

MORE VISIBILITY, MORE PROFITS

TEXTBOOK

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TEXTBOOK

Are you ready to increase your visibility?

Are you ready to make changes necessary lead to more profits?

Do you know it is obvious, yet overlooked by yourself and others?

The answer is not updating your profiles everywhere you are seen online. Easy, right?

No matter how much money you invest in your business, programs or products, if no one can find you will stay stuck.

Do you:

- ◇ Outsource your content?
- ◇ Start Social Media campaigns?
- ◇ Create the most wonderful products, yet get lackluster sales?
- ◇ Throw your money away daily by not addressing the "WHY"?



You may get *some* results; however, wouldn't it be better to capture an interested audience ready to purchase something or hire you?

Here goes the issue: an outdated, poorly written profile.

If you expect to have a successful business, then you must get past the fear many business people have regarding taking the time to work on a **stronger** profile for your niche and get better visibility.

Chances are you may have evolved which no longer aligns with your original profile information.

Smash through your comfort zone.

Step One: Who Are You?

A clear vision of what a client can expect to get and why they need you to show them. How should they perceive you and know you are the person to help?

Track the changes and look at the 'why' behind them is a positive activity.

Affirm your:



- ◇ Decisions
- ◇ Mission
- ◇ Principles
- ◇ Needs
- ◇ Priorities
- ◇ Challenges
- ◇ Gifts
- ◇ Skills

Review the milestones – good and bad.

- ◇ What did you learn through them?
- ◇ What people are you best at helping?
- ◇ Have you changed?
- ◇ Who are you today?

Consider these areas to update:

- ◇ Your mission statement
- ◇ Detailed description of who you help
- ◇ How you can best help them?
- ◇ What is your specialty?
- ◇ What inspires people to take action?

Review and make adjustments, as needed.

Time to give yourself a 3- or 4-word title – even if you never use it.

The 'Who Am I' exercise helps you set and get clarity to your identity.

One rule: Your title must align with your main passion and mission.

If you coach people that helps clients to eliminate debt and move toward a prosperous mindset, take time to brainstorm potential titles that reflect that.

EXAMPLE: Rhonda Smith – the Money Mindset Transformer. Ok, that is not the best titles, but it gets your mind started on the path of thinking about it.

Step Two: Boost Your Branding

Does your website reflect who you are and who you want to attract? Does your website truly, clearly represent your mission and message?



BRANDING IS NOT ABOUT A FANCY LOGO: IT IS ABOUT CONSISTENCY!

It cannot be stressed enough the importance of strong brand message. Easy changes can be made with some tweaks.

First, take inventory of what may be adjusted:

- ◇ Website
- ◇ About Page
- ◇ Profile Photos
- ◇ Products and packages

Website: Cutting-edge theme?

Wordpress sites can be very easy to change themes and have a mobile friendly theme.

If your website is horribly outdated, it does not represent you or your programs well. Fortunately, the process to update it is easier than ever to do. You may determine to hire someone professional to handle this. You need a website that functions so you can better serve your clients. Call to actions should be clear and easy to see from the viewers point of view.

The website is your first impression to new people – make it a good one.

Do You Have a logo?

- ◇ Think about these questions:
- ◇ Does it reflect something you do?
- ◇ Does it reflect your message and attract the right clients?
- ◇ Does it include a trademark you have?

A professional logo is worth the cost as it will be your anchor branding tool. Think about it – your logo should be everywhere you are seen online. After a while, clients can glance at it and immediately recognize it as 'you'.

Is your site cluttered? Full of distractions?



This is your single, important goal for building a list. Make it as simple as possible for someone to give you their email.

Keep in mind that your call to action should be irresistible.

Do you keep your website updated?

You cannot afford to overlook this step. To stay relevant in your field it requires activity and current content. If you are calling yourself as an SEO specialist, it only makes sense that you will display that technique on your own site.

Promote it via social media ads, blogging and tweeting new posts or offers. When combining these (promotion and web presence) becomes a valuable effort with your business strategy.

Your “About” Page

Is it updated and current?

Does it represent you well?

If someone is reading your About Page, will it make them feel like you are specifically speaking to them?

This is not the place to ‘brag’ about yourself. (Your “Success Stories” page is where they can see results your clients have achieved by working with you).

Your profile image should up to date and appropriate for your audience to connect with.

Success Stories

This is where you can have people share their results when working with you. This is the page that lifts your status in the viewers mind. Make sure they are genuine sounding.

You can get these from clients by feedback forms or a survey that may say “featured on your website”.

Step Three: More Visibility

Live events are among the **best** ways to circulate around with successful authority figures in your niche. It is easier than you may expect.

You can find conferences, workshops, etc. very easily when you either go to niche leaders’ websites to see upcoming events that person is speaking at and if you Google upcoming events in your area.

Use this as your business strategy in networking. When you attend, get the most out of it by asking questions, meeting people and making good connections.

Take advantage of picture opportunities while there. Post it on social media with their name 'tagged' and in an instant, you have increased your visibility by association.

Be prepared to utilize your title (lifestyle coach) and url during the event. You may see your feedback event site, or the speaker's own website.

Live events are only one of the ways you can interact and network.

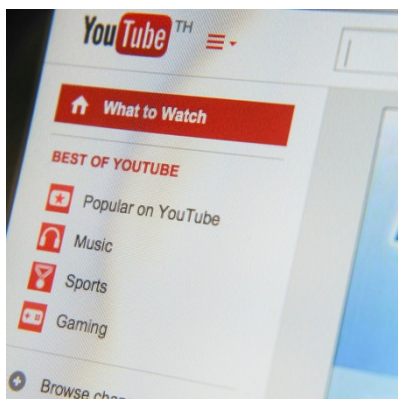
Participate and Engage

Telesummits continue to be great ways to engage.

Typically, there will be multiple speakers at these online events with a common topic.

As an attendee, you will be surrounded by niche-mates and have several opportunities to raise your visibility. Many times, there will be a Facebook thread or comment area you can participate in. Exposure – as well as learning something you can use - is your goal at these events.

Videos



It is easier than ever to create a series of short videos to share with your ideal audience, giving useful 'mini-tips' to align with your programs.

Think about how many times, you yourself watch video or subscribe to YouTube channels. When creating your 'series', keep in mind that it matches what your program is. Do not confuse the viewer.

It is equally imperative that you brand your channel consistently and thoroughly.

Your call to action with these videos? **Ask people to subscribe!** Your content should be relevant to your audience.

Actively Seek Interviews



As with video, Podcasting is very popular in connecting to your ideal clients. People to interview is something that Podcasters seek. You can contact them directly. Another way to let people know you do interviews is to create a section on your website offering your services.

As you begin guest speaking, create a "Guest Speaking" page to showcase your interviews.

You can begin hosting your own podcast show. Reach out to niche leaders and experts to interview, giving their audience access and visibility to you as an authority on that particular area.

This connection with them also opens the door to a potential JV relationship.

Network Within Your Circle

Participate in Groups or Forums that have like-minded people interested in what you provide.

Build relationships in these groups. Show off your expertise by responding to questions or comments of the participants. This is much easier to do than you think.

Be Quotable!

Blogging is a fantastic way to share your expertise. The more information you write that helps other people, the more 'quotable' you become. People love sharing things with their audience, which in turn can put you before a new audience.

About quotes, you may notice that a lot of famous peoples' quotes are on social media. Instead of following this path, pull out some of your quotes/comments, place it on an image giving yourself credit for it, and wait to see how many 'likes' and 'shares' it gets.

If you want to be perceived as an expert, provide quotable quotes.

Provide a Press Kit or Media Page on Your Website

Gather your guest appearances, photographs with the niche-leaders as well as articles and books you have been published in to place in your 'Press/Media' section. Do not forget your interview listings.

Provide a professional looking Media Kit page that provides what you want people to know about you as well showcases why you are newsworthy.

Public Speaking



People are always looking for guest speakers for their live events, telesummits, podcasts and interviews. Put yourself out there even if it means it is 'free'.

You will find that ('free' as in no payment for speaking), provides a platform in front of a new audience that may create new clients for you. If nothing else, you have another piece you can list on your Press/Media Kit.

If you are shy, there are other places you can speak in front of an audience on a smaller platform to build confidence.

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Join your local Toastmaster's club and get speaking practice in front of a warm audience.

Join local business originations and find entrepreneurial programs happening in your area to volunteer to do a free, live workshop. Invite attendees to 'like' your Facebook page and write something they learned from you.

Get photos of you showing you speaking and teaching in front of a group to add to your Media page.

Now explore what you have and put it out for people to see. Place on your Media page.

Step Four: Write a Book

Savvy experts know the positive benefits to writing a book. Talk about adding credibility, this will elevate you to a new level.

A common question among entrepreneurs is "How long does a book need to be?"

The answer: As long as it takes to deliver what the title promises.

The word count can be around 25,000 words.

Do not slap together random topics with little to offer the reader. Stay focused and impart real, meaningful information. Extra words that have nothing to offer will weaken your message – and your reputation.

Ideas for you:

Re-purpose blog posts, client handouts and client notes

Find your topic then review ideas and client notes, making sure that the material has a single, overall message. Create your outline from common points.

Commit yourself to write 850 words per day

This is a method that works quite well. Put 'writing' on your calendar. Set an alarm to remind you to write. Writing daily will give you the 25,000-word count.

The trick of this is to stay on task and plan to write something. If you do not feel inspired to write, write what comes to mind. You can brainstorm and have some amazing content.

Outsource it

You may consider hiring a ghost writer with a strong reputation and credentials.

It is important that should you go this route that you have a 'write for hire contract in place that the ghost writer cedes all rights to the material. You do not need to list that person as a co-author for the work: another important point to having the agreement to cede all rights to you.

You should provide her an outline and provide examples of what you expect.

The more specific you are, the better it will be for your ghost writer to capture your vision.

Do a recorded interview with them: give them good quotes and info to utilize in the book.

It is important that you make any edits to give it your 'voice'.

Amazon Kindle or other mainstream publishers should be researched to find the best way to publish your book. Keep in mind, you can offer an audio version too.

You can even sell your book in .pdf format from your website. This will allow you to gain credibility as well as become more visible online.

As an author, this book can give reason to:

- ◇ Create a Facebook for you book
- ◇ Create a Facebook Author page (once you have 2 or more books)
- ◇ Offer to be a guest for interviews
- ◇ Offer to speak at events
- ◇ Approach JV partners
- ◇ Hold local workshops or book signings

You can become creative if writing is not something you can or will do: record your book as an audio book. Then hire a transcriptionist to produce the written format. You can even edit the transcribed version prior to publication.

Step Five: Hang Out with the Rich and Famous

Simple methods to expand your visibility and credibility:

Use attending **live events** as one of the essential stratifies in your business. Earlier we covered how to find live events where your niche leaders teach or speak. Go to more than one live event.

Network! It is important to socialize with fellow attendees too.

- Get photographed together
- Selfies are quick and easy
- Have someone snap the photo

JV with someone successful in your field

- Provide a product that is relevant to their audience
(Research them, **then** approach them)
- Give them a BIG reason to care about you and your product
- Offer them 100% commission and make it super easy for your JV top promote you to their audience

- Get a well-known name in your niche to write the foreword of your book

Choose a relevant expert

The best endorsement is having someone who is an authority in your area with a large following.

Their expertise matches your field and your followers.

Select them carefully. Remember that his/her fans may very well become yours: are they the right fit for your audience. Do not waste this opportunity to gain a new audience.

Research your foreword writer

The more in demand your chosen expert is, the more important it is for you to get them as your writer.

Here are a few steps to do to increase your chance of getting them secured.

- ◇ Their schedule over the upcoming 6 months
- ◇ Do they have an assistant or media handler?
- ◇ What his/her interests and passions are
- ◇ What events have been significant in his/her life
- ◇ What projects they are launching over the upcoming 6 months
 - Do these tie into your projects?
 - What gets your person excited?

Provide prompts

These tips will help receive a positive acceptance:

- Include a copy of the book
 - Recommend what you are looking for as the foreword:

***Why** they think readers should read your book and **what** the benefit doing so will bring them.*

- ◇ Remind the expert how you have met
- ◇ Connect them to your book

Summary



Increase your visibility by taking action and asking.

The BIG secret?

The first action you take that results with a minimal success response will seem to unblock energy on a much higher level. Imagine how it will feel to have accomplished even a small amount of success.

The more actions you take, the more opportunities will show up.

Remember how you can get it all started:

- ◇ Be a guest on shows
- ◇ Join their big-ticket clubs for free
- ◇ Write their forewords
- ◇ Partner as a JV

As you gain more visibility and success, this is the time to make more profits through growing your list, as a niche leader in the making – only if you take action.

Push against the boundaries you have created in your mind. Get out of your comfort zone.

Take action and ask for what you want.

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