



# Module 6 Cheat Sheet – Expand Your Visibility

## Key Takeaways:

- ✓ Greater visibility equals more potential customers
- ✓ With a little ingenuity, you can enhance your visibility in the market without spending thousands.

## Learning Objective:

- ✓ Raise your visibility as an expert in your market and set yourself apart from your competition so that you become the go-to person in your field

## Why Worry About Visibility?

- ✓ Visibility equals credibility
- ✓ Greater visibility equals more potential customers and more people who can refer you to others
- ✓ Spread awareness of your business to bring in new leads and establish yourself as a credible authority
- ✓ You can enhance your visibility without spending thousands





## Quick Tactics

- ✓ Comment on blogs and in groups
- ✓ Post on Quora
- ✓ Run charity promotions to build goodwill, e.g. give a percentage of your profits from X sale to X charity
- ✓ Use your network to help promote you
- ✓ Register on freelancing platforms, e.g. Upwork, Fiverr, etc. to market your services to new customers
- ✓ Offer free samples
- ✓ Set up a Google alert

## Longer Tactics

- ✓ Be a guest on blogs, podcasts, webinars, etc.
- ✓ Choose free publicity paths for press and media coverage
- ✓ Get local radio and TV exposure
- ✓ Write a book
- ✓ Sell online direct to the public, e.g. Shopify, Ebay, Amazon
- ✓ Apply for business awards
- ✓ Merchandising to sell or give away, e.g. stickers

