with followers. Thought Leaders celebrate their wins. However, Con Artists throw huge celebration parties as well. They are different in so many ways, yet very much alike.

The biggest difference may be you bringing your ideas, goals, and visions to a community of Thought Leaders. You know what you want to create but you need others with specific areas of expertise to bring your product, service, or solution into reality. You may have an incredible team, masterful employees, and brilliant colleagues yet they do not have the education, experience, or expertise in the area you are wanting to bring to market.

Don't be conned! Make your plan. Be in control. Bring your idea, solution or service to the Thought Leaders and Experts in the LinktoEXPERT Collaborative Cloud Community! You can find the type of expert you want and review their credentials in minutes. You will learn about their education, experience, accomplishments, involvement in professional organizations in one place. You will discover their views on subjects in their blogs, articles, interviews, presentations, tips, books, services, photos and much more. You can watch, listen to, and read case studies and testimonials from their clients and peers. Even better, schedule a 7-minute strategy call to determine if they are the best candidate for your project! Experts must have 10,000+ hours of experience to qualify as an Expert. You will find Experts' connections are priceless as well. They have built relationships that have the credibility and trust that takes years to create.

You can spend the next 5 to 10+ years learning what does not work to uncover what does work through trial and error, or you can collaborate and hire an Expert, from the LinktoEXPERT Collaborative Cloud Community!

**About LinktoEXPERT** –Expertise and empowerment exchange. Empower yourself –identify yourself as the Authority/Expert. Empower Others –by offering your education, experience, and expertise which results in implementing other's ideas fast. Others Empower you –leverage others' education, experience, and expertise to elevate your status and bring your products and services to market with ease. Together we magnify your messages and amplify your brand which makes you a media magnet and your expertise known worldwide.

