

**STARTUP**  
**ENTREPRENEUR**  
**ACADEMY™**

Setting you up for business success

Gaining Visibility and  
Establishing Credibility Tips  
& Worksheet

## Gaining Visibility and Establishing Credibility Tips & Worksheet

Here are several tips I shared in the audio file to use as a checklist of things you can do to increase your visibility along with a couple questions to think about your own visibility and credibility action plan.

1. Determine where your ideal clients are hanging out
2. Ask questions
3. Get the engagement going
4. Post consistently
4. Tag people and businesses in your posts
5. Polls are a good way to get engagement
6. Use photos and videos whenever and wherever you can for more engagement and more brand visibility
7. If you're doing something unique, share it with the media, then post it
8. Use free PR sites for SEO (see link in the module with 80 sites to attract traffic back to your site)
9. Google for business
10. Create something people are interested in (i.e., workshops, events, programs, etc.)
11. If using LinkedIn, add any experience or new ventures as a status update (i.e., speaking, volunteer opportunities, board roles, etc.)
12. Don't just look at just the likes. This is an open invitation to connect with that person
13. Start the conversation to build visibility and create the relationship
14. Create a Calendly or Acuity account (free to \$10/month) to meet me for virtual coffee
15. Find out how you can help that person when you meet - Going the extra mile does wonders in a relationship and in turn comes right back to you one day. Do not fall victim to the WIFM mentality ever also known as "what's in it for me." People see and smell this miles away which can, in turn, hurt your credibility and reputation

Now it's time to create your visibility strategy plan and how you plan to establish your credibility. What activities will you utilize (i.e, blogging, vlogging, podcast, social media content posting, etc.) List your thoughts and your plan below.

If you have any questions I can answer about establishing your visibility and credibility plan, let me know. Post them in the comment section of this module or in the FB community so I can address it. Thank you!

*Tisha Marie Enterprises*

Empowering entrepreneurs to make their business happen.

©Tisha Marie Enterprises All rights reserved