

Fig. 1

VISIBILITY

blueprint



Fig. 2

VISIBILITY

blueprint

INTRODUCTION

CONGRUENT VISIBILITY

'Visibility' (as we define it) is the state of being able to see or be seen. It refers to the core relationship between your inner experience and your outer identity.

A more accurate term would be inside-out visibility.

'Visibility' has become a fashion word in marketing and coaching. It's associated with using social media to get more clients and to make more money (which is fine... we love clients & \$\$\$!)

Another common association with 'visibility' is to: Gain more popularity, more followers, and become an influencer.

In such cases, traditional visibility represents an EXTERNAL activity that leads to an EXTERNAL outcome.

We have discovered when you are in alignment with your inner sense of knowing and/or in conscious contact with a power greater than yourself, you are in a congruent state.

When your unique gifts are being honored and expressed, you operate from the best version of yourself. As we like to say - The you-est you that you can be!

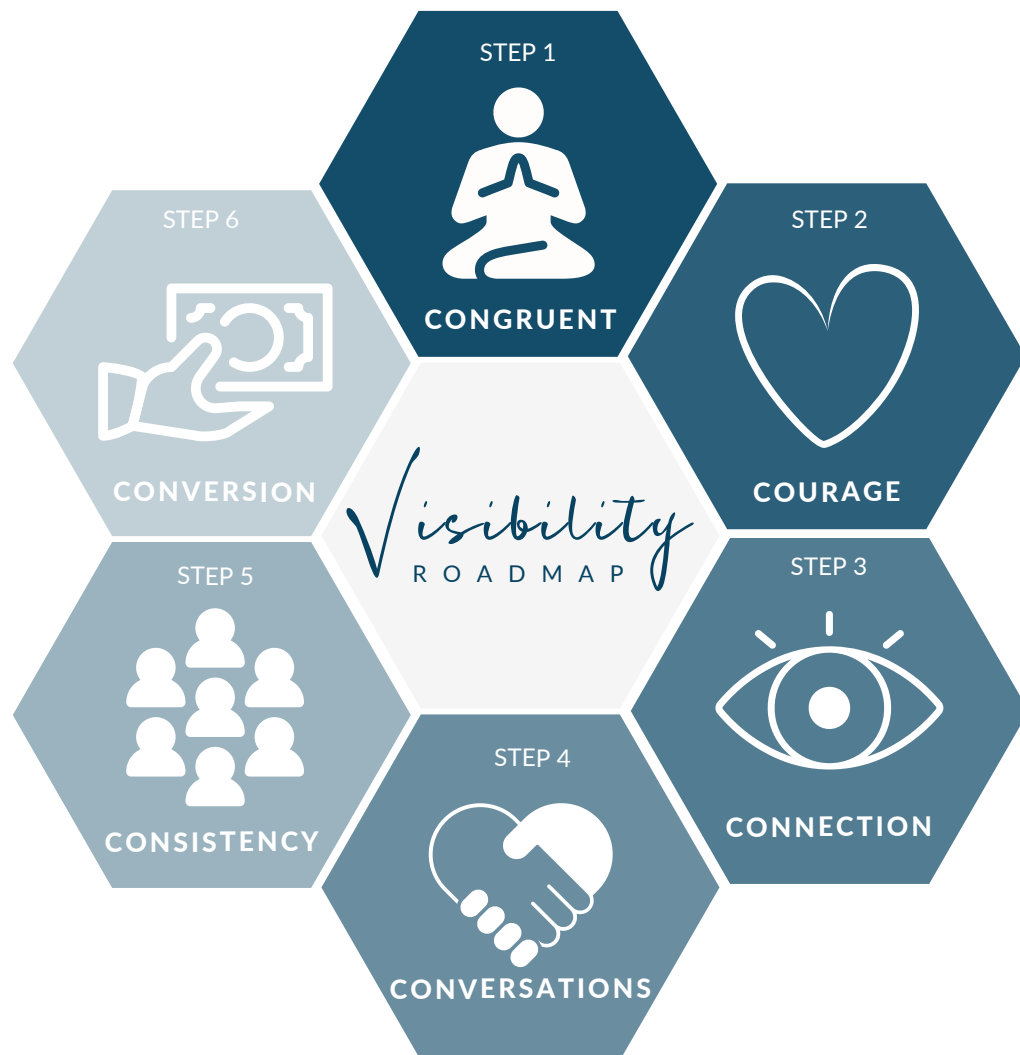
THE GOAL IS TO CREATE A CUSTOMISED GUIDANCE SYSTEM THAT IS CONGRUENT & UNIQUE TO YOU



ROADMAP

FOR VISIBILITY IMPACT

INSTRUCTIONS: In order to make an impact you need to be visible to the people you are meant to connect with and serve. Use this 6-step **Visibility Roadmap** to stay out of resistance, take aligned action, and gain momentum so that you get results,





ROADMAP

FOR VISIBILITY IMPACT

- 1 CONGRUENT - How to embrace who you are so that you can be aligned with your visibility and make a ripple of impact
- 2 COURAGE- How to tap into your heart & move beyond your comfort zone so that you can be of service to others
- 3 CONNECTION - How to tune in to your power to create authentically aligned communication
- 4 CONVERSATIONS - How to turn on your authentic voice without feeling fake or manipulative
- 5 CONSISTENCY - How to build trust with your ideal prospects without forcing your visibility
- 6 CONVERSIONS - How to build influence and impact with potential prospects, partners, and platforms so that you earn \$\$\$!

STEP 1

CONGRUENT

THE SECRET KEY TO GETTING VISIBLE



STEP 1 - CONGRUENT: The Secret Key to Getting Visible

Why:

To create authentic and aligned content

What:

Make a list of visibility practices that get you aligned and focused on your key message and value.

How:

Follow the daily visibility practices to connect and communicate authentically and with alignment.

Outcome:

This enables your inner visibility to connect with the outer world and to highlight your gifts.

TOOLS to practice being CONGRUENT (examples):

- Listening to binaural mediations
- Meditation
- Prayer
- Setting Intentions
- Looking at your Visibility Pinterest Board
- Saying your Visibility Manifesto out loud

My practices to be CONGRUENT, so that when in alignment with my visibility...



CONGRUENT

YOUR VISIBILITY MANIFESTO



When you practice embracing who you are & what you believe in, you will feel congruent, you will feel good, and then you ARE able to step into the most powerful version of yourself by being visible.

I Love...

I Believe...

I am Committed to...



A Letter To Myself

Dear _____,

It's time. I am ready to let go of the old, commit to myself and embrace change. I believe that the world is transformed by the choices we make and I know that my life is important. My words, thoughts and actions are powerful.

So I am open to becoming more _____ and choose to do more _____ . I am ready to commit to releasing my old stories about who I am and what I am capable of because _____ .

This year I am going to be _____ I'm going to spend more time with _____ , _____ , _____ doing things like _____ , _____ , & _____ .

I am also going to devote myself to spending less time doing things that waste my precious time like _____ , _____ , & _____ because they make me feel _____ , _____ , & _____ .

The top three things that are important to me are.....

- 1.
- 2.
- 3.

...and I am ready to make them a priority in my life. No matter what.

One last thing: I love you and appreciate you _____ , because of all of the amazing things you have made it through and all the incredible things you have accomplished. Especially that time you _____ .

I wish for you a life worth living, my friend. And I'll be here with you, until the end.

With love,

STEP 2

COURAGE

TAP INTO YOUR HEART



STEP 2 - COURAGE: Tap Into Your Heart

Why:

To be resourceful when needed to create new outcomes and results

What:

Be of service in the vulnerable telling of our stories

How:

Use the pre-made video script templates that highlight your gifts and value to your audience

Outcome:

Create a clear message and a touch-point tool that grows trust.

TOOLS to practice being **COURAGEOUS** (examples):

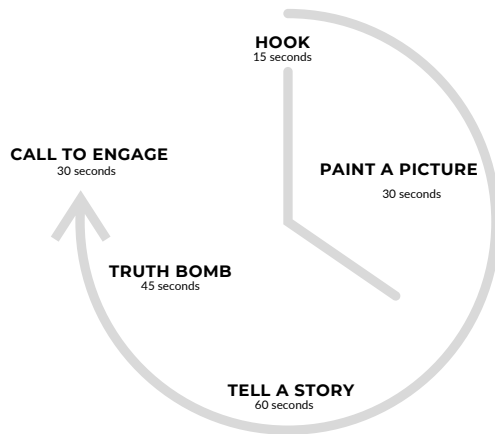
- Use **VIDEO SCRIPT** to create content
- "Book-end" with your Action & Accountability Partner
 - Connect and commit to an action,
 - Complete the action,
 - Call after and report it's done
 - Celebrate together!



When you understand the COST of your INVISIBILITY to OTHER PEOPLE, it gives you the COURAGE to move beyond your shadow beliefs & behaviors and be of service to others with your VISIBILITY.



3 MINUTE FB VIDEO SCRIPT



COURAGE

VIDEO SCRIPT TEMPLATE

HOOK - 15 seconds

Capture attention within 15 seconds. Emotionally engaging question or provocative statement

PAINT A PICTURE - 30 seconds

Give graphic details that activate the brain & give the viewer something to relate to

TELL A STORY - 45 seconds

Focus on 1 -3 key points. What do you want them to feel/do/have as a result of the story?



COURAGE

VIDEO SCRIPT TEMPLATE

TRUTH BOMB- 45 seconds

Summarize your point with a "gut punch" that forces them to consider how this relates to them

CALL TO ENGAGE- 30 seconds

Ask them a question and invite the viewer to engage with your post by sharing

CALL TO ACTION- 30 seconds

Ask them a question, then Invite the viewer to take an action (i.e. 'click the link below')

ENGAGE WITH THEM- 2-5 minutes

Respond to people who joined your LIVE, thank them for their attention

STEP 3

CONNECTION

CREATE EMOTIONAL IMPACT



STEP 3 - CONNECTION: Create Emotional Impact

What will you do to connect emotionally with your audience? How will you literally connect with them to support them?

Why:

To create an emotional connection that develops and deepens your audience relationship to become a preferred and trusted advisor.

What:

Write an emotion-triggering headline and copy that connects to your ideal client/audience and deliver three key benefits per post for the reader. Ensure all posts have a specific call to action

How:

Plan a collection of weekly posts that connect with the themes your audience cares about.

Outcome:

Establish thought leadership and deeper rapport

TOOLS to practice being COURAGEOUS (examples):

- Use **GO LIVE** check-list
- Create Content with **VIDEO SCRIPT**



When you tap into your emotions and share them authentically in your visibility content, you will create a powerful CONNECTION that has a deep emotional impact on the viewer.

GO LIVE CHECKLIST

THE PRACTICE OF POSTING

INSTRUCTIONS: When you practice going live on a regular basis, you will develop a 'muscle memory' for the process. Use this checklist to create a visibility routine so that your visibility becomes intuitive.

- Write a Headline**
- Write 1-3 Key Points**
- Create Clear CTA or CTE**
- Get Congruent & Connected**
- Go Live or Create Video**
- Post Video**
- Respond to comments**
- Ask & Engage**
- Add GIFS to comments**
- Track Responses**



CONNECTION

BEFORE: GO LIVE

- Write a **headline that provokes an emotional response**

“

”

- Give three key points** - what the viewer will get from the video?

1)

2)

3)

- TECHNOLOGY CHECK**

- Make sure you have good sound

- Set camera at flattering angle

- Choose your background

- Use great lighting

- GET CONGRUENT & CONNECTED**

- Ground yourself by feeling your feet growing roots

- Take 6 deep breaths to calm the circuits

- Close your eyes and feel into who is wanting this message?



CONNECTION

AFTER: GO LIVE



Respond (like, love, wow, etc) and thank all post respondents. Track the helpful comments below:

A large, empty light gray rectangular box intended for tracking helpful comments.

Add a GIF in your conversation chain to keep the conversation going and to stimulate the Facebook algorithm



Track the people you want to build a relationship with based on comments:

A large, empty light gray rectangular box intended for tracking people to build a relationship with.

STEP 4

CONVERSATIONS

CREATE COMPELLING CONNECTIONS



STEP 4 - CONVERSATIONS: Create Compelling Connections

What will you do to keep creating conversations with your audience and potential clients? Use this blueprint to turn on your authentic voice without feeling fake or manipulative!

Why:

Turn exchanges into deep conversations that lead to opportunities to serve

What:

Ask for your audience feedback, respond to all of their efforts (reply, like) and enroll respondents into a further opportunity to connect

How:

Create a post that asks a question, then keep the conversation going online with comments, GIFs, and likes (babysitting the post) and look to open up an opportunity for a discovery call/or conversation offline with your replies.

Outcome:

Turn connections into conversations and possible opportunities to serve

TOOLS to practice creating **CONVERSATIONS** (examples):

- Create a **CALL TO ENGAGEMENT (CTE)** or a **CALL TO ACTION (CTA)** for each piece of content you create & post
- **'BABYSIT'** your post, checking frequently for responses and keep the engagement active
- Make note of the feedback you receive as evidence of what your ideal audience is responding to and interested in having more of using the **RELATIONSHIP ROUTINE TRACKER**



Rather than creating your programs in a vacuum, practice interacting with your audience in order to UNDERSTAND what they want more of (so that you can create programs and coaching that are relevant to your audience.)



CONVERSATIONS

CALL TO ENGAGEMENT (CTE)

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)



CONVERSATIONS

CALL TO ACTION (CTA)

ASK - What can you ask the audience that is relevant to your video content?

1)

2)

3)

ACTION - What action can you ask them to take that is congruent with your video content?

1)

2)

3)

ACQUIRE - What information do you want to ACQUIRE from them; what will you give them in exchange?

1)

2)

3)



CONVERSATIONS

BABYSITTING YOUR POST



After you post a video, stick around for 15-20 minutes and engage with the audience, this is called 'BABYSITTING' your post. 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) :

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 your video?



RELATIONSHIP ROUTINE

POST ENGAGEMENT TRACKING

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	

STEP 5

CONSISTENCY

CREATE HIGH TRUST



STEP 5 - CONSISTENCY: Create Emotional Impact

What will you do to keep yourself front of mind with your audience? Build trust with your ideal prospects without forcing your visibility. Consistency will help you to stay out of resistance, take action, and gain momentum.

Why:

Consistent communication creates high trust and keeps you top-of-mind.

What:

Use the Visibility content planner to map activity, and keep on track behaviourally.

How:

Take one day to plan, design, and create post content for the ensuing week.

Outcome:

Lower anxiety, reduce overwhelm, ensure consistent results and opportunities come your way.

TOOLS to practice creating **CONVERSATIONS** (examples):

- Use the **VISIBILITY CONTENT PLANNER** to map out your posts on a monthly basis
- **30 DAY TOPIC SCHEDULE**
- **MONTHLY SOCIAL MEDIA CONTENT PLANNER**
- **DAILY TOPIC CONTENT PLANNER**



Consistency is how to build influence and impact with potential prospects, partners, and platforms so that you earn \$\$\$!



CONSISTENCY

TIME MANAGEMENT

✓ EXERCISE #1: PLAN CONTENT

BEFORE I FELT...

AFTER I FELT...



✓ EXERCISE #2: POST CONTENT

BEFORE I FELT...

AFTER I FELT...



✓ EXERCISE #3: ENGAGE & RESPOND

BEFORE I FELT...

AFTER I FELT...





CONSISTENCY

SOCIAL MEDIA CONTENT PLANNER

EXAMPLE WEEK 1 WEEK 2 WEEK 3 WEEK 4

MON	BEHIND THE SCENES	INSPIRING QUOTE	CLIENT TRANSFORMATION	EDUCATE ABOUT INDUSTRY
TUES	PERSONAL TRANSFORMATION	SOCIAL PROOF	HOW YOU GOT STARTED	INSPIRING QUOTE
WED	SHARE RECENT FEATURE	SELL SERVICES	INSPIRING QUOTE	LIFESTYLE SHOT
THURS	OFFER REMINDER	INSPIRING QUOTE	CLIENT TESTIMONIAL	EDUCATE ABOUT INDUSTRY
FRIDAY	INSPIRING QUOTE	SOCIAL PROOF	PERSONAL STORY	URGENCY COUNTDOWN



CONSISTENCY

MONTHLY SOCIAL MEDIA CONTENT PLANNER

WEEK 1

WEEK 2

WEEK 3

WEEK 4

MON

TUES

WED

THURS

FRIDAY



CONSISTENCY

DAILY TOPIC CONTENT PLANNER

For each day, write a word or phrase that will inspire your post topic.

- DAY 1:
- DAY 2:
- DAY 3:
- DAY 4:
- DAY 5:
- DAY 6:
- DAY 7:
- DAY 8:
- DAY 9:
- DAY 10:
- DAY 11:
- DAY 12:
- DAY 13:
- DAY 14:
- DAY 15:

- DAY 16:
- DAY 17:
- DAY 18:
- DAY 19:
- DAY 20:
- DAY 21:
- DAY 22:
- DAY 23:
- DAY 24:
- DAY 25:
- DAY 26:
- DAY 27:
- DAY 28:
- DAY 29:
- DAY 30:

STEP 6

CONVERSION

CREATE OPPORTUNITIES & IMPACT



STEP 6 - CONVERSION: Create Opportunities & Impact

What next steps will you take to turn your conversations into new clients? Use the tools to build influence and impact with potential prospects, partners, and platforms so that you earn \$\$\$!

Why:

Turn fans into paying customers that desire your skills and talents to support their journey, and in turn, expands your impact in the world.

What:

Create a list of questions that assess your possible customers' needs and challenges and opens them up to your value and services.

How:

Use the questions in a discovery call that matches their needs to your value and then ask them if they would like support to overcome those challenges. (Read: make a sale)

Outcome:

Income from your efforts, deeper connection with your audience, and the ability to fund growth for your future projects and life.

TOOLS to practice creating CONVERSIONS:

- WHAT SPECIFIC OUTCOMES DO YOU WANT AS A RESULT OF YOUR ACTIONS **with VISIBILITY INTENTIONS**
- LIST OF TYPES OF CONVERSATIONS/OUTCOMES ARE POSSIBLE: **VISIBILITY OPPORTUNITIES**
- Create specific GOALS and ACTION STEPS for your immediate intentions and future pace your Visibility Goals



"What I do for my work is exactly what I would do if nobody paid me." - Gretchen Rubin

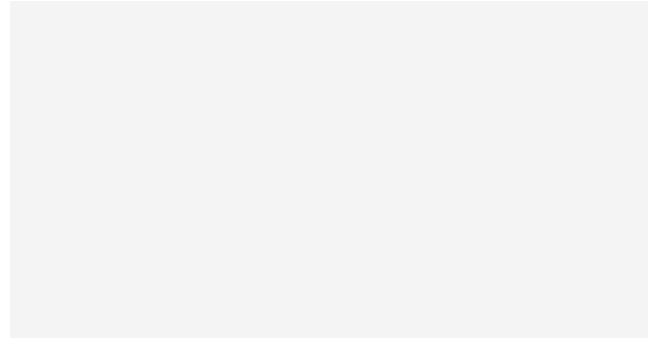


CONVERSIONS

VISIBILITY OPPORTUNITIES

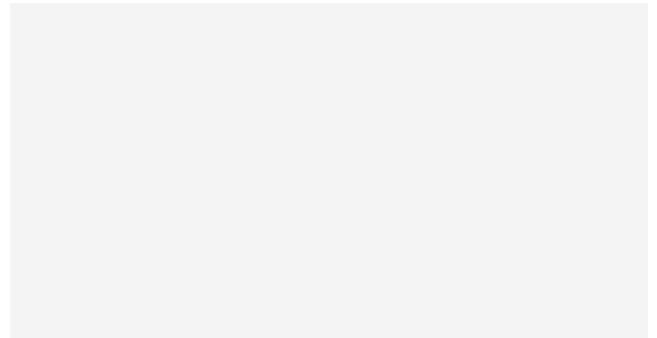
PROSPECTS: Directly impacting someone with your visibility leads them to become your client/customer

- Like/Follow my Business Page
- Join my FB Group
- Join my event
- Opt In For Freebie
- Schedule a discovery call
- Other



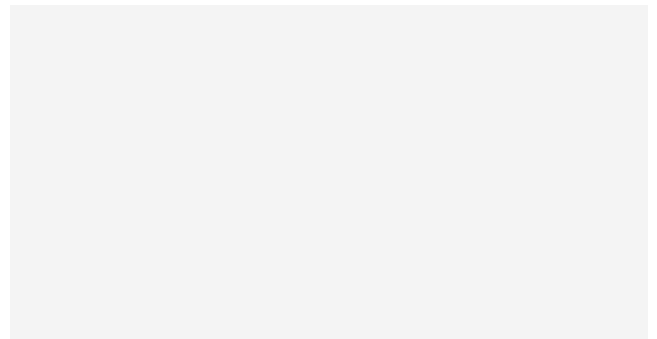
PARTNER: The partner speaks on your behalf to their audience, promoting you to their audience/friends/groups

- Affiliate to promote you & your services
- Interview you on their FB Group or Page
- Promote you through e-mail to their list
- Promote you with a social media post
- Other



PLATFORMS: Gives you the opportunity to speak to their audience & build your followers & impact

- Speak on their stage (virtual or live)
- Podcast
- Summit
- Show
- Other





Monthly Review

Before moving forward, take some time to fill out the spaces on the page below to reflect on your goals, any progress that you may have made and the next steps you need to take to make those goals a reality!

Main Goals





Progress Made

Next Steps



NOW





GOALS FOR VISIBILITY

GOAL		TO DO
PLACE		   
STEPS		NOTES
SUPPORT		<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
TIME		
DATE		INTENTIONS
RESULT		<ol style="list-style-type: none">1.2.3.



3 MONTHS





GOALS FOR VISIBILITY

GOAL		TO DO
PLACE		   
STEPS		NOTES
SUPPORT		<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
TIME		
DATE		INTENTIONS
RESULT		<ol style="list-style-type: none">1.2.3.



6 MONTHS





GOALS FOR VISIBILITY

GOAL		TO DO
PLACE		   
STEPS		NOTES
SUPPORT		<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
TIME		
DATE		INTENTIONS
RESULT		<ol style="list-style-type: none">1.2.3.



1 YEAR

GOALS FOR VISIBILITY

GOAL		TO DO
PLACE		   
STEPS		NOTES
SUPPORT		<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
TIME		
DATE		INTENTIONS
RESULT		<ol style="list-style-type: none">1.2.3.

RESOURCES

SOCIAL
blueprint
MEDIA



CONVERSION

FACEBOOK DEMOGRAPHICS

FACEBOOK is the number one platform for adults, understanding its audience is crucial for devising the social media strategy for your business.

2021 Facebook demographics data:

Active monthly users

Facebook has 2.7 billion monthly active users

Age of internet users who use Facebook

86% of people ages 18-29 use Facebook

77% of people ages 30-49 use Facebook

51% of people ages 50-65 use Facebook

34% of people that are 65+ years old use Facebook

Income

- 85% of households with an annual income of less than \$30,000 use Facebook
- 88% of households with an annual income between \$30k-\$60k use Facebook
- 81% of households with an annual income between \$60k-\$70k use Facebook
- 88% of households with an annual income between \$70k-\$80k use Facebook
- 86% of households with an annual income between \$80k-\$100k use Facebook
- 86% of households with an annual income above \$100,000 use Facebook

Gender

54% of Facebook users are female

46% of Facebook users are male

Time

On average, Facebook users spend 35 minutes a day on the platform

Devices

96% of users access Facebook via mobile devices

25% of users access Facebook via laptop or desktop



CONVERSION

INSTAGRAM DEMOGRAPHICS

INSTAGRAM, the Facebook-owned photo and video sharing app, is continuing to grow its user base, with 1 billion people using Instagram every month (up from 800 million in 2018).

2021 Instagram demographics data:

Active monthly users

- Instagram has 1 billion monthly active users

Active daily users

- Instagram has 500 million active daily users

Age

- 67% of people ages 18-29 use Instagram
- 47% of people ages 30-49 use Instagram
- 23% of people ages 50-64 use Instagram
- 8% of people that are 65+ years old use Instagram

Income

- 44% of households with an annual income of less than \$30,000 use Instagram
- 45% of households with an annual income between \$30k-\$60k use Instagram
- 36% of households with an annual income between \$60k-\$70k use Instagram
- 55% of households with an annual income between \$70k-\$80k use Instagram
- 46% of households with an annual income between \$80k-\$100k use Instagram
- 60% of households with an annual income above \$100,000 use Instagram

Gender

- 51% of Instagram users are female
- 49% of Instagram users are male

Time

- On average, Instagram users spend 53 minutes a day on the platform

Businesses and Shopping

- An estimated 71% of U.S. businesses have Instagram accounts
- 83% of Instagram users say they discover new products and services on Instagram



CONVERSION

LINKEDIN DEMOGRAPHICS

LinkedIn demographics

This professional networking site is the top social media platform for B2B social media marketing. Its demographics skew slightly older, with 30-49-year-olds making up the largest group of LinkedIn users.

2021 LinkedIn demographics data:

Monthly active users

- LinkedIn has 260 million monthly active users

Age

- 21% of people ages 18-24 use LinkedIn
- 60% of people ages 25-34 use LinkedIn
- 17% of people ages 35-54 use LinkedIn
- 3% of people that are 55+ years old use LinkedIn

Income

- 27% of households with an annual income of less than \$30,000 use LinkedIn
- 3.8% of households with an annual income between \$30k-\$60,000 use LinkedIn
- 40% of households with an annual income between \$60k-\$70k use LinkedIn
- 49% of households with an annual income between \$70k-\$80k use LinkedIn
- 50% of households with an annual income between \$80k-\$100k use LinkedIn
- 60% of households with an annual income above \$100,000 use LinkedIn

Gender

- 43% of LinkedIn users are female
- 57% of LinkedIn users are male

Time

- On average, LinkedIn users spend 6 minutes and 7 seconds per session

Devices

- 57% of LinkedIn traffic is through mobile devices



CONVERSION

YOUTUBE DEMOGRAPHICS

YouTube demographics

YouTube is as utilitarian (think “how to change a spare tire?”) as it is entertaining (i.e. funny pet videos). With 1 billion monthly users, the ways businesses can share and market information on YouTube is expansive.

2021 YouTube demographics data:

Active monthly users

- YouTube has 2 billion monthly active users

Age

- 81% of people ages 15-25 use YouTube
- 71% of people ages 26-35 use YouTube
- 67% of people ages 36-45 use YouTube
- 66% of people ages 46-55 use YouTube
- 58% of people that are 56+ years old use YouTube

Income

- 83% of households with an annual income of less than \$30,000 use YouTube
- 81% of households with an annual income between \$30k-\$60k use YouTube
- 80% of households with an annual income between \$60k-\$70k use YouTube
- 80% of YouTube users have an annual income between \$70k-\$80k use YouTube
- 82% of households with annual income between \$80k-\$100k use YouTube
- 89% of households with an annual income above \$100,000 use YouTube

Gender

- Over 50% of YouTube users are female

Time

- On average, YouTube users spend 11 minutes and 43 seconds per day on the platform

Devices

- Over 70% of YouTube views are on mobile devices



CONVERSION

TWITTER DEMOGRAPHICS

Twitter demographics

Twitter makes it possible for users to reach practically any person or business simply by tagging them in a Tweet. That's why it's such a popular platform for customer service, allowing users to air complaints in real-time and customer service teams to react quickly.

2021 Twitter demographics data:

Active monthly users:

- Twitter has 330 million monthly active users

Age

- 38% of people ages 18-29 use Twitter
- 26% of people ages 30-49 use Twitter
- 17% of people ages 50-64 use Twitter
- 7% of people that are 65+ years old use Twitter

Income

- 23% of households with an annual income of less than \$30,000 use Twitter
- 36% of households with an annual income between \$30k-\$74,999 use Twitter
- 41% of households with an annual income above \$75,000 use Twitter

Gender

- 50% of Twitter users are female
- 50% of Twitter users are male

Time

- On average, Twitter users spend 3.39 minutes per session

Business and Shopping

- 67% of B2B businesses are using Twitter as a digital marketing tool
- 77% of Twitter users have a better impression of a brand when they respond to a tweet
- In Q3 2019, Ad engagement on Twitter was up 23%



CONVERSION

PINTEREST DEMOGRAPHICS

PINTEREST conducted a survey that found 72% of Pinterest users are inspired to shop when they weren't really looking to purchase anything. And 70% of users discover new products via the platform.

2021 Pinterest demographics data:

- Active monthly users:
- Pinterest has 322 million monthly active users

Age

- 34% of people ages 18-29 use Pinterest
- 35% of people ages 30-49 use Pinterest
- 27% of people ages 50-65 use Pinterest
- 15% of people that are 65+ years old use Pinterest

Income

- 18% of households with an annual income of less than \$30,000 use Pinterest
- 27% of households with an annual income between \$30k-\$74,999 use Pinterest
- 41% of households with an annual income above \$75,000 use Pinterest

Gender

- 70% of Pinterest users are female
- 30% of Pinterest users are male

Time

- On average, Pinterest users spend 14.2 minutes per visit on the platform

Devices

- 80% of users access Pinterest via mobile devices

Business and Shopping

- 90% of weekly pinners used Pinterest to make purchase decisions
- Pinterest drives 33% more referral traffic to shopping sites than Facebook

Miscellaneous

- People who travel are 2X more likely to use Pinterest

ROADMAP

ARCHETYPE

blueprint

Visibility

ROADMAP

STEP 1
CONGRUENT



STEP 6
CONVERSION



STEP 2
COURAGE



STEP 4
CONSISTENCY



STEP 3
CONNECTION



CONVERSATIONS
STEP 4



WORKSHEET 16

SUBTITLE GOES HERE

INSTRUCTIONS: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec quis nibh in libero tristique laoreet eget at ex. Nulla lacinia felis a bibendum suscipit. Phasellus accumsan sollicitudin tellus a tincidunt. In hac habitasse platea dictumst.



PLAN

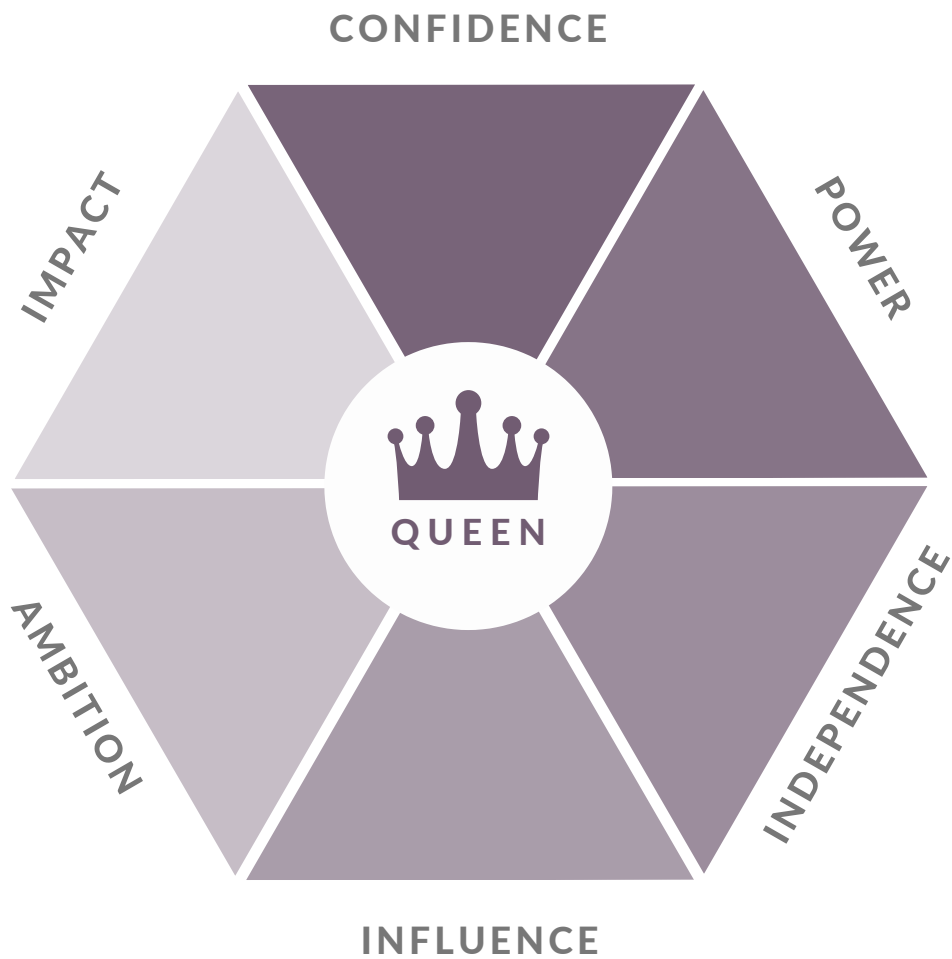


RESPOND

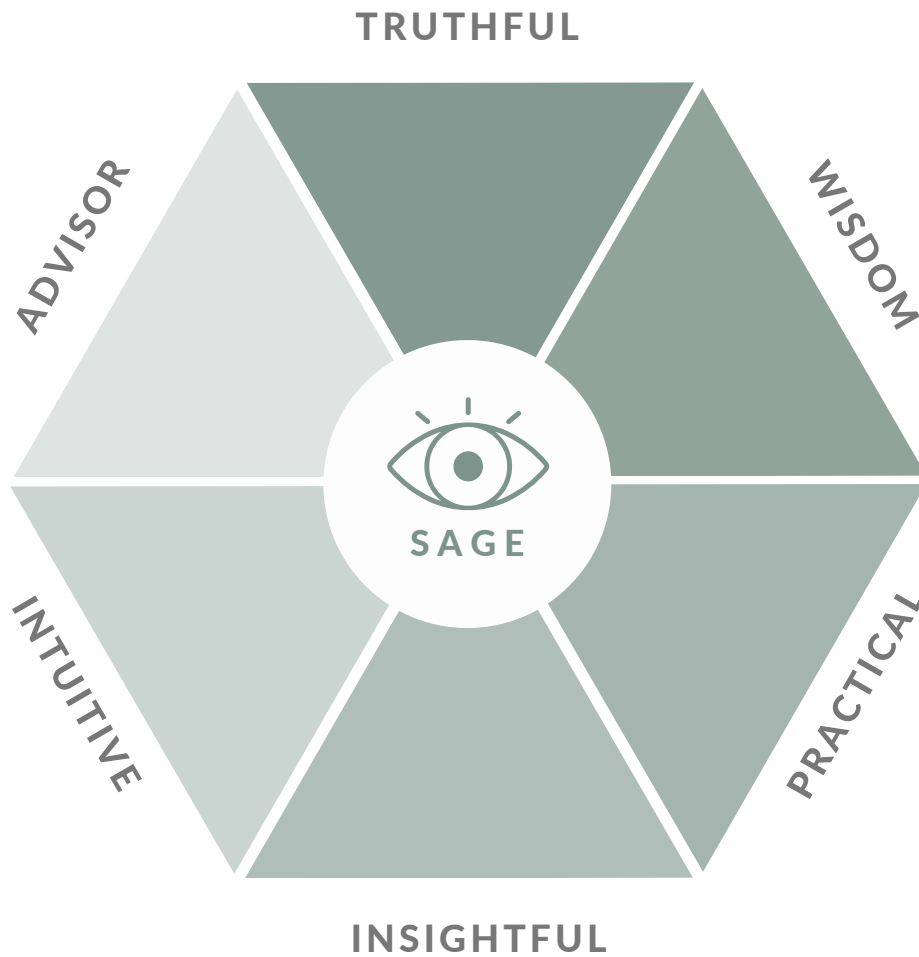


POST

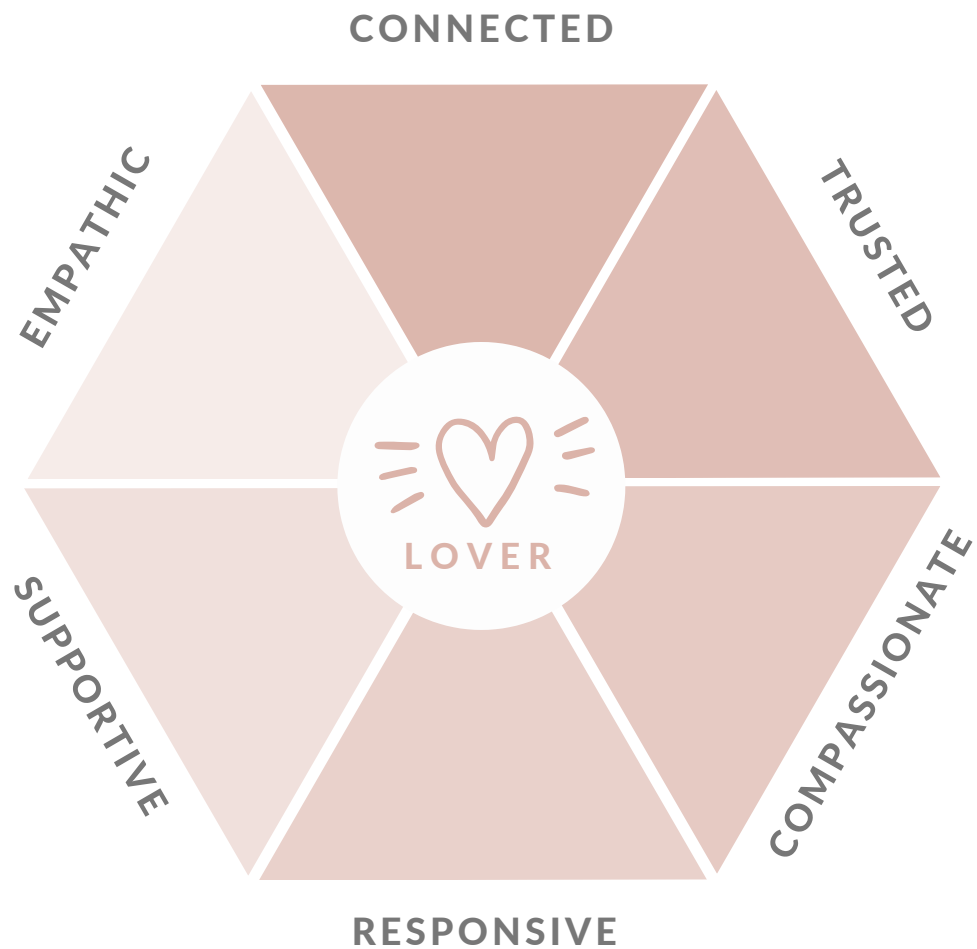
THE 6 KEYS TO CONGRUENCE



THE 6 KEYS TO CONGRUENCE



THE 6 KEYS TO CONGRUENCE



THE 6 KEYS TO CONGRUENCE

