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Welcome back to module six, lesson three. We are talking about strategic visibility and your content strategy and I hope that you took the time in lesson one and lesson two to dive into those verticals because we're really going to be leveraging those to make sure that people are finding you and they are going through a really seamless process after they find you in this visibility work, so even if you do visibility alone, it will not lead necessarily to people hiring you or buying your products because it takes about seven touch points for people to decide that you are the person to help them with their issue or to decide to buy from you. So it's something to think about. Visibility is great, but combined with the whole process of verticals, it allows you to be more strategic in how you actually do your visibility work.

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So let me tell you a little story. When I was asked to be on one of my first podcasts as a guest, I was so excited and the invite said so excited about the work that you've been doing. It sounds like you're doing awesome. We would love to have you on your show and I was so honored and so excited and I felt like a nobody at the time, but I felt like I had a story to share and when I got on it I was so excited and got so excited to share my message and all of that, but the only place I loved them too was my website did not have a solid call to action. I didn't tell them to download anything. I didn't tell them about anything really specific that would compel them to come to my website. So just because you're a podcast guests truly does not mean anything until you ask them to come be part of your community and that's what we're talking about in this lesson.

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So let's dive into strategic visibility and talk about three different parts. This is what we're going to be covering in this lesson. Part one is your content calendar. It's your content strategy and your social. Part. Number two is your pr and external visibility, and part number three is your offers a versus volume, and I'll tell you a little bit about that, what that means in just a second. So part number one is content, calendar and social. Raise your hand if you have ever thought to yourself or found yourself saying, okay, what do I post next? What do I need to post tomorrow or what's going to be in the email that I need to send tomorrow? Right? If you've ever experienced that, it means that you probably haven't planned your content calendar or your social calendar very well. So editorial is really, really important so that one you feel really on top of it and to so that you have an intentional plan and three, so that you're dreamies kind of have a general flow of what kind of topics you talk about.

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So your editorial calendar and your editorial content can be used as a way to add value to your community that builds trust and builds that relationship. So what we talked about in the verticals, I think it was less than two, is the core content should be created in order to showcase your products and your expertise. So core content can be in the form of a blog, a vlog or an audio content, right? And it really doesn't matter to me where you post the content as long as there's something on your blog to go back to seo, but, um, to have on your website. So people, when people find you, they can find that you are truly an expert. The editorial content calendar helps you to organize your content so

that you can plan what's coming up and understand what your core content is and keeping in mind what offers or products you'll be promoting.

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So it feels like spaghetti on the wall when you are throwing something up and you have no idea what the general theme is and what you're going to be promoting. And so if you know your verticals and what you'll be talking about, right? Vertical one is this particular topic and we want to have somebody buy this thing at the end of the day. So if that's the case, you wouldn't be talking about vertical number three, so you want to make sure that you are in the same vertical talking about similar topics so people know what's happening and that Freebie that you're talking about leads to the offer and so on and so forth. It makes your life easier and also it increases the likelihood that somebody will catch on and understand what you and your expertise is all about. So each month, each week, each quarter, whatever timeframe, choose a vertical to focus on, you'll want to intentionally create content and offers to solve the problem of your dreamy in this particular vertical.

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So I know that as an expert of something, you'll feel like, oh, I've talked about this, or I have seen other people talk about this, which is why the philosophy section of your vertical is so incredibly important. The stories section is really incredibly important. And the empathy reflection is also incredibly important because this is where you'll get your topics for the different content that you want to write. So pick a vertical dive into it. So let's go back to that seo example. And let's say that if you're an seo expert, let's say that in one given month, you are going to publish for blog posts once a week, right? And you want for different topics about Seo as this particular vertical and you're going to be talking about Seo and one quick tutorial that you can do to improve your seo one week and then another week you're going to be talking about what happens when you work on your Seo and a client experience that happened, maybe your own Seo story one week and maybe the last one is an seo training that you take people through step by step on how to understand what they're seeing and how they can optimize it for a quick win.

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So that's how you develop a content strategy for a vertical. And you know that at the end of each of these articles or a podcast episodes or Vlogs, you're promoting one piece of content. So your Freebie. So you know that this particular vertical has one freebie that you already have created. And every single blog post or every single core content has that tied to it. That's how you know you're being strategic when you're leading somebody from point a to point b and they are being taken on a journey.

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So let's talk about this content system and let me give it to you visually. So your core content is your blog vlog or audio, um, and this is the content that is longer form and you'll share it with your audience hopefully once a week. If you choose to do the second step, you are welcome to. If it feels a little bit out of your league right now, that's totally fine too, and you can skip to your social, but number two is your broadcast. When you create content, you want to share it out into the world via a newsletter and share it with those who are on your

email list. They want to learn from you and be in the know with you, and so share that content with them. Here's the alternative. You can just share it on your social as well. Make sure you share your core content to your social media followers and you want to bring your news to them and add value in their lives.

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On their newsfeeds, so let me take a pause and say, let's say that you are not quite ready for a newsletter yet. That opt stuff is driving you nuts. You're not really sure how to do the technology. How do you decide if this is something that you need to invest your time in right now, so if you don't have a website yet, if you're not quite ready for all of that, I would not worry about this, but if your business is mostly set up and you know generally what Freebie you might create, I might spend a little bit of time focusing on this. It is certainly not for everybody because you do have to be consistent with it. That's my philosophy, but I think you can get away with not having it for a little bit. The purpose of all of this is to never ever ask, what should I post about? I hate that question. I hate that question for myself. I hate that question for you because it feels like you're just trying to figure something out last minute on the fly and that never feels good. It's kind of like me asking my husband, okay, what do we need to eat for dinner? What do I need to get at the grocery store? And I hate feeling so last minute and scrambling.

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So part two is the PR and external visibility. This is a super fun one and they get questions all, uh, all the time about this. When you get to be a guest expert on a blog, on social, on podcasts, whether it's youtube or speaking, this is all really the same. Use it to the Max potential. I want you to always present topics that are in your verticals. If aren't, it's not really worth the visibility unless it's like national media or something like that. But remember, you want to be known for your thing and not being wishy washy. So external visibility can take on different forms. It can be a guest expert opportunity, it can be a social takeover, it can be speaking, it can be you being a podcast guest. Maybe you're doing a JV Webinar, maybe you're doing tv or radio interviews. These are all fun opportunities for collaborations, right?

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But you want to stick close to your verticals as much as you can because that way you know that you already have a system set up for capturing these leads. If they come in, you want to always present topics that are in your verticals and if you speak on a topic that isn't your vertical, you might gain a few followers, but you ultimately diluted your message that you have and be less of a goto expert because people get confused. You want to be known for your thing and your sparkle factor and changing your mind or talking about too many things just because you can make you look wishy washy and that's never a good thing and if you are allowed to, I would recommend you mentioned your Freebie multiple times during during your appearance, so ask your host if it's okay to mention your Freebie, as long as it is a win win that it increases your leads and increases your value to the audience, then it's totally great to do that and you can make a case for you sharing that message with them.

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Part three is offers versus value. This is such an incredibly important topic, so looking back on my business, I will tell you that I have never sold enough. I find myself being super generous and I have been in the past scared to sell. One day somebody who was in a facebook group told me, right, I have no idea what you sell. Do you even have coaching spots available? You never talk about it, why don't you talk about it? And I always hid behind the mentality that I just wanted to help people and of course I had more spots. I wanted people to buy from me. I wanted people to, you know, take my offers up, but I never told them about the offers. So it's really hard for people to buy from you if they don't know that you're available. So I have said this in the past, but as a heart center person you want to give, give, give, give, give, then make an offer.

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My role is that you should give value five times before you make an offer. Just a five to one ratio. If it's three to one, that's fine. If it's four to one, that's fine, but in general, I follow around a five to one ratio. Absolutely you should add value. Absolutely you should entertain people or educate people, but let's commit to making more offers. How often are we just posting to social media or you know, adding value or creating content but not truly focusing on making money because it feels icky. If you can make an offer instead of thinking about selling, that is a gift because making an offer means that they have a choice. Whoever you're pitching to has a choice and they can say no and there are grownup, but essentially when we make more offers is one part making money. One part about sharing with people that you have an offer that you want to put out into the world and if you're not offering, you're usually not creating a buzz. People don't know about it and this is one of my favorite quotes by my mentor Nikki Elledge Brown, and she says, you can't sell a secret, right? You can't sell a secret. And this is like so important to me to remember and to remind myself that sometimes I need to get out of my shell and remind people that, yes, I do do coaching. Yes, I do have a program to sell. Yes, I can serve you. And a part of this is that you have to make the offer because you cannot sell a secret.

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So to follow the five to one rule, I want you to think about five pieces of value you can offer. Once you do that, whether it's by posting on social, posting, on facebook, engaging on a facebook thread, whatever it is, add value five times. Then you've earned the right to make the offer. Maybe you've had five separate Direct Messages with people about something on instagram. Make an offer. Let's say, let's jump on a call, right? And it might not be a hard sell like you have to buy this thing, but it could just be, let's jump on a call to see if it's a good fit or I have a product for you that would be perfect for what you're talking about. So follow the five to one rule, just a reminder, they want to buy from you. Somebody wants to buy from you, your dreamy is waiting for you.

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So are you giving them the opportunity to purchase from you and are you making it so incredibly hard for somebody to buy? Your links are buried. The buy now page is hard to find. Make the offer or more people are able to actually follow through. Let me tell you a simple story. When I offered Social Glue sessions, one of the things that I did was I offered one off sessions and I only sold about two of them in a three month period of time and I was scratching my

head thinking to myself, this is very strange. More people usually want one-on-ones, especially at this price point and because I was offering a discount and I was kind of like, whatever comes comes, that's not a big deal. One of the gals who ended up booking a session at the very end of her session said, Reina, you know, it was really difficult for me to find out how to book the session with, you know, he said, well, it just said to go ahead and email me, and she said, look, you already have acuity. You already have a scheduling tool. Why don't you just include that link so it's not like this going back and forth about, oh, I want to work with you. Let me email her. It's like a one click thing. Make it easy for them. And so one of the easiest things you can do is to make the link available or whatever the next step is available to them and remove the barriers from them being able to pay you. Let's talk about ways to make the offer

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full blown lists for you inside the workbook, but I have a couple different ways that I think you should start thinking about how to make the offer. So the first one is the product spotlight. The product spotlight is if you have any product or physical product that you use and you want somebody to buy that you want to show that product off in different settings, different people using it, how it actually gets implemented, whatever it is, and show it off. Another one is testimonials, testimonials, work because it shows that people have worked with you and somebody else trusts you, sharing their story, makes them feel special as the client and will also remind them to share about their experience with you with others. The case study is kind of like an elongated version of a testimonial, but it's an entire process from start to finish, of what it's like for somebody to purchase from you and to complete the service or product.

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So what's something that they can expect with them working with you or buying your product, and it's a natural segue to inviting the dreamy, whoever your dreamy is that's reading this case study to purchase from you. Another way you can make the offer is to show the behind the scenes. I love doing this. I make an offer usually in presale before I even have a sales page up and I will show it to the world and whoever is in the inner circle, typically in the field of heart, facebook community and say, Hey, what do you think about this? Get feedback from them, show the behind the scenes and allow them to buy from me directly and it shows my audience that I am clearly the expert and that I am trusted by others and it just shows the entire process and they feel really special and unique because there are the first persons to the first people to hear about it.

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So we've gone through so much in this lesson already. So part one was your social calendar, your content calendar, and we have a full blown editorial calendar and the focus that you want to have inside of your workbook. For part two, we have your pr and external visibility that we talked about and doing external visibility work and how you can go ahead and do in part three was all about making those offers versus adding value and stop holding yourself back from making those offers. It's really incredibly important and the next lesson in the outro, we're talking a little bit about your sustainable habit builder is going to be an important lesson all about understanding how you can recharge and build your confidence as you're doing visibility work because I understand how

challenging it can be and how unnerving or energy draining visibility work can be for some people. So we're talking all about that and I cannot wait to see you in the last lesson.