

# Leveraging Thought Leadership With Peter Winick – Episode 73 – Denise Lee Yohn

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Peter Winick

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If you are having trouble with the content for your book, you might have to switch how you look at it. Think about switching from writing the book you want to writing the book people will want to read. Asking yourself some key questions about other brands do, may help you learn more.

Peter welcomes [Denise Lee Yohn](#), brand building expert and author of [“Fusion”](#) and [“What Great Brands Do”](#). Together they discuss the mental and financial burden of getting a book published. Finding the angle to write the book people want to read. And getting the most value out of a position before you make the leap to something else.

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