

FAST, EASY AND PROFITABLE ONLINE CHALLENGES

Sample Script

Visibility Kickstarter

Day 1: The Power of The Expert Status

Welcome to the Visibility Kickstarter challenge.

I've designed this training to be **easy to follow and fast to implement**, and even though I'm putting **years of my experience** and expertise with **online marketing** into this training, I'm not going to take any time sharing my story and my own personal journey.

Instead, we'll dive right into the practical and actionable stuff.

This training is divided into five parts, each focused on one power that you need to master in order to increase your online visibility. In each video you will learn powerful skills and strategies to help you get more reach and more engagement... ultimately leading to increased influence and income.

Our **first topic** is the power of the expert status.

But before we jump into it, let me define what I mean by visibility.

I'm sure you'll agree with me that the more visible your business is, the more likely your potential clients will look to you for the products and services they need.

But **what does vi**visibility and especially online visibility actually mean?

10 years ago, being visible online **meant that your** website showed up on page one of Google.

And it's still valuable, especially if you have a local business.

But nothing anymore even compares **with social media** a visibility.

Just think about it, last time you needed to find, let's say a graphic designer or a chiropractor.

Did you google it or did you go on your favorite platform and ask your friends who they use and recommend?

I bet that's the last, and not only because it's often faster to get the answer, but because it also comes with something incredibly valuable - Social proof.

It means that besides just getting **information**, You're also getting **opinions**, recommendations, endorsements, from real people.

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In addition, **social media provides** endless opportunities to participate in discussions, make connections and share your message.

My preferred social media **platform is Facebook** - because I truly believe that it's the best platform for growing your reach and influence, and it's the fastest and easiest to tap into.

Facebook has billions of monthly active users all over the world, it has an amazing system for creating supportive communities - which makes it my favorite place to build relationships, showcase my expertise and attract clients.

That's why most of the examples I'll be using in this training will come from Facebook.

And just to be clear, we are not talking about spending thousands of dollars on Facebook ads. **We'll be focusing on** organic and natural ways to increase your visibility for free. While only spending a few minutes a day online.

We'll be looking at strategies that are timeless and do not depend on changes to algorithms.

And... **most of the** tactics and techniques we'll discuss can be applied to other social media platforms. So get ready to learn skills that will benefit your online presence for years to come!

Now.. let's talk about how you actually **measure your visibility** on social media.

Going back to the definitions... in general, online visibility means - how easy it is for your potential clients to find you, your company, and your offers online.

The **traditional** way of measuring online visibility is of course, with numbers and statistics.

When people search for the solution to their problem, does your stuff come up?

How often do your links, posts and pages show up on results?

And how high do you come up in searches? In other words, what is your ranking.

In social media world, it means what is the total reach of your posts, the number of your friends and followers, and whether people can find you, your posts, your pages and your groups when they search by keywords.

And if you measure your visibility based on these traditional ways, you might be disappointed. And if you just look at these numbers, especially if you're just starting out, you might think it's a losing game.

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And that's why I **much prefer to measure** my visibility in terms of being **found, mentioned, referred and booked.**

So, when I talk about **visibility on social media** and measure my own visibility on Facebook, I usually mean these things:

- **Your friends** and followers know exactly what you do and who you work with and often offer potential clients to you.
- **Your name** comes up in Facebook discussions, as soon as your area of expertise is mentioned.
- **People interact** with your posts and actively participate in your groups.
- **People that** you've never met in person, reach out to you and ask about working with you.
- **People share your** content with their friends and followers
- **And ultimately** you get leads and clients

So how many of these statements are true for you?

When you can honestly say yes to all of these statements, you've reached something I call the **trusted expert status.**

And when you reach the **trusted expert status**, when you become the **recognized go-to expert** in your field, a lot of doors open up for you.

You become **top of mind.**

Your name comes up as soon as someone mentions the need for your skills.

It completely changes **how you're seen** by your market and how people respond to you.

You stand out from competition.

You no longer have to justify higher fees for work and no longer have to chase clients.

You don't have to convince them to work with you.

You become the obvious choice.

They come to you ready to work with you and invest with you.

And that's the true reason you want to increase your online visibility. Right?

And I'm sure you've all seen it play out on social media

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It looks like this. Someone posts a question asking, let's say for a recommendation for a copywriter or a VA or a mindset coach...

And then almost immediately 5, 10, 15 people would jump in with suggestions.

As you scroll through the comments, you may notice that several people have mentioned and tagged the same individual. What's more, even after the person has already been mentioned - others continue to chime in with praise and recommendations for them.

And you just know that will most likely reach out and probably hire this trusted expert on the spot no matter the fees.

And that's the power of the trusted expert status.

Just think of what this kind of positioning can do for you.

Now, here comes a very important point:

If you want this kind of positioning - **you must first decide what expertise you want to be known for!**

Consider how you want people to talk about you when you're not around.

Keep in mind that people won't recite your elevator speech or remember your clever fancy title, when they are referring to you.

While those elements have their place on business cards or during a networking meeting, they don't necessarily reflect how people would actually describe you.

No one will say "You should meet Jane. She helps heart-centered entrepreneurs who are drained and resentful to unleash their authentic and natural abilities to generate massive income through increased productivity." No one will remember that.

No, they'll use their own shorthand version, and simply say, you need to talk to Jane. She's my productivity lady. She'll help you get stuff done!

Now it's your turn.

What's your one or two word simple Expert Topic?

How do your followers and your clients describe you in a conversation? Or - how would you like them to describe you?

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Keep it simple. This is where you strip off all of the marketing language, all the sexy and creative titles... and we get to the core of what do you want to be known as?

Here's some examples of how others might refer to you:

Marketing guy or website expert, or spiritual coach or energy healer or dog trainer.

See how simple it is?

Very often we get so caught up in coming up with the most unique marketing message, that we lose sight of how people might be searching for us or talking about us.

Once again, what we are talking about here - is not how you describe or introduce yourself.

It's how your clients would describe your expertise in the most basic way.

And don't try to force it by referring to yourself as the Queen of the Funnels.

Here is another way to look at it.

Imagine a podcast host is looking for an expert on a particular topic. Let's say she is looking for a relationship expert.

She won't know the clever creative title you came up with for yourself.

She will simply ask if anyone knows of a great relationship coach. And - if you are a relationship coach with a clearly defined and established expertise - hopefully your name comes up.

So - did you come up with your expert title?

If you are not sure - this might be a great time to ask your clients or even your friends, how would they describe you to other people?

In one or two words, what would they say you do?

You might even post this question on your social media profile right now.

And if they can't answer or you're getting a lot of different answers, you might have just discovered what's behind you not being as visible and profitable as you can be.

And, here is one more super important point.

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You can only focus your online marketing on one expertise at a time.

And I know you're probably great at several different things. Most business owners are. But if you want to see fast results, start with one.

The simplest way to increase your visibility, to position yourself on any social media platform, to grow your following and attract clients fast begins with positioning yourself as an expert in one niche (NITSH)

So my first challenge for you is to **select one expertise**, one area of your brilliance and set the intention to focus on just this expert topic.

Because if you don't know what it's, or if you talk and post about multiple topics, you're muddying the waters.

You're making it really hard on everyone around you to get to know you, to promote you or hire you.

So if you are, for example, a leadership coach who also gives fitness advice and sells real estate, and you talk about and promote all three at the same time, you're most likely not seeing any traction and returns on the time you put into your marketing.

The **second key** is getting very specific about your ideal audience.

Who is your ideal client? Who would you like to work with?

Here are a few examples of audiences:

- Parents of teenagers
- Women in long-term relationships
- Business owners
- Dog owners

And, of course, you can get much more specific with defining your ideal clients. For example, instead of just saying business owners, you can say, women business owners who've been in business for more than 5 years, who want to sell their coaching and training programs, and are struggling to get visible.

The last key to building visibility and expert status fast is identifying one problem you can solve for your ideal audience, related to your expertise.

In other words, one specific solution you provide.

One of the easiest ways to think about it is to ask yourself - which service or offer you'd like to bring everyone's attention to?

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What's one specific offer you'd like to make to your audience next?

And what's the main solution this offer provides? What problem does it solve?

Let's look **at an example.**

Let's say you decided that you wanted be known as a copywriter, or even more specifically **website copywriter.** By the way, the more specific, the better.

Even for this very specific niche, there are a lot of different solutions you can offer to your clients.

For example, **working on their** entire website copy or only on **on specific pages** like the homepage, **improving the SEO** on existing pages or helping them set up **an opt-in offer** or a **sales page** and so on.

If you wanna skyrocket your visibility in a very short time, you need to choose one of these solutions and focus only on this topic for the next few weeks.

So as an **example, let's** say you have a great package that includes writing or updating someone's bio and creating a custom About page for their website.

One solution you're providing for your ideal clients is helping them describe and position themselves by creating and updating their bio and copy for about page.

Next, let's **quickly do a couple more** examples.

Let's say you're a **business coach.** **One specific p**roblem you can solve is helping your ideal clients get clarity on their niche.

Let's say you are **a VA,** a virtual assistant.

One **specific problem** you can solve is helping ideal clients get inbox under control.

Or **let's say** you're an energy healer.

One specific problem you can solve for your ideal client is to energetically remove their money blocks.

Notice how each of these solutions is very specific. Each of these solutions is very clear. Each of them can be explained in one sentence. And notice how we are focusing on one solution and one solution only, even though there are so many other things we can help our ideal clients with.

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So, to recap, in order for you to grow your visibility and online presence - you need to get crystal clear on what expertise you want to highlight, what offer you want to make next to your ideal audience, and be able to clearly state what one specific solution it provides.

In the following videos, I'll share with you how we're actually going to put all of this into practice and create the actual posts to grow your engagement and reach, so you can soon enjoy the benefits of strategically increasing your online visibility on Facebook or other social media platforms.

Your assignment/ your challenge at the end of this video is to identify **one area of** expertise you'd like to be known for - the expert label you want people to remember you by, **identifying who your** ideal client is, and **identify one specific solution** you want to provide to your ideal clients.

And I'll see you online.