



# THE 3 STEP VISIBILITY FORMULA

# INTRODUCTION

## REMEMBER...

### WHEN YOU'RE GROWING YOUR BIZ...

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If people don't see you (or hear you, or feel you) ...

If they don't know you exist ...

If they don't know what problem you solve ... they won't buy from you.

Period. Full stop.

BUT how do you show up and be visible without being salesy and sleazy?

How do you show up without letting the "Visibility Gremlins" stop you?

Visibility Gremlins are those internal voices that say things like...



*"You don't know what you're doing, what if you do it wrong?"*



*"Don't be too big, people will think you're a show off."*



*"You don't know enough, you'll be exposed as a fraud."*



*"You're really not good enough, how can you charge for that, say that, or do that?"*



*"That's not polite or what people in our industry do."*



*"People will think you're insincere, just after their money, pushy, or phony."*

It's enough to send you running for cover and back into hiding.

And then, of course, you're right where you started ... not being visible.

So you can see ...

In order to get more business, you need to be out there in the world.

And in order to be out there in the world, you must deal with your Visibility Gremlins.

How? Well, let's dive in.

#visibility

STEP

1

# GET CLEAR

## THE FIRST STEP IN THE VISIBILITY FORMULA IS: GETTING CLEAR

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You need to get clear about:

- your message
- your value proposition (how you make someone else's life better) and...
- the problem you solve and the unique way you do that.

Without this front and center in your mind, being out there with your product or services will feel HARD.

It will feel like swimming against the current... and the Visibility Gremlins will have a field day with you.

You need to own the VALUE of what you're doing and be very clear about what you stand for in order to COMFORTABLY, CONFIDENTLY, and AUTHENTICALLY speak about it.

If you don't, your energy will be off. You'll feel anxious, confused, insecure, pushy, phony, or sales-y.

You'll feel disconnected and you'll just want to hurry up and get your outreach over with, so you can go back into hiding.

You won't be able to stand confidently in your power and other people will pick up on this.

They'll notice a vague undertone of insincerity or a rushed, pushy, "you're-just-a-commodity" feeling when they interact with you.

Ultimately, when you're not clear about your value and message, your marketing and outreach feels distant, off-putting, and insincere.

It's missing connection.

When you're not fully clear and connected to your message and the value you offer it's impossible to really connect with your clients and customers.

When you do the work to figure out what your message is and truly value what you do, you won't feel like you have to hide a part of yourself.

You'll feel connected to all that you have to offer and this empowers you to share your goodness in the world. (It's kind of like magic.)

This is such a relief and a much more confident, secure, and easier way of getting out there and visible with your business.

#clarity

STEP

# 2 TAKE ACTION

## THE SECOND STEP IN THE VISIBILITY FORMULA IS: TAKING ACTION

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Once you're clear on your message and value proposition, it's time to take action.

Not any old kind of action ...

The action you take has to be RIGHT-SIZED for you, today, with where you're at in your business.

We want it to be a stretch step ... but not too big of stretch that it sends you off the deep end.

I often see women trying to emulate how someone else, who's further along in their business, does their marketing. If you do this BEFORE you can hold this level of visibility it will feel hard and overwhelming.

I'm not saying don't aim high. Not all! I love setting my sights high.

What I am saying is that most of the successful women you see out there started off in a radically different place ... doing much smaller things and growing steadily.

As they gained more experience, they could maintain higher and higher levels of visibility.

They started with one step that was a comfortable stretch for them to execute at the level they were at.

This is so important. This is how it's done. You start where you are. You take action.

You get more comfortable with it. Then you take the next step. And the next. And the next.

But where you start needs to be something you can hold. It needs to be the right-size for you.

If you don't push yourself just outside your comfort zone, you'll never grow.

You need to do this. You need to be right on your edge ... or just a bit beyond.

But if you push yourself TOO far outside your zone of experience, you'll have a massive internal revolt...

Your subconscious brain will come up with all sorts of ways to foil your plans. It will start sending in the "Visibility Gremlins" and they will SHUT YOU DOWN.

These thoughts will keep you from taking that action and being visible and won't successfully grow your business.

So right-size your actions.

Make sure they're a stretch, but are not too far beyond your zone of experience.

When you take action like this, you start building trust with yourself and your subconscious understands that it's safe to grow at this pace.

#action

STEP

3

# BE CONSISTENT + PERSISTENT

## THE THIRD STEP IN THE VISIBILITY FORMULA IS: BEING CONSISTENT AND PERSISTENT

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After right-sizing your visibility actions, the next step is to KEEP GOING.

You want to continue to consistently be out there in the world at a pace that works for you.

A one-time flurry of being out there and visible is NOT where it's at. It's good. It does something. But it's not nearly enough.

Instead, aim to steadily and consistently show up. You're looking to BUILD RELATIONSHIPS and CONNECT with your audience.

When you show up consistently people get a chance to know you, like you, and trust you.

They can't do this if you're just a flash in the pan, *"here today, gone tomorrow."* You need to build a relationship and this takes showing up and being visible regularly.

In order to be out there consistently, you must have worked steps #1 and #2 of the Visibility Formula. If you don't that it will be very hard to consistently be out there.

For instance, if you don't own your value, it's hard to be out in the world on a daily basis talking about your product or service.



If you don't know your message, it's hard to know what to say or how to say it, which makes being out and visible in the world on a daily basis a big challenge.

If you make your visibility actions too big for you, more than likely you'll talk yourself out of doing them.

BUT let's say you ARE clear and you HAVE right-sized your visibility endeavors, then it's about being consistent in how you show up.

For each way you're stretching yourself to be visible, ask yourself whether it's best to do this once a day? Three times a day? Every other day? Weekly? Monthly? **Figure out the interval that works for you.**

Check in with yourself and make sure you're being reasonable. So often I see people setting themselves up for failure by over-committing.

**Once you've done this, make a commitment to yourself:**

I will do \_\_\_\_\_ every \_\_\_\_\_ .

Does that feel good? Or does it feel like a weight?

(HINT: you want it to feel good. Otherwise, you'll eventually won't do it. Willpower only gets you so far.)

If it feels good, you've got yourself a plan! Execute it consistently and then in a month or two reassess and take things up a notch. Add something to the mix. Take a bigger step. Increase your frequency.

You'll notice that when you're visible more consistently, it becomes much less scary and those Visibility Gremlins start fading away.

The real pay off is that over time, if you're PERSISTENT more people will know what you do.

You will have built some trust with your connections and when people trust you, THAT'S WHEN THEY BUY FROM YOU.

So keep going. Be consistent. Be persistent. It's worth it and it works.

This, my friends, is the 3 Step Visibility Formula:

- 1) Get Clear (*On Your Message, Value, Problem You Solve*)
- 2) Take Right-sized Action
- 3) Be Consistent. Be Persistent.

It's how you'll banish the Visibility Gremlins so YOU can really show up.

And with that, I wish you loads of clarity and ease with your visibility. Let's rock this Visibility Challenge and get you started with your right-sized, stretch steps.

xoxo,

Amira

You can find out more about me and the business coaching I offer at: [www.amiraalvarez.com](http://www.amiraalvarez.com)

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