

MORE VISIBILITY, MORE PROFITS

IDEA GENERATOR



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Idea Generator

Take advantage of this Idea Generator to get new insight of where your business visibility is today. Follow through with the recommended tasks to take and get a fresh view of your business. By going through this project, you will find open space to jot things down you can implement in your business.

Spend anytime online or on social media and you will see how celebrities can post the craziest of things and get a huuuuge following of people that comment on them. Most of the time the post does not have wisdom behind it, but hey – they are celebrities.



There are 2 types of celebrity/fame:

1. Those who become famous for illusory reasons (beauty, identification with a movie character, sex appeal; and
2. Those who become famous due to their expert status and perceived authority.

With #1, lack of reputation (deviant behavior) does not harm them.

With #2, reputation and consistency are EVERYTHING.

An audience may idolize or trust a person based solely on their fame. The 'followers' determine if someone is 'famous' or a recognized authority in their field. We are judged by the people we are around: good or bad.

Let's leverage this association in your business!

By being around a recognized authority in business is a fabulous thing! Many times, by associating with the famous person online socially or as business venture, can bring you credibility in the eyes of their followers. Much faster than we could on our own.



Smart business owners will happily use this opportunity to step inside the inner circle of the 'famous person'.

As business owners, we need to have the 'know-like-trust' factor established through your 'circle of people' as the perceived authority or leader they need you to be.

Use the ideas herein to make your profile on point without compromising your values or beliefs.

Create a Live Networking Plan

Time to rub elbows with the niche leaders and coaches in your field. This is very easy to do.

All you have to do is buy a ticket!

More business conferences are happening pretty much everywhere. Make a list of your niche heroes, Google or look at their websites to see their upcoming events. Take this golden opportunity to attend their event. Network with the other attendees and look forward to meeting your person at some point during the event.

Be sure to create an annual budget for your live networking. This should become part of your business plan and structure.



Have a Specific Goal in Mind at Live Events

Ask yourself how you will interact and determine if you will be prepared to sign up to a class or program with them. Remember your goal for the event and execute it!

Are there certain questions you plan to ask? Think about them in advance, write them down and practice.

Recognize the Value of Your Interest



Since these are the upper-level niche mates, you already have common interests as well as passions. They were in the shoes you are now and probably would love to connect.

Write Testimonials for the Experts *Before* an Event

Do not freeze up at the event or mastermind when asked to share a testimonial. If you know the expert by personal interaction or their course, get a head start and write in bullet points things you have benefitted from and simply jot down what you experience at the event.

Simple. Who knows – your testimonial may very well be featured beside a well-known name in your niche. How cool is that?

Follow Your Niche Influencers

This is an excellent way to keep up with new strategies or ideas happening in your niche. Use a combination of ways to participate.

Subscribe to their newsletters and pay attention.

And, interact on social media when you have something valuable to contribute to the thread.



Invest in Yourself: Coach with Your Niche Hero

Clarify – you do not need to pour your profits into having multiple coaches. Take your time to find out the best fit for you and your goals.

The best JV partner collaboration may start as being the client of that person in the position to make it happen. Select someone that aligns with your goals for the year.

Look for Photo Opportunities

A picture is worth a thousand words. Watch for a way to take a selfie, or ask someone to take a picture of the two of you and share everywhere on social media.

Help Them Out



If it is appropriate, volunteer to help get things set up for the event. Offer to stay behind and break things down.

Do you have a LiveScribe pen you can offer to collect testimonials?

Always carry extra pens, notepads (best if it has your information branded on it).

Do it in a genuine way.

Be the Person Who Can Step Up

Have you ever been at an event and one of the guests had flight issues or something happened that caused their delay to the event? It happens.

Have you considered to be the back-up plan? Keep a current, relatable presentation ready to go if needed. It will not be the same topic of the speaker, so select something relevant to the event.



Not only will the host remember you, but you have a new audience! (You may be asked to have your picture taken with a guest!)

Follow Up!

One of the best strategies includes having a follow up process in place.

- Send handwritten thank you cards.
- If you promised to send a link or other piece of information at the event, do it.
- Thank the organizer of the event.
- Give detailed, positive feedback.
- Build strong connections after the event.

This is so easy to do, yet many people forget or overlook it altogether.

Join Challenges

Live events are not the only way you can elevate your status. Join “Challenges” – if you do not intend to participate in it, you are better off not signing up at all. In fact, this could damage your ‘image’ if people notice you are no longer reporting or quitting. Only commit to this if your schedule and drive allows you to be successful.

Add value to the challenge by encouraging other participants. These things will naturally be noticed, and therefore making it a huge boost of your image.

Be a Case Study

If a niche influencer is looking for a case study VOLUNTEER!

Be prepared to share your results and receive feedback.

Brand and Use Your YouTube Channel

One of the quickest ways to increase visibility is create a branded YouTube Channel.

- Create a series on a current hot topic relevant to your audience.
- You must promote your series on your social media and in your blog.
- Write a blog series about it and embed the video on your blog page. This will catch a variety of audience segments with different learning preferences.

Share Your Video Series in Emails



You have been building your list. While you know that using your blog and YouTube Channel with video are a successful strategy, consider sharing the video with a short summary from your blog post.

Email remains to be a powerful way to communicate and connect with people who **CHOSE** to sign up and hear from you.

Use the subject area wisely: put the series name, episode number and topic.

Recognize Your Fears



A challenge many people experience is pushing outside their comfort zone.

Attending live events can be terrifying for some. Just as connecting on social media can have its own level of fear.

You attend a live event and go to only people you know.

Perhaps you never get around for creating video because of a poor self-image.

Time to honestly look at your fear factors. Make a plan for overcoming these by doing something about it. See how brave you are!

- Create goals – even if they are 'mini' accomplishments.
- Attend live events and gravitate to people you do not know and introduce yourself, then ask them what brought them to the event.
- Seek to make a guest-speaker spot.
- You will meet many new connections that way – this may be the very breakthrough you have needed all along!

Say goodbye to the old, ineffective cycles and boost your self-confidence. Plus, you have in a major way enhanced your visibility.

Stand Out from the Crowd

In order to successfully increase your visibility, you need to have something to offer. Your coaching program and business must reflect a bold single focus specific mission.

What can you share and do that no one else can do?

At the very least, what makes you be more effective in the results for your clients?

What makes you and your results different?

HINT: Once you identify your specialty, this identifier will be specific keywords. Include them in links, ALT text, photo filenames and headlines.

Do Not Forget Your Team!

As you have busy targeting your ideal client and getting noticed by the next level leaders in your niche, remember that it took a team to help manage all the moving parts in the background to make it work.

This includes any volunteers, affiliates, team, etc. supporting you. The workload may have initially higher as the business foundation was created. Even when things shift to a more passive income stream, it can get easy to take them for granted. They built your behind the scenes processes and ran it like a well-oiled machine.

- Remember that those closest to your business can be your strongest, honest supporters.
- Reward your affiliates.
- Provide resources and materials to make it easy for your affiliates to promote you.
- Pay attention to your social media accounts and provide contests or other fun stuff.
- You can build trust when you interact with them.
- Be consistent in communication – with your team, affiliates and audience.
- Let them know you value them.



Create VIP Products and Packages

As you have been cultivating and nurturing your list, there should be a deeper level of service in place for them. Often times the challenge is building your list and client base. Now that you are their 'know, like, trust' person, they are ready to work with you.

Examples of what you can offer:

- VIP Days
- High Level Insider's Club
- Mastermind Groups
- Business 'Bootcamps



VIP days are an excellent way to take a deeper dive. The VIP offer can be done as:

1. Coaching intensives
2. Set up a private facebook groups that you actually participate in
3. Create 3 sessions in one day:
 - a. Take breaks in the day with homework in between the sessions
 - b. Focus on something that can be planned and executed so they feel like they accomplished something big!

Get a JV Partner

There are many advantages in having a JV Partner. By the way, take the time to know that Partner and make certain that they are in alignment with you and your audience and message.

Anytime you create a new program or product, you can let your JV Partner know about it. To make it very easy on your JV is to provide them with marketing materials (blog posts, social media post and an email series).

Understand that your JV's may have a minimum list requirement or social media following to agree to promote you.

NAMS, Inc.

[MyNAMS Insiders Club](#)

This is an example of how important attending live events and do some serious networking. You gain a faster, confident relationship that will help when approaching someone new to you.

Facebook Ads

Part of your visibility strategies should include using facebook ads. Plan and budget funds to utilize the power of facebook.

There are some important things to understand about facebook marketing. It is more than just boosting a post. Create your strategy and track results.

This is true for all areas of your visibility efforts.

Whatever you decide to do about your visibility strategy, you must track everything. While not every initial effort hits your expected results, tweak, watch and keep going.

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