

# THE LITTLEBLACK *Business Book*

## VISIBILITY CHEAT SHEET

**Visibility = getting yourself in front of as many leads as possible**

**Mindset-** Uncover any blocks you have about being visible, charging what you're worth or anything else that may keep you from fully being present as you become more visible in your business.

**Confidence** - Action breeds confidence. Doubting yourself or your skills? Practice, educate yourself, and get training or mentorship around areas you are weak in.

**Know your stuff-** Immerse yourself in your ONE THING. Find out everything you need to know about your niche and industry. The more you know, the better.

**Know what your potential clients want** - ASK your potential clients or customers what they want and need. Survey your audience. Figure out what they are struggling with and create a solution that solves their biggest problem.

**Strive to be the Best** - Continuously grow and stretch yourself.

**Be Helpful. Give lots of Value.** - The best way to build know, like and trust with your community is to provide valuable content consistently.

**Make Connections** - Create relationships with peers and other people in your industry. These people will be your advocates as well as a source of referrals and broader audiences.

**Stand out with Influencers** - Get involved with influencers by taking their programs/courses and shining as the star student.

**Think Outside the Box** - There are so many other ways to get your message out to the world besides social media. Explore other ways in which you can share your talents and gifts. Guest blogging, speaking, writing books, in person events, podcasting, etc.

**Be Consistent & Persistent** - Simply put: show up and and don't quit.