



Visibility Challenge Day 6

Amira: Hi, Amira here, and it's day 6 of the 7 Day Visibility Challenge and today's challenge is about putting a paid offer out there into the world. So this is whatever you offer for sale. Whether it's a product or a service, you are going to explicitly and unequivocally put it out into the world for sale.

Now a lot of people do this on their website but don't promote it or put it out more visibly for people to see. So that's your challenge today.. it's to share what you are selling... not just your message this time. This is about what you're selling, your product or your service.

So this could look like a post on Facebook that links back to your product or service page. This could look like at a networking event specifically saying, would you like to talk about working together? This could be in an email out to your newsletter list, putting a special out there, or something that reminds them of what you're offering.

It's a call to action to say... here's what I sell, would you like some.

It's very important to do this. If you don't put this out there, if people don't know what you're selling, it's hard for them to buy. You want to connect the dots for them. You don't want it to just be like, oh, maybe someday I'll look at that. You want to engage them in working with you, or buying your service. So, you need to ask them, is what I'm selling something you want.

Now, if this is hard for you, if it's hard to put yourself out there and say, hey, do you want what I am selling?... then you have to look at what's getting in the way. There are a lot of things that stop people from talking what they are selling... thinking that it's being too pushy, thinking that people should just come to them. People thinking that if they have to market then something's wrong. Thinking that it's unprofessional or déclassé or, I don't know... any a number of other things that might be stopping you. I don't know, nice girls don't market? I don't know? That's a funny one? I don't think that is out there. (Laughter.) There are all sorts of these limiting beliefs that are underneath the surface that keep us stopped. And I want you to dig in a little bit. If you can't do this, if you can't put out there what you're selling, you need to figure out, why not?

That is super, super critical, and if you have a hint about what it is... like, maybe it's, I'm not confident enough to put out what I think my service. Like I'm new to business... problem solve

around that. Maybe you need to get more experience? Or maybe you need to try to put it out there and see if you die? See if someone say, yes? See if someone says, no? But, however, whatever is coming up for you when you think about putting your offer out there, I want you to dig a little deeper and then do some problem solving around it, okay?

See how you can figure out a work around to make it a stretch step for you that is comfortable and keeps you moving forward. Now, if you are well schooled in business and you've been doing this for a while, I want you to up the frequency of this, okay? I want you to do it more often. If you do it once a week, I want you to do it today, maybe two or three times. In different channels and through different mediums.

So figure it out what offer you're going to offer and figure out how you're going to say it in an unequivocal way, in a very clear and concise way, and put it out into the world in some fashion... that is your challenge today. Okay, keep me posted, let me know how it goes, take care.