



Life
with
*Passion*TM

*Marketing yourself
without feeling overwhelmed
or like "that person"*

10

THE INCOME REPLACEMENT FORMULA LIVE
YOUR VISIBILITY



Overview

This week, you're going to choose (or confirm) your most strategic way to get consistently visible online, so that you can keep showing up and bring in clients without getting overwhelmed, and we're also going to look at my favorite example for visibility, the one I've used most to grow my business--Facebook.

Visibility is part of marketing, which leads to sales...this spectrum is where I see so many high-achievers get totally stuck, freaked out, or both. Can you relate?

Let's do something about that. With everything I create and teach, two core strategies are simplicity + focus... that's why my clients call me Queen Christine of Simplicity :).

So let's apply simplicity + focus to choosing your most strategic way to get visible!

—Christine



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Assignments

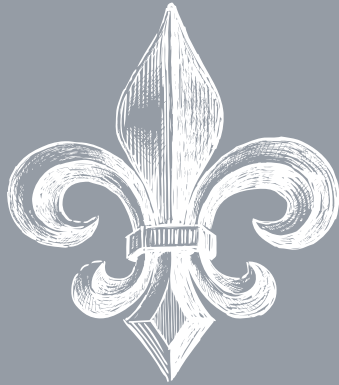
- Participate in the group call on Tuesday, November 27th at 12PM EST

- Complete this PDF by Monday, December 3rd

**This PDF is for you, so feel free to be completely honest here--you'll only share what you choose with me and the group.*

In this module, you're going to:

- Recognize what's been keeping your wheels spinning.
- Learn how to acknowledge & break through it without feeling more overwhelmed.
- Create a plan for visibility that feels comfortable and converts to clients.



— Your Goals —

What are you most interested and excited to learn about visibility this week? How do you want to use it to grow your business?





— Your Most Strategic Way —

Now that you've set your intention and focus, let's apply simplicity and choose ONE WAY to get visible that feels comfortable (enough) to you already, and consistently stick with that strategy for at least 90 days.

That's it. Simple + focused gets results.

It could be posting in a few targeted Facebook groups, doing videos, posting on Instagram (if that's where you're more active), the list goes on, but DON'T OVERCOMPLICATE IT. Some questions for you to consider to help you narrow down and choose that medium are below.



How do you want to be visible?

What is your favorite social media or online platform, the one that you just can't seem to get enough of, the one that's part of your everyday life?

Where do you spend the most time online?

How do you consume content yourself? Is it reading articles or Facebook posts? Listening to podcasts? Watching YouTube videos or Facebook Lives?

How would it feel to generate that same kind of content on a consistent basis?

Success seems
to be connected
with action.

Successful people
keep moving.

They make mistakes,
but don't quit.

– Conrad Hilton



Here's why I ask those questions:

The chances are VERY GOOD that your ideal client has similar online habits and content consumption habits to you. SO, you're already closer to reaching them than you know right now, because you're already probably acting a lot like them, hanging out in similar places online.

Reach your future client where they are, which is very likely where you are, too!

You DON'T have to do it all. I didn't publish my first HuffPo article until over a year in business. I'm slowly optimizing my YouTube channel (adding 1 video a week). I still don't use Pinterest, etc. I picked one at a time. Facebook was my initial and number one priority because that was the sweet spot of both where my audience was hanging out and where I personally felt the most comfortable.

While you're showing up, and providing value, make sure to state what you do and what you can provide. OFFER your services or product! How can they work with you, or find your product, or join your challenge, or download your freebie? Tell them! Keep it to a semi-regular basis, say 1 out of every 4 posts, or 20-25% of the time, because if people like what you have to say, some of them WILL want to work with you, and how will they know unless you tell them?





— Taking Stock of Your Visibility —

Why do you think you haven't been as visible as you could be? Is it a lack of strategy, a lack of confidence, or a fear of being pushy or annoying? Process below.

Spending Time Online

Pay attention this week and track your time. How much time are you spending on Facebook or your preferred medium per day? Write your answer below.

What are you doing when you're on Facebook, Instagram, etc.? Are you consuming content, engaging with others, posting your own content?

Whatever that number and action is, chances are, it's more than you realized until you started tracking it. That's ok, because what gets measured gets improved! Now let's get to making that time more productive for your business!

I recommend you only go onto your preferred outlet with an intention--not as a mindless habit, to scroll or to pass time. Go with an intention to connect, or to reach out, or to provide value. You can choose different goals each time, but this is like checking email--you can waste a TON of time if you do it mindlessly or a million times a day, or you can get super-efficient and focused and help it yield great dividends.



As an example, let's look at Facebook.

As you know, Facebook is the single biggest platform I've used to build my business. Within Facebook, there are Pages, Groups & Ads--oh my! :)

We're going to be focusing on Groups & Pages, because when you're starting out in business, these are the two I recommend you most utilize in order to grow your business organically. These are the 2 Facebook tools I have used to reach my ideal clients and build connection and community.

Each one has its own strategy as we'll discuss, but the most important thing to keep in mind is this--they are just tools. They are the means to an end of being able to put yourself in front of your ideal client and let them know that you're there to help. You're there to solve their problem, and you're the answer they've been waiting for.

How beautiful is that?

There are 1.4 BILLION people in the world on Facebook. BILLION. That means that using Facebook strategically could be all you need to do in order to connect and book your ideal clients--if you choose. That's why we're starting here. To me, it's more important than having your own website, so we're covering it first.

The tech part is done for you by Facebook. All you have to do is tell your story in ways the platform best understands.

For introverts and/or those nervous about putting themselves out there (both apply to me!), Facebook is a total game-changer. Gone are the days of needing to go to networking events or follow-up with lunches and coffee dates--unless you want to!

So let's learn about each of these tools in the Facebook "belt." And if you're feeling anxious, remember, this, too, is figureoutable!

We'll talk about Facebook tools below, but keep in mind that you can apply these principles to any strategy you choose to use!

Facebook Groups

Facebook Groups are currently the best free way on Facebook to get in front of people consistently. Once someone joins your group, if their notifications are turned on, they'll receive a notification about everything you post. It's a great way to build relationship and the "know, like and trust" factor that helps people become comfortable with buying from you.

You can start your own group, be in someone

else's, or both. Either way, it's important to be consistent and to provide value, not just sell. Give people a reason to know, like and trust you. Talk about your story. Talk about why you do what you do. Give away tips, strategies, tricks. And always use a picture or video to accompany your words, because that is what catches your reader's eye and gets them to stop scrolling and engage!

How do you currently feel about Facebook Groups?

Of which groups are you a part?

Why are you part of those groups?

Facebook Pages

Facebook Pages have changed a lot over the past few years. With current Facebook algorithms, only a small fraction of the people who actually “like” your page are shown what you post--unless you pay to boost the post. So while it’s important to post regularly so that people perceive your business as still being active, recognize that posting here is more for show, and your engagement will likely be very low unless you run ads to boost the posts.

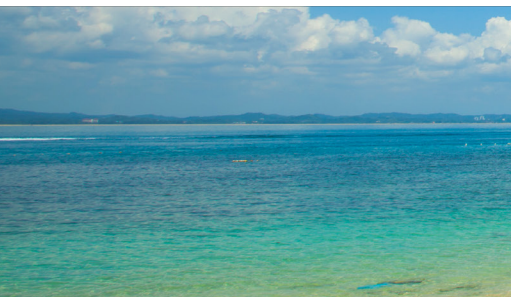
So, why even have one?

There are two main reasons to have a page, in my opinion. The first is that you must have one in order to run ads. The second is that it is a “legitimizing” factor. Even if you don’t have a website, if you have a Facebook page, people can find you. Facebook business pages often rank higher in Google searches for the business than the business’ own website!

What do you currently know about Facebook Pages?

Do you have one? If so, how do you use it?

If not, why not, and do you plan to start one?





— Creating Your Plan —

Now that you know where you want to show up for 90 days, your chosen medium/outlet, it's time to create a plan to get consistent.

I often say that consistency and persistency are the two biggest indicators of success that I see.

In order for your business to grow consistently, you've got to show up daily for your business the way you desire your clients to--with enthusiasm, excitement, and commitment!

The 90-day commitment is key because it's a timeframe that's possible for your brain to comprehend, and it's also long enough for you to begin to see results.

Take what you discovered about Your



Messaging in Week 9, and I want you to show up every day and get REALLY conscious of how you're using your chosen platform, what you're consuming, and where, so that you can continue to craft your messaging as you go!

What do you like most about the types of content you tend to consume? Share below.

What length of content do you prefer?

Who are your favorite people to follow, and what do you like about what they share?

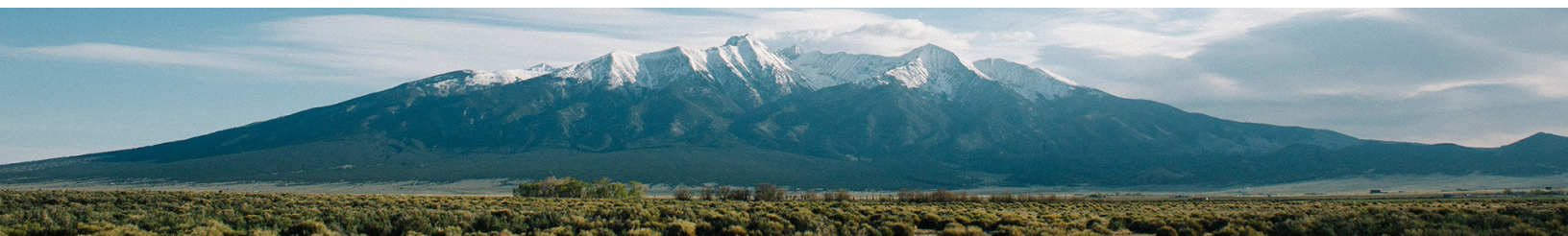
Do you prefer photos or videos that accompany the text you read?

What types of images are most eye-catching for you?

What, if anything, turns you off about a post?

What makes something a “must-read/watch” for you?

How will you use this information to inform your content and visibility for the next 90 days?



Way to go!

You've just generated a
TON of useful
information for
yourself and for your
business about how
to create your
own customized
visibility plan!





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