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Hey, hey there, sparkler! We are in module six verticals and strategic visibility. This is all about figuring out how to become the go to expert in your industry.

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So let's dive right in and figure out where we are in the content. So if you have been keeping up with all of our content, you went through heart and core, which is all about what is your brand stand for, how does your brand give back and all of that stuff, right? The core values. We talked about sustainability and the systems, how to lose, not lose sight of your life. , we moved into sparkle factor which is all about what you represent, who you really are, what makes you unique and the services and offers you have to put out to the world. And then we tied it into profitability, which is how you actually make money in your business and how to sell more.

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Social glue. We started to cover all about connecting with others. And actually it's a start to the visibility journey. And as you go into the verticals and the strategic visibility, we are talking about what you want to be known for, what is your overall message, and ultimately leaning hard into that sparkle factor that we talked about already and making sure that that comes across in a lot of different channels. So we're diving into that. We're going to be learning how to use and leverage your verticals in your business. We're going to be talking about refining even further your sparkle factor. We want to understand how your content strategy for marketing and for pr, that's external and internal content, and learning how to lead your audience and clients through a really beautiful experience that allows them to purchase from you. Ultimately, at the end of the day, what we want to do is be really strategic with your all of your visibility efforts.

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Let me tell you why this is important and what verticals are. So the biggest purpose of this is to lead your audience, right? People who are paying attention to you and possible customers through an intentional experience rather than this disjointed weird. Let me try anything and everything and throw spaghetti at the wall. And we don't want it to be this. Whatever I think of in the moment. I have heard so many people say, I don't even know what to post about and I am supposed to send an email newsletter to my people tomorrow. Like we need to know what's coming up. Right? And I think that if you are a heart center person, it actually feels better to have it be intentional, have it be organized and know what's coming up. Even if you're, you know, honoring the creative process that is probably true.

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The secondary and more very important purpose is to have a robust pipeline of people who are really excited and obsessed to work with you and what you put onto the world. And so they are ready and primed and excited and jazz to buy from you. So what exactly is a vertical you might ask? And the answer is it's really just the top headline of your content areas. Some people might call them content buckets, whatever you them, I call them verticals. , and the reason why I call them verticals is because it's kind of like a visual for the different categories in a newspaper. So if you think about verticals, I'm a different section, might be business or women's health and another category might be

comics or fashion or something like that. It's the different content areas in your business and it's the topics that people will know you for and it ties into ultimately the products you sell.

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So let's dive into the creative burst. This is a pretty fun one. So I want you to go and open up your workbook and brainstorm some possible topics, the umbrella topics, the vertical topics that you might choose for your content areas. So ask yourself the question if you're like, I have no idea what you're talking about. I have no idea what people asked me about. , just start brainstorming these topics and you probably have this pretty intuitively actually. So what do I want to be known for? What do people ask me about? What do I get? So excited to share with the world And Love Spreading, spreading the word about what comes super easy to me and what do I adore doing. Some of these questions might trigger something for you and I want you to start thinking about how you can add that into the brainstorm.

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It could just be a one word brainstorm, a listicle, whatever you want to call it. I'm just dump it all out. Put It on a sheet of paper so you can start seeing the trends and kind of the themes throughout and what's going to happen. We're going to start organizing it in the next lesson so that you can start creating your vertical super duper intentionally. And one thing I want to say is that this process took me so long. I felt like in my business at the very beginning, I felt like, oh, I can talk about all the things I can do, all the things. , I can help people with this and I can help people with that. And it took me a long time for me to realize that these are the things that I really want to be known for and having this field with our process.

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It took me a long time to get to this and I was waiting for somebody to say, Reina, you are the expert in blink or you are good at this, and for somebody else to validate me and I. It took me a lot of reflection to get to this point of realizing that I have this skill set and I want to be known for this. So this is your process and I know that since you know your sparkle factor, leaning into that a little bit harder is going to allow you to get to these verticals. So spend some time doing this brainstorm and I promise it's gonna pay off.