



## Exercise: Module 6 - Expand Your Visibility

1. Choose 3 pieces of content you already have that can be repurposed for guest blog posts or presentations to other people's audiences (e.g. as a podcast, webinar, or livestream guest).

<b>1.</b>	
<b>2.</b>	
<b>3.</b>	





2. Find 3 ways to get free publicity and media coverage using the research tools suggested in the module ([Source Bottle](#), #Journorequest, [H.A.R.O](#))

<b>1.</b>	
<b>2.</b>	
<b>3.</b>	





3. Choose 3 quick and 1 longer tactic which make most sense to your audience and your business. Write down:

- a. Why you chose each tactic
- b. What your goal is for results

<b>Tactic</b>	<b>Reason</b>	<b>Goal</b>
<b>Quick 1:</b>		
<b>Quick 2:</b>		
<b>Quick 3:</b>		
<b>Long 1:</b>		



