

MASTERING VISIBILITY WORKBOOK

Module 15

**PERSONALIZED
BLUEPRINT
RELATIONSHIP ROUTINE**

CALL TO ENGAGE (CTE)

After you have posted your video content, practice interacting with your audience in order to UNDERSTAND what they want more of (so that you can create programs and coaching that is relevant to your audience):

RESPOND - List 3 responses that affirm your viewer's point of view and how it touched/affected you?

1)

2)

3)

ENGAGE - What moved your audience in the video? (look for emotions) List 3 questions you can ask that lead to further interactions:

1)

2)

3)

INQUIRE - What part of the video content was the most relatable and inspired your viewer to respond? List 3 inquiries you can make that will help you understand their perspective:

1)

2)

3)

TRACKING RESPONSES

After you post a video, stick around for 15-20 minutes and engage with the audience. Check back within 24-hours and respond to their reactions & comments.

REACTIONS - Which of your videos have gotten the most responses? (put the URL link below & the title of the post) :

1)

2)

3)

RESPONSES - Which comments gave you the most insight about what was important to your viewer?

REALITY CHECK- What did you understand about your viewer's pain/issues/problems as a result of posting your videos:

RELATIONSHIP ROUTINE

In order to create TRUST and CONNECTIONS with your audience, you need to show them you are CONGRUENT with them. For one MONTH, make a commitment to post at least once a week, engage with them after you post, and track the responses using the sheet below:

RELATIONSHIP ROUTINE TRACKING

DIRECTIONS										
	Copy & Paste the video URL	Inspiration, Education, Experience, Entertainment					What did you ask the audience to respond to?	Copy & Paste the words your audience used to relate to your video content		
WEEK 1	POST LOCATION	POST TITLE	POST TYPE	Views	Likes	Comments	CTA/CTE	RESPONSES		
WEEK 2	POST LOCATION	POST TITLE	POST TYPE	Views	Likes	Comments	CTA/CTE	RESPONSES		
WEEK 3	POST LOCATION	POST TITLE	POST TYPE	Views	Likes	Comments	CTA/CTE	RESPONSES		
WEEK 4	POST LOCATION	POST TITLE	POST TYPE	Views	Likes	Comments	CTA/CTE	RESPONSES		

{Print, Sign, & Post next to your computer}

STEP 1: COMMIT TO YOUR RELATIONSHIP ROUTINE

All relationships are based on trust. Online we need to be consistently visible to our ideal audience in order for them to 'know, like, and trust' us. Below, you are making a declaration of what you are willing to do for **one month**. Don't overcommit and set yourself up for failure. What level of engagement are you willing to follow through on daily or weekly to foster **TRUST & CONNECTIONS**?

1 WHAT IS YOUR #1 REASON FOR BEING VISIBLE ONLINE?

I am committed to...

2 HOW MANY TIMES A WEEK WILL YOU COMMIT TO POSTING IN THE NEXT MONTH?

I am committing to...

3 HOW MUCH TIME WILL YOU DEDICATE TO POSTING & RESPONDING?

I am committing to...

SIGN YOUR NAME

DATE