



26 Ways To Increase Your Visibility and Thrive Online

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Hi, I'm Jenn Scalia- kickass business coach for female entrepreneurs on the brink of blowing up. I help my clients build successful and meaningful online businesses through relationships and visibility.

Over the past year, I've risen from the unknown sea of entrepreneurs to superstar status, and I now pull in 5 figure months on the regular. And? **I'm ready to share EVERYTHING it took to get me here.**

I created this PDF playbook because I'm pretty much over watching capable business owners struggle to get be seen and get clients.

This is my love letter to struggling online entrepreneurs everywhere – and it truly includes everything you need to start showing up online, become more visible and be seen as the expert in your field.

This guide could easily be something I charge for. In fact, it could be an entire course. But I'm giving it to you, for free. And it's all done with one thing in mind: providing you with a killer, no BS, straight to the point plan to increase your visibility, captivate your clients-to-be and start making some major waves in the industry.

Whether you're a business coach in a sea of business coaches, a health coach who is feeling lost in a slew of other IIN grads, or a life coach who feels so vague even YOU don't really know what you do - it IS possible to stand out and get noticed and this guide will show you exactly how.

Here's the truth. I know that some of you (the really special ones) will take this information and run with it. Others will read it (or not) and never implement the proven strategies I'm outlining here. This is the **ONLY** thing that's going to separate the successful from the not-so-successful. Which one will you be?



Are you finally ready to go all in and build your online empire?

Tired of watching other crush it online while you sit on the sidelines and wonder where your next client is going to come from?

The most common questions I get from other coaches and online service providers are:

- Where do I find clients?
- How do I position myself as the expert?

In this guide I'm pulling out all the stops and telling you every single way I know to become more visible, to position yourself as the expert and exactly what to do to nurture the tribe you're building.

The goal is to not only become more visible and seen as the expert in your field, you want to be able to turn these relationships and leads into paying clients.

If you're not seeing the level of success you desire, I really want you to check in with yourself. Have you really tried it all? Are you really committed?

If your business is floundering or just not happening as quickly as you hoped, keep reading.

This is for you if

- You are ready to take your business to the next level
- You know what you do and who you do it for
- You are confident in your skills as a coach or online service provider
- You have a general idea of your ideal client/niche (does not have to be perfect)

This is not for you if:

- You are unclear about your business or ideal client
- You're comfortable where you are
- You're not ready to go all in

Let's dive in!

26 Ways to BE SEEN and position yourself as the expert in your field.

1. Webinars/Free Calls

Webinars and free calls are an excellent way to showcase your expertise in your niche. If you don't feel comfortable on video or don't like webinar format, free calls hosted on conference call lines are perfectly fine. Do whatever feels most comfortable for you. You want to show up on these calls/webinars with authority and show that you know your stuff when it comes to your particular niche.

Webinar/Call Idea #1: _____ Date: _____

Webinar/Call Idea #2: _____ Date: _____

Webinar/Call Idea #3: _____ Date: _____

2. Be a guest on a podcast or radio show

Search iTunes or Google for podcasts related to your niche or that market to your ideal client. If you work with busy moms, look for parenting podcasts. If you are in the health or fitness industry, there is an entire section in iTunes devoted to your niche. Find ones that resonate and reach out to the host for a possible guest appearance. This is especially effective if you have a launch and want to strategically place yourself in front of a wider audience.

You could also use a resource called RadioGuestList.com and submit your bio as an expert to be interviewed on radio shows related to your niche. (Thanks [Kristen Owens](#) for this tip!)

Podcast #1: _____ Contact: _____

Podcast #2: _____ Contact: _____

Podcast #3: _____ Contact: _____

3. Facebook Groups/Forums

I'm sure this is nothing new to you, but I want to point out that most people go about this completely wrong.

First, I want you to focus. Instead of joining a million groups with the same people in them, choose a select few to really focus your attention on and nurture relationships inside those particular groups. Use Facebook Graph Search to find groups outside of your current circles and expand to new people.

Make sure that the groups you are in are helpful to your field and that your ideal clients are actually in those groups. For example, if you are a health coach that works with busy moms, your ideal client is NOT hanging out in Entrepreneur groups. You shouldn't be either. Marketing to the wrong people will keep you stuck and spinning your wheels. More importantly, you won't make any money. Find out where your ideal clients hang out, and put yourself there.

Group #1: _____ Days/Times to Post: _____

Group #2: _____ Days/Times to Post: _____

Group #3: _____ Days/Times to Post: _____

4. Create your own group/tribe

What better way to position yourself as an authority than to create an awesome place to collaborate and connect with potential clients, as well as peers and collaborators.

Creating a safe space for your ideal clients to hang out and get support is a gold mine. You are able to connect with them on a more personal level, get a better sense of who they are, and they will literally tell you what programs/services to create when they talk about your struggle.

It's important not to overlook this, but I also want you to do this with intention. If you have an idea for a group or a forum, make sure it has a purpose. Don't just create a group because it's the new thing to do. Make sure you set boundaries and intentions about what goes on in your group, if there will be any special perks or giveaways, etc. There are so many groups, you want to stand out and you want to make sure it's of value to the members.

You can create a forum inside your own website, on Facebook, Google + or LinkedIn. Remember, go where your ideal clients are hanging out.

Name of tribe: _____

Intention/Perk #1: _____

Intention/Perk #2: _____

Intention Perk #3: _____

5. Social Media, duh.

Obviously social media is where you want to be. It's free, you can build connections easily, and it's FUN. There are so many platforms to consider, make sure you are choosing the right one for you and the one your ideal clients love the most. My general rule of thumb is to choose two platforms that you will dominate and two platforms that will be more automated, but that still have content feeding into them. (I use Hootsuite to create automated content).

I want to point out three of my favorite, outside of the box social media strategies that not many people are taking advantage of. While everyone else is in Facebook groups, explore outside the blue and white box and expand your reach even further.

Instagram- Host advice hours or challenges to increase engagement

Linked In - Use the new "posts" feature to position yourself as the authority in your field

Youtube Videos - Great for SEO and boosting KLT (know, like and trust)

Focus Social Media Platform

#1: _____

#2: _____

Passive Social Media Platforms

#1: _____

#2: _____

6. Guest Posting

Guest posting is my favorite way to position yourself as the expert and authority and reach a whole new audience FOR FREE. You can find places to guest post by googling your niche or something you help your clients with and then putting "write for us" or "contribute" next to it in Google search. For example, if you are a health coach and a green smoothie pro, you can type in: Green smoothies "Write For Us". Google will then populate a whole slew of places that are accepting contributors for your particular topic.

Click on each one and make sure the vibe of the blog or online magazine matches your brand. If so, keep a running list or google spreadsheet of all the places you could possibly contribute to. Make sure when you submit, you are following post guidelines and your piece matches the style of the place you are submitting to.

You can also use a resource like HARO (Help A Reporter Out) to get daily prompts and updates of people looking for contributors for specific articles.

Guest Blog Ideas:

#1: _____

#2: _____

#3: _____

#4: _____

#5: _____

Places to Guest Post:

#1: _____

#2: _____

#3: _____

#4: _____

#5: _____

7. Local Radio/TV opportunities

Once you've positioned yourself as the expert with guest blogging and guest podcasting and you have a decent "media kit", it's certainly not too far off to seek guest opportunities on local radio or tv stations. Seriously. You can do this.

Pitch yourself to local radio and tv shows and REALLY show up. You ARE the expert. Now it's time to own it. Go big or go home ladies!

Local Option #1 _____

Local Option #2 _____

Local Option #3 _____

8. JV Partnerships/Collaborations

Not everyone you meet will be your ideal client, but chances are they know someone who is. That is why it's so important to connect and create relationships with all kinds of people. You never know who's watching you. And you never know who they know.

You can connect with someone in a different field but with a similar audience to create something amazing that your ideal clients will love you for. You can also be a guest expert in other people's programs. You can host webinars or calls together, create a program together or simply just affiliate one of their products if it is of real benefit to your ideal client.

Collaboration #1 _____

Collaboration #2 _____

Collaboration #3 _____

9. Join or host a Telesummit

Telesummits are an excellent way to increase your authority in your field. Since increasing my online visibility through many of the ways outlined in this guide, I have been asked to appear as a guest host in several telesummits, alongside some serious online players including Dr. John DiMartini from the movie "The Secret". Talk about credibility!

You can also host a telesummit yourself to position yourself and to grow your list. I must warn you tho, that although the results of this could be amazing, it is a lot of work. So just make sure that you are ready to go all in with it.

Will you host or guest: _____

Telesummit ideas: _____

10. Attend Live Events or Conferences

What better way to create business than to be in a room full of your ideal clients? Finding live events and conferences in your field can end up being a gold mine for your business. Just imagine if you are a business coach and you attend a conference with hundreds or even thousands of other entrepreneurs. Or you work with work at home entrepreneurs and you attend a Mompreneur event. Bingo! Potential clients up the wazoo. Please don't overlook the power in live, face to face connections.

Live Event #1: _____

Live Event #2: _____

Live Event #3: _____

11. Local Meetups/Networking Events

Staying on the theme of face to face interaction. You never know where your ideal clients could be. Participating in local meetups and networking events can get your name out there even more than you can imagine and build that know, like and trust factor FAST. While I was in San Diego, I set up two separate meetups to connect with my current clients and peers live in person.

Several entrepreneur groups, including B-School, have local sub groups, so you can connect with like minded individuals in your area.

Meetup/Event #1: _____

Meetup/Event #2: _____

Meetup/Event #3 : _____

12. Host a local workshop

Host a workshop at your local gym, yoga studio or rotary club. Host the workshop for free and tell people how they are able to work with your further. You are likely to get 1 or 2 paying clients from each workshop. This is an easy, low cost way to connect with potential new clients, serve and give massive value.

At the workshop, make sure to include some sort of freebie or takeaway that attendees can take home with them. Maybe it's a signed copy of your book, a workbook, a guide or something else that they can take home and remember you by.

Workshop #1: _____

Workshop #2: _____

Workshop #3: _____

Freebie Ideas: _____

13. Paid FB groups or membership sites

Free Facebook groups are all the rage, but have you ever thought about utilizing paid groups or membership sites to connect with your potential audience and meet new like-minded people? This has been a fantastic tool for my business and list building. I have created genuine connections and gotten the word out most by participating in the groups that I've had to pay to be a part of, usually by enrolling in a particular program or working with a specific coach.

Think about it. Free Facebook groups are certainly a great place to connect, but a lot of people in free groups, want FREE. When you are in a group with people who have already invested in themselves by paying for a particular program or coach, you now are in a sea of potential clients who are willing to PAY. It doesn't get any better than that!

Membership #1: _____

Membership #2: _____

Membership #3: _____

14. Opt In ideas/kick ass lead magnet

This is a no-brainer and is often overlooked. It's like we "know" we need to create an opt in to collect email addresses, but procrastination and overthinking get the best of us and it never happens. Or it happens and it's really not effective or useful to our clients at all. Your opt in must solve a a big problem in your ideal client's life.

This isn't just a way to grow your list, it's how you are delivering MASSIVE value to your potential clients and positioning yourself as the expert. The idea most people go with, is creating something that's easy for them, with very little value to the receiver. Honestly, this way of thinking sucks.

I can't stand when I opt in to something that seems like it's going to be really good, and it ends up being a bunch of fluff and crap. Make it VALUABLE. For example, look at this value packed PDF you're reading right now. There's no fluff. It's useful information that you can use and that solves a problem: lack of visibility, which equals lack of clients. This creates trust between you and your ideal clients.

Seriously, give up the goods. There is never too much free.

Use Facebook, Twitter, Instagram, LinkedIn, groups, and solo mailers to your list to promote your new opt in. Promote it EVERY WHERE. Use Facebook or Google ads to reach an even wider target audience. If your opt in is really THAT good, it will convert. Make it good and make it count.

Opt In Idea #1: _____

Opt In Idea #2: _____

Opt In Idea #3: _____

Where will I promote:

Place #1: _____

Place #2: _____

Place #3: _____

15. Comment on other blogs

Commenting on other people's blogs is a great way to increase your online credibility. Not to mention, the blogger will love you for it. I absolutely love when people comment on my blog and I always take notice of the people who do. Be helpful and authentic in your blog comments.

Find some relevant blogs and comment on them weekly. This is not only great for visibility and creating relationships, but this will also create link backs to your site.

My top 5 favorite blogs:

#1: _____ Day/Time to Comment: _____

#2: _____ Day/Time to Comment: _____

#3: _____ Day/Time to Comment: _____

#4: _____ Day/Time to Comment: _____

#5: _____ Day/Time to Comment: _____

16. Tell people what you do and ask them to share

Don't be shy. You are the expert. You know your stuff, stop hiding and start shouting it from the rooftops. Tell everyone you know what you do. Post it on your personal page, send a solo mailer to your address book. Ask for referrals. Don't just tell people what you do. Tell people what you do and claim authority.

For example, I would say: "I'm Jenn Scalia, and I help online entrepreneurs and coaches become more confident and more visible so they can attract more clients and make more money. If you know of anyone who could use my services, be sure to send them my way for a complimentary clarity call."

Easy peasy. No shame.

Once you start connecting with other entrepreneurs and peer groups, they will become your brand champions. People who will support you in everything you do. Don't be shy, people are more than happy to share, especially if it can be useful to people they really care about.

Brand Champion #1: _____

Brand Champion #2: _____

Brand Champion #3: _____

17. Run Giveaways

Hosting a giveaway is a fantastic way to grow your list. The key here is to give something of value that your target market wants. This can be one of your services, a product that complements your services or even a bundle of programs from you + other experts.

Use an app like KingSumo to run a seamless giveaway that incorporates social sharing so you can reach even more people effortlessly. I've done this twice over the last three months and have increased my list by over 650 people.

Giveaway Idea #1: _____ Date: _____

Giveaway Idea #2: _____ Date: _____

Giveaway Idea #3: _____ Date: _____

18. Host Free Challenges

One of my favorite things to do is host free challenges. In the last year, I've hosted more than 5 challenges. This was the #1 way I was able to grow my list, show my authority and create a loyal following.

Again, you want to make sure that your challenge solves a particular problem and is in line with what you do. In my experience, the most effective challenges run anywhere from 5- 10 days. Any longer than that and you'll start to lose people. Make sure the challenge is effective, but don't overthink it. Make sure that each day has a clear, actionable step that will lead to a concise result at the end of the challenge.

This is a great way to connect with potential clients and give the participants a feel for how you would normally work and your coaching style.

Challenge Idea #1: _____ How Long: _____

Challenge Idea #2: _____ How Long: _____

Challenge Idea #3: _____ How Long: _____

19. Offer Pitch Free Mini Sessions

Offering pitch free mini sessions is an amazing way to increase your confidence and skills as a coach or service provider. Many people are against free. They don't think it's necessary. For me, it has become part of my business model. I still give free sessions even though my book is full for the next three months.

In theory, if your calendar is not full of paying coaching clients, you should be booking free session slots. There's no need to overdo it. Give yourself a quota, say 3 a week and I would advise single sessions as opposed to free coaching for a month.

Make sure you coach your ass off during these calls. Give massive value to the person on the other end. Can you imagine if someone was able to get a breakthrough just by talking to you for a short period of time? These people will be your raving fans, the people who support and refer you and possibly your paying clients.

Remember, this is PITCH FREE with no ulterior motive. You are there to coach and serve. If the client asks how to work with you further, then tell them. Don't make it awkward by pitching them at the end without asking. You will be seen as inauthentic and misleading. A free call is a free call. A consult is a consult. Make sure you distinguish between the two when you are promoting these.

Where are you going to offer these?: _____

How many will you do?: _____

20. Offer Clarity Calls- It's important to know the difference between a clarity call and a free call. A clarity (or discovery) call is a consultation. It's a conversation to decide if this potential client is a good fit for one of your coaching programs. There is a distinct difference between this and a pitch free mini session. Usually, you would not be coaching on these calls, but rather finding out where the potential client is, where they want to be and if your programs or services are a good fit to take them there.

You can ask for clarity calls to your list and on social media. You can also ask for referrals. Remember, when you are promoting these particular calls, be VERY clear on what the call will entail and how it will go. You don't want to blindside someone who thinks its a free call, by opening up for a pitch at the end of it.

Where are you going to offer these?: _____

How many will you do?: _____

21. Create a No Brainer Offer

This is something that I encourage all of you to do, especially if you are still struggling to get clients in the door. Without building the foundations and the know, like and trust factor first, it's not the easiest to get people to buy into your \$2500 or \$5000 program. Use this guide to increase your authority, your expertise and over deliver with value.

In the meantime, create a no brainer offer that your ideal client can't say no to. In my opinion, a no brainer offer is something in the \$50-\$150 range. Most people don't have to think about spending that kind of money. However, if you are charging \$200+, that's something that has to be thought about before it's purchased. The no brainer offer should be very enticing. To do this, focus your offer on one particular offer. For example, if you are a business coach, your no brainer offer could be an hour on the phone with you to nail down their ideal client and niche (rather than a generalized business coaching hour).

No Brainer Offer #1: _____ Price: _____

No Brainer Offer #2: _____ Price: _____

No Brainer Offer #3: _____ Price: _____

22. Connect

Find people to connect with every day. And it doesn't have to be in a creepy or stalkerish way. Show genuine interest, tell others what you do and start a relationship. Even if they are not your ideal client, they likely know someone who is. The more relationships and connections you can create, the more you open yourself up to potential clients. Could you imagine if you just reach out to ONE person you don't know

every day. That would be 30 new people in just one month. Imagine if you reached out to three new people a day. People are more likely to buy from those who show genuine interest in them and who they are connected to, especially in the service based industry. This can also be an excellent source of referrals for you.

How many people will I reach out to each week? _____

23. Have a Follow Up Plan

Once you've starting connecting and your name is out there, people are opting in to your list and booking your for mini sessions and clarity calls, it's important to have a follow up plan. You don't just want to disappear after you've made a connection with someone.

I use the good ol' excel spreadsheet to keep all my contacts in. I have their name and next to it the last date that I connected with them and also take any notes about our conversation to make the follow up easier. There is money in the follow up. Trust me on this one.

Following up doesn't have to be stressful or hard. It can be as easy as just "checking in" and letting them know that you're thinking of them, or asking about their progress on a particular thing you spoke about on the original call. Another awesome way to provide value is to send them a link to an article or resource that can help them.

Don't overthink this. And don't overlook this either. The follow up can be extremely powerful. Sometimes, when you originally talk to someone, they just may not be in a position emotionally or financially to invest. But they may be ready down the road. You want to be the first person they think of when they are ready.

What's my follow up plan? _____

How often will I follow up? _____

What will I say/give? _____

24. Group Programs

Create a small group program at a lower price point to get people in the door, to get a taste of your coaching style and provide massive value that solves a particular problem for them. Make it short, but effective. Make the price in relevance to the value they are going to receive, a no brainer.

The best part? Now that you've provided massive value and they have been able to get a sense of your coaching style at a lower price and time commitment, you can now upsell to one of your bigger packages at the end of the program. It is highly likely that you will get at least 1 or 2 people to take you up on this offer.

Group Program Idea #1: _____ Price: _____

Group Program Idea #2: _____ Price: _____

Group Program Idea #3: _____ Price: _____

25. Create new Programs/Services

In addition to the group programs and no brainer offers, start thinking of new and different ways to solve your client's problems. Come up with a series of new programs and/or services you can offer. Usually these will be super targeted to a specific problem.

Create urgency by putting a limit on the number of people who can enroll or putting a time limit on when they can buy. This is just another way to showcase your expertise and get paid for it. At the same time, you are building trust with the people who enroll, but there is a smaller time and financial commitment for them to "try you out" and see if you're the real deal before investing in a longer term, bigger package.

Program #1: _____ Price: _____

Program #2: _____ Price: _____

Program #3: _____ Price: _____

26. Survey your ideal clients

This should probably be up at the top, but when you are clear on who your ideal client is, survey them to get their point of view, their biggest struggle and their language. You can create a simple survey on Google Docs, WuFoo or Typeform and post it in forums or send it specifically to your list.

You can even ask for a few of these to be live interviews where you actually get them on the phone. Offer a pitch free mini session or clarity call as a thank you to anyone who has completed the survey. This will likely lead to a few new clients, once they realize that you can solve the problem they have.

What will I ask? _____

Who do I want to fill this out? _____

How many online surveys? _____

How many interviews? _____

So there you go! Twenty-six ways to increase your visibility and thrive online. Now, you don't have to do ALL of these. I just wanted to provide you with a variety of options. Do what feels good and feels right for you.

Remember, consistency is key. If one thing doesn't work for you- try another. I've just given you a ton of ways to start being seen, heard and paid for what you do best.

If this is your dream and you really want this, I am here to support you. I want you to succeed.

There are a ton of moving parts to running a successful online business. There are a lot of wasted activities as well. I want to shorten the learning curve for you, so that you can really focus on what's most important, what will get clients in the door and more money in your bank account.

That's why I am offering a special **BONUS** to you for making it all the way to the end of this playbook. I invite you to join me for a FREE webinar, where you will find out the ***16 Things You Need to Go From Flatlined to Five Figure Months and Create a Successful and Meaningful Business That Makes Bank.***

Sign up [here](#) to be the first to know when the webinar goes live.

Thanks so much for reading and I really hope you take ACTION.

If you haven't done so already, be sure to join my ridiculously awesome tribe of Brazen and Badass Women Entrepreneurs: **BABE's That Shine.**