



Ready to get more visible?

An important aspect of getting more clients is to increase your visibility. I am defining “visibility” as anytime your ideal clients see or hear you. Yes, your face and voice! When your ideal clients see your face and/or hear your voice, you are making an authentic connection with them. This builds your Know, Like, Trust Factor, which is important because people buy from those they trust.

Here’s how to use this packet:

#1: Visibility Marketing Ideas

On pages 2-3, you will find visibility marketing ideas. This is not a comprehensive list, by any means, but it should get your creative juices flowing. There’s even a spot to jot down your own ideas.

#2: Visibility Marketing Topic Ideas

On pages 4-5 are visibility marketing topic ideas; basically, ideas on what you can talk about in your visibility marketing. These are just ideas—you can take or leave them. Feel free to enter your own ideas as well.

#3: Calendar

Finally, on page 6, you will find a January calendar with spaces to write down what visibility marketing you will implement. Ideally, you will implement some type of visibility marketing every weekday in January, but it’s up to you. Stretch yourself, okay?

Additional resources:

If you decide you need more help with your visibility marketing, here are three resources to help you:

GET MORE CLIENTS TRACK: This is a 12-month Celestial University course that will teach you how to create a reliable, effective marketing system that will constantly attract clients to your business. You’ll receive seven modules and a 90-page workbook, plus tons of support through our Facebook Group. Additionally, you’ll have access to \$10,000+ in

supplemental marketing and business courses as soon as you register for the course. **To learn more, please visit <https://celestialuniversity.com/enroll>.**

THAT FIRST CLIENT BOOK: If the course doesn't speak to you, or is out of your reach right now, please check out my book, *That First Client*. Don't let the title fool you: This book will help you attract your first *and next* client. This book is available on Amazon, Barnes & Noble, Apple Books, and more. **To learn more, please visit <https://jillceleste.com>.**

VIRTUAL NETWORKERS: If you are looking for a dynamic, heart-centered online networking organization, please check out Virtual Networkers (the networking "arm" of Celestial University). We have four chapters ready to welcome you! **Go to <https://virtualnetworkers.biz> for more details.**

Finally, be sure we are connected on social media and tag me when you are doing a visibility post. I'll drop my links below.

Instagram: https://www.instagram.com/jill_celeste/

Twitter: https://twitter.com/Jill_Celeste

TikTok: <https://www.tiktok.com/@jillcelesteauthor>

Facebook: <https://www.facebook.com/JillCelestePage>

LinkedIn: <https://www.linkedin.com/in/jillceleste/>

Goodreads: https://www.goodreads.com/jill_celeste

I can't wait to SEE and HEAR more of you in January! Good luck!

Lots of love,

A handwritten signature in black ink, appearing to read "Jill" followed by a stylized flourish.

Visibility Marketing Ideas

ADVERTISING

- Facebook ad
- Google AdWords
- Instagram ad
- Pinterest ad
- Print ad
- Twitter ad
- LinkedIn ad

COMMUNITY

- Sponsor a local event
- Host a vendor table
- Engage in a community Facebook group

WRITING

- Write a blog post for your website and include your photo/video
- Write a guest blog post
- Write a short book about your expertise

PODCASTING

- Be a guest on a podcast
- Be a guest on a radio show

CLUBHOUSE

- Start a virtual room and talk about your expertise
- Join another virtual room and “raise your hand” to contribute

FACEBOOK

- Do Facebook Live
- Upload photo/video to Facebook Page or Group

- Upload photo/video to Facebook Stories
- Create a Facebook Reel

INSTAGRAM

- Do Instagram Live
- Upload photo/video to Instagram feed
- Upload photo/video to Instagram Stories
- Create an Instagram Reel

LINKEDIN

- Copy/paste a blog post into a LinkedIn article
- Upload photo/video to LinkedIn

TIKTOK

- Make a TikTok video

TWITTER

- Upload a video to your Twitter feed
- Post a tweet with your photo
- Start an audio conversation through Twitter Spaces

YOUTUBE

- Upload a video to your YouTube channel

MEDIA

- Get media interview (print or video)
- Issue a press release
- Be a contributor with a by-line for online media outlet

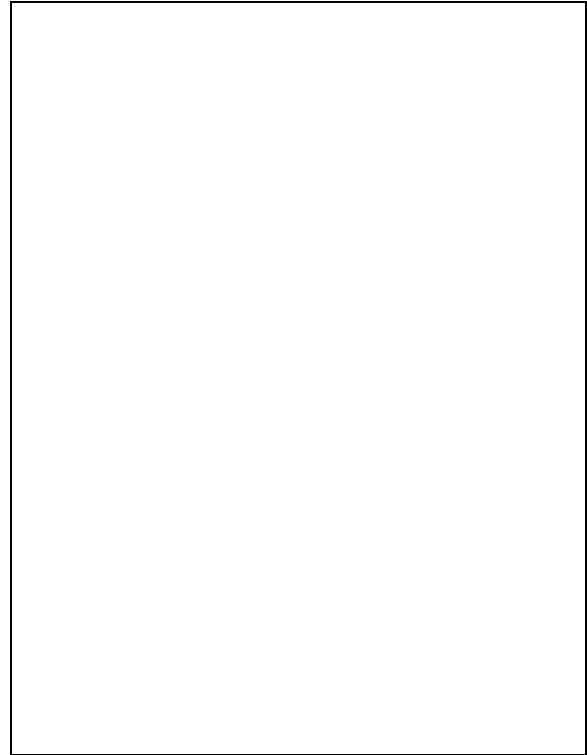
NETWORKING

- Attend a new-to-you networking meeting
- Attend an in-person networking meeting but sit by someone new
- Be a speaker for the networking groups you belong to
- Be a guest speaker for a networking organization
- Have a coffee date (in-person or virtual)
- Make sure your picture and info is included in any member directories for networking groups you belong to

TEACHING

- Host a webinar
- Host a workshop or class (in-person or virtual)
- Host a challenge
- Speak at a conference

YOUR IDEAS

A large, empty rectangular box with a thin black border, intended for the user to write down their own ideas for visibility marketing.

Visibility Marketing Topic Ideas

BUSINESS

- Describe your first business
- Explain how you became an entrepreneur
- Share why you love being an entrepreneur
- Share your mission statement
- Explain what you stand for
- Do a behind-the-scenes video of something you're working on
- Do a "backstage tour" of your office
- Interview a team member
- Interview a happy client
- Interview a joint-venture partner
- Host an "Ask Me Anything" Q&A where you take questions from your audience
- Praise a vendor who helps your business
- Share an "aha" moment experienced by one of your clients
- Celebrate a client's success
- Explain your biggest entrepreneurial lesson (to date)
- Teach a micro-topic related to your industry
- Demonstrate how to do something
- Demonstrate your favorite software
- Identify a mindset shift that your clients need for success
- Share the biggest mistakes you see your clients make
- Share an inspiring story
- Share your biggest lesson
- Share your biggest success
- Explain how you got your last client
- Explain how you achieved your biggest success
- Discuss an entrepreneur who inspires you
- Promote something you're selling
- Share details on what's "coming soon"
- Plug your favorite networking group
- Explain how you plan your day
- Show an old or current logo, and tell the story behind it
- Show your past & current business cards
- Invite people to your Discovery Session/Introductory Sales Call
- Promote a webinar or lead magnet
- Showcase a book you wrote
- Review someone else's book
- Pull a Tarot/Oracle card
- Host a contest
- Teach a live class
- Talk about your latest blog post

PERSONAL

- Talk about your favorite childhood memory
- Share something memorable about your parent(s)
- Describe what your grandma's kitchen smelled like
- Share a story about a childhood pet

- Talk about something you struggle with
- Brag about your spouse, kids, or pets
- Show how to cook your favorite dish
- Give a virtual tour of your home
- Highlight your favorite local business
- Record a video of your pet & tell a story about her
- Tell your audience something you've done for fun
- Share an interesting fact about yourself
- Share something for which you're grateful
- Describe your morning and/or evening routine
- List your Top 5 favorite books
- Share what you're binge watching
- Talk about a movie you recently saw
- Talk about your favorite band/musician
- Showcase your favorite food or drink
- Discuss something from the news
- Talk about your favorite sport/team/athlete
- Share a vulnerable story
- Explain how you maintain work/life balance
- Express a spiritual or religious viewpoint
- Showcase your favorite place (restaurant, bookstore, coffee shop)
- Describe your favorite vacation
- Announce where you'll be heading on your next vacation
- Tell a story about something crazy that happened to you

- Demonstrate something that most people can't do
- Talk about your first job

INSPIRATION

- Share an inspiration quote and what it means to you
- Read a passage from an inspirational book
- Talk about a teacher who inspired you
- Share a feel-good story about something you witnessed
- Describe a time when someone helped you
- Describe a time when you helped someone
- Share how you overcame a struggle
- Discuss why you became an entrepreneur

YOUR IDEAS

January 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9 Activity: Topic:	10 Activity: Topic:	11 Activity: Topic:	12 Activity: Topic:	13 Activity: Topic:	14 Activity: Topic:	15 Activity: Topic:
16 Activity: Topic:	17 Activity: Topic:	18 Activity: Topic:	19 Activity: Topic:	20 Activity: Topic:	21 Activity: Topic:	22 Activity: Topic:
23 Activity: Topic:	24 Activity: Topic:	25 Activity: Topic:	26 Activity: Topic:	27 Activity: Topic:	28 Activity: Topic:	29 Activity: Topic:
30 Activity: Topic:	31 Activity: Topic:					