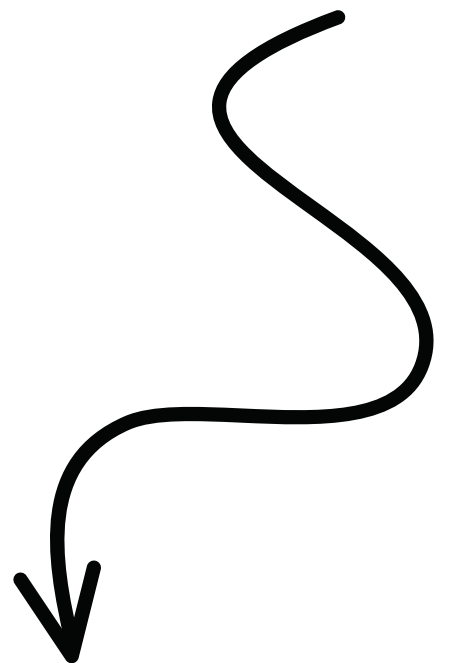




**We help winners win
more.**

A Modern Thought Leadership Branding Agency



Who We Help

PressCo helps top professionals, startups, and SMEs build their Thought Leadership brand.

Your primary focus is —and should be— excelling at what you're doing.

But there's a problem. While you're busy being the best, you are missing out on high-profile business deals, authoritative brand perception, speaking engagements, online revenue, and a trusted audience base because you don't have the time or expertise to build your online Thought Leadership brand.

That's where we come in.

You focus on doing what you do best - winning.

We leverage your thoughts to help you win more by extracting, sharing, and amplifying your stories, unique insights, brand voice, and timeless lessons.

Why Content Leverage

In the age of Content Economy, building a trusted Thought Leadership brand is priceless.

Content is one of the best arbitrage top professionals & companies can leverage to position themselves as trusted voices in their niches.

A perception of a brand is directly influenced by the content that a brand puts out there.

The smarter, more evidence-backed and authoritative the content, the higher a brand's perception.

But highly qualified professionals & teams often lack the time and skills to build their Thought Leadership brand.

PressCo exists to help build your brand online through authentic and authoritative, high-value content.

What Is Thought Leadership Content

- Opinionated
- Authoritative
- Value-adding
- Clear “why”
- Educational
- Evergreen

What Most Brands Post on Social Media

- Updates focused
- Repurposing
- Chasing virality - memes, jokes, etc.
- Unclear “why”
- Lifestyle-based
- Short-tail

Why Become A Thought Leader

1. High-Value Business Clients - The higher your brand's recognition in a certain niche, the higher you are able to charge. A Thought Leader brand on average charges 3-5X more for the same services compared to someone without a following.

2. Speaking & Training Income - As a Thought Leader, you are invited to give in-house corporate and government trainings, as well as keynote addresses at larger summits and exclusive events. You are able to charge a premium for your time.

3. Direct Online Revenue - Through MasterClasses, Online Programs, and Newsletter Sponsorships.

QUICK STATS

**BY EDELMAN-
LINKEDIN THOUGHT
LEADERSHIP
IMPACT STUDY '23**

86% OF PEOPLE

follow at least 1 Thought Leader

89% OF DECISION-MAKERS BELIEVE

that Thought Leadership content enhances their perceptions of an organization

61% OF DECISION-MAKERS ARE WILLING TO

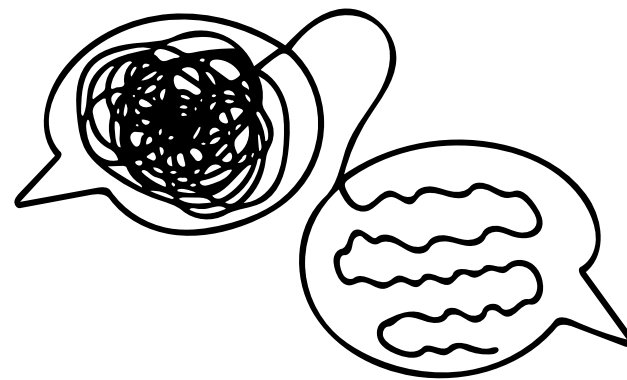
pay a premium to work with individuals & organisations that put out Thought Leadership content

63% OF THOUGHT LEADERSHIP CONTENT CREATORS

reported challenges in consistently producing high-quality content that demonstrates their unique insights and perspectives

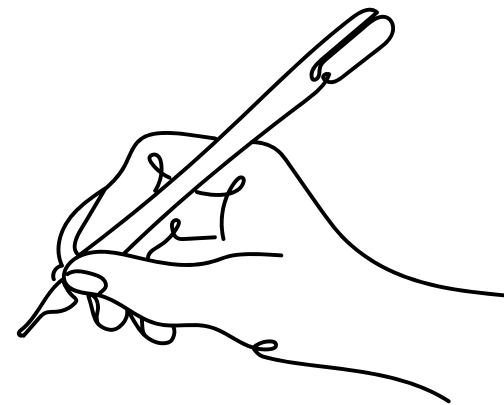
Your Mini Publishing House

Capture



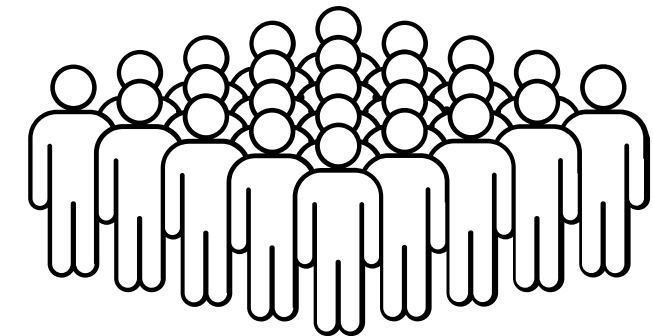
Your stories, lessons, & insights captured through interviews & our curated process that begins to shape your narrative.

Translate



Content is translated into text & video posts for social platforms by dedicated content & copywriting experts.

Grow



Your strategy is fully customized to ensure your voice resonates authentically & establishes you as a Thought Leader in your niche.


Brands We've Worked With



Personal Brands We've Worked With

OUT IN ALL BOOKSTORES NEAR YOU!
GRAB THE SET!

GRAB A COPY!



Vivek Iyyani (He/Him) · 1st
Millennial & Gen Z Speaker | Award-Winning Author | LinkedIn Top Voice 🏆 | Diversity, Equity & Inclusion | I work with Top Insurance Agency Leaders to recruit top talents by elevating their personal brand on LinkedIn

Top Voice

Talks about #futureofwork, #workplaceculture, #employeeengagement, #digitaltransformation, and #generationaldiversity

Singapore · [Contact info](#)
[LinkedIn Mastery Quiz](#)

28,673 followers

Chuen Chuen Yeo 楊荃荃, Isha Gera, and 25 other mutual connections

[Message](#) [More](#)

Highlights

Vivek started a new position as Author | Marketing to Millennials at Penguin Random House SEA

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Vivek started a new position as Author | The Millennial Leader at Penguin Random House SEA

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Article

Are You Making These Costly Recruitment Mistakes as an Insurance Leader?

Vivek Iyyani on LinkedIn

Here's a list of top mistakes I've noticed Insurance Leaders make in their approach to recruiting.

Article

5 Uncomfortable Truths About RECRUITING IN THE INSURANCE INDUSTRY

Vivek Iyyani on LinkedIn

In the ever-evolving landscape of the insurance industry, recruiting and retaining top talent has

Article

HOW TO GIVE YOUR LINKEDIN PROFILE A COMPLETE MAKEOVER


Vivek Iyyani on LinkedIn

Warning: This article is really detailed and long. Are you tired of scrolling through your

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RAISE YOUR ANALYTICS GAME



Ali Asghar Noorani · 1st
PowerBI Trainer & Consultant | Author of Raise Your Analytics Game

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Talks about #powerbi, #dataanalytics, #datavisualization, #businessintelligence, and #artificialintelligence

Sydney, New South Wales, Australia · [Contact info](#)

13,955 followers · 500+ connections

Khalid Islam (カリド イスラム), Muneeba Sirshar, and 10 other mutual connections

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Sneak peek from our recent live Power BI session! 🌟

KNOW YOUR

47 · 3 comments

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52 · 6 comments

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The Critical Element Most People Ignore in Work!...

HARD WORK

36 · 2 comments

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Ali Asghar Noorani posted this · 1w


Were you thinking that Millennials/Gen Z are the only ones adopting AI?

You will be surprised to hear that ... Boomers are not behind....

...show more

Join my Mindful Marketing newsletter to deep dive into your buyer's psychology—in 3 minutes every Thursday.

RAZYSHAH.COM



Razy Shah · 1st
Digital Marketing Agency Co-Founder | ACLP Certified Trainer | Angel Investor | Marketing Trainer | Guest Lecturer | Certified Integral Development Coach

2Stallions Digital Marketing Agency
National University of Singapore

Talks about #marketing, #angelinvesting, #personalgrowth, #digitalmarketing, and #entrepreneurship

Singapore, Singapore · [Contact info](#)
[Join my marketing newsletter](#)

10,415 followers · 500+ connections

Hammad Akhtar, Chuen Chuen Yeo 楊荃荃, and 72 other mutual connections

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Highlights

Razy's birthday was on January 14

Birthdays are a great opportunity to show you care.

[Message](#)

You both studied at National University of Singapore

You both studied at National University of Singapore in 2010

[Message](#)

Show all 4 highlights →

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Book me for a Business Accelerator Call

Build your business with actionable insights from my decades long experience. Sign up for a 1-on-1 business consulting call and let's chat.

Link

Growth Marketing Agency in Singapore & Malaysia

2Stallions Digital Marketing Agency


2Stallions is a digital marketing agency that helps SaaS, healthcare, and B2B clients grow their traffic and generate quality leads. Past & current clients include Fujifilm, Brother, and...

Link

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We help you discover interesting startups, interview founders and help you become less clueless with angel investing. Subscribe now.



Attabik Awan · 1st
I help individuals and organisations learn how to use AI for Research & Teaching | Evidence-Based Decision-Making | PhD Candidate

Eindhoven University of Technology
Eindhoven University of Technology

Talks about #research, #teaching, #education, #openscience, and #artificialintelligence

Rotterdam, South Holland, Netherlands · [Contact info](#)

1,099 followers · 500+ connections

Rehan Arif, Ali Hasnain, and 51 other mutual connections

[Message](#) [More](#)

Highlights

You both studied at National University of Singapore

You both studied at National University of Singapore from 2010 to 2014

[Message](#)

Featured

Link

1-ON-1 CONSULTING

30-min: 1-on-1 Consulting Call

Want to learn how AI can supercharge your research and/or teaching? Book this 30-minute call with me, and let's talk about your challenges and how AI can help...

Link

FREE DISCOVERY CALL

60-min: Free Discovery Call on Using AI in Research & Teaching

Ready to train your employees in using AI to supercharge their research and teaching skills? Book a 60-minute call with me to discuss your needs and how I can help your organization.

Post

50 years from now when my grandchildren ask me what was...

Are you ready?

101 · 5 comments

Choose What Works For You

Our tiers are designed to meet you exactly where you are in your Thought Leadership branding journey. Whether you're just beginning to realize the power of content creation or your full exec team is ready to scale up your empire and dominate an entire corner of the internet, we've got you covered. Minimum 4-month contract is required so we can deliver the best ROI.

BUILD

\$990 per month

- Dedicated Content Strategist
- Brand Voice & Content Strategy Development
- Monthly Content Interviews
- 16-20 LinkedIn TL Posts
- Monthly Thought Leadership Coaching Call

SCALE

\$1,990 per month

- Everything in the **BUILD** tier, plus:
- Speaking Coaching Calls to record impactful video content
- Repurposing of the TL Posts into short-form videos for Instagram, YouTube, & TikTok

CONQUER

\$4,990 per month

- Everything in the **SCALE** tier, plus:
- Lead Magnet to build Email List
- Weekly Newsletter to your audience
- Digital Marketing service to accelerate growth

YOUR JOURNEY WITH US

BUILD & SCALE TIERS

WEEK 1 & 2

- Ideation Sessions with PressCo. to flesh out niche, positioning, and Thought Leadership brand

WEEK 3 & 4

- 2 Content Interviews, Custom GPT Builder, and first set of Thought Leadership posts for review, aligning brand's voice, and setting up posting calendar

EVERY 4 WEEKS

- 1 Content Interview Session
- 16-20 Thought Leadership Posts
- 1 Thought Leadership Coaching Call
- 1 Video Speaking Coaching Call (*Scale Tier*)
- 16-20 Posts edited and converted into short-form videos for you (*Scale Tier*)

WAQAS + WAQAS


THE NUS DUO

A Note From Our Founders

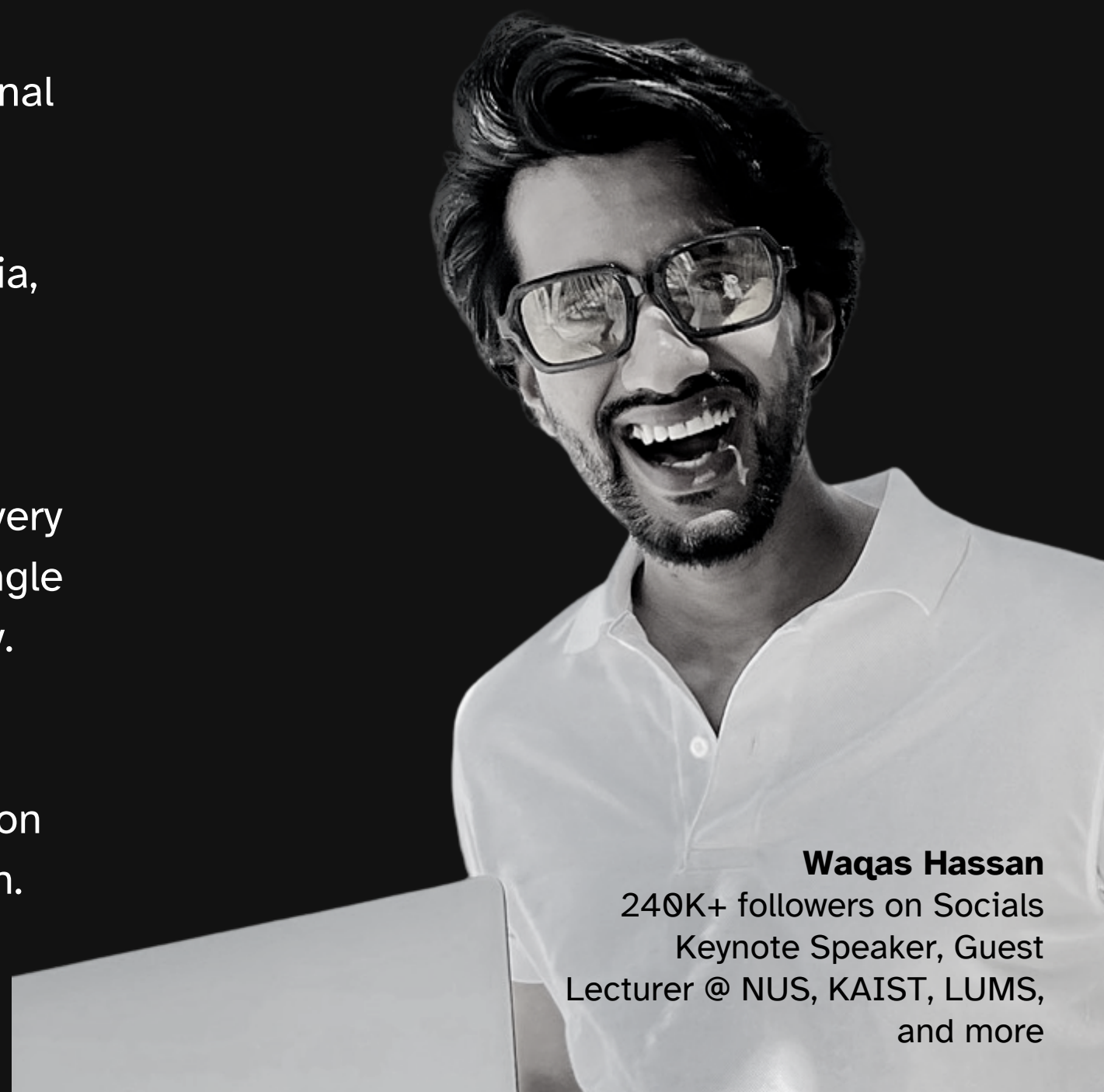
We first started hanging out together at the National University of Singapore almost a decade ago. Graduating in 2013 & 14, we embarked on our individual journeys working in Singapore, Australia, UAE, and Pakistan.

We both experienced how the rise of Content Economy has been transformative for players in every industry. We believe Thought Leadership is the single biggest arbitrage for individuals & brands today.

We started PressCo. to power the revolution of Personal Branding, Storytelling, & Content Creation as a medium of authentic expression and growth.



Waqas Aliemuddin
10+ Years Leadership
Roles @ Ferrari World,
EMAAR, Helpp, CBRE
Group



Waqas Hassan
240K+ followers on Socials
Keynote Speaker, Guest
Lecturer @ NUS, KAIST, LUMS,
and more

Get in touch

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WhatsApp: +61 424 853211