



Want TO STEP UP
VISIBILITY IN YOUR BIZ?

YOU NEED TO DO THIS QUIZ!





Hi there!

My name is Ruby McGuire. I work with Solopreneurs helping them to rock their visibility in their business both on and offline.

I'm an introvert, so I understand what it's like when you know you need to be more visible in your business, but let's be honest it's doesn't feel completely natural or comfortable. Us British aren't very good at selling ourselves, don't you know!

We don't like doing all that 'hustle' but want to share our businesses in a quietly fabulous* way, without feeling as though we're over promoting ourselves.

replace that with awesome!)

*(If you 'don't do' the word fabulous then please feel free to

I teach my clients how to be more confident and help them to put the business basics (i.e. niching, pricing, packaging, and marketing tools) in place to launch and grow their businesses.

I'm a self-confessed chocoholic and vanilla coffee addict, preferably cappuccino please! Married to my soul mate, I'm a Mum of a teenage daughter and two grown-up stepdaughters. We live in Berkshire, UK, with our little dog, Lulu.

The more professional bit... Prior to Coaching, I worked in HR for 11 years with my last role, as Head of HR, that encompassed all aspects including training, recruitment and employment law. You may have seen my work in the International Coaching News Magazine and Inspired Coach Magazine, plus various guest posts/articles. I'm a Co-Author of Awaken Your True Potential and also a Support Coach for Noble Manhattan.

So, welcome to the beginning of your journey to building a fabulous business! If you're willing to put the effort into your business it will pay off in dividends. By putting some of these tips into action you will start to make some real progress.

I'm looking forward to being part of that journey with you.

Being visible in your business can feel really scary. It's not always comfortable self-promoting, is it? But here's the thing... When you run your own business it's a 'skill' that you need to get good at.

I've been on my own visibility journey this year. I've committed to huge things to up level my business; organising and hosting a Telesummit, setting up a podcast show, being featured in prominent magazines / guest post articles, co-authoring a book, to name just a few things.

I think the scariest step wasn't any of those though, it was doing my very first webinar last year - it made me feel so exposed. Wow, I tried every trick in the book to calm me down, from deep breathing to lavender candles, to affirmations, meditation, EFT, Bach Flower Remedy, pacing and talking to the dog! I was really stressed by it but two minutes into the call, when I was talking about 'my thing', I was fine. What a waste of energy.

It's not just the practical steps you need to take. You need to work on your mindset too

Once you've stepped through your comfort zone though, everything seems so much easier. You can become a powerhouse ready for the next scary thing to overcome, or you can hide away. Remember, you're in business, that's not an option if you want to become known for what you do.

The thing is we often make things so much scarier than they need to be. Surrounding yourself with lots of fabulous support is really useful. Declaring what you are setting out to do can be really powerful. It helps to hold you accountable and if you have good friends/support there will be no option to 'chicken out' of things.

There are lots of ways to improve your visibility and the first step is just to dip your toe in the water. Doing one of the following things, or something more consistently, can start to boost your confidence and help you start seeing results.

Remember that it takes time to get people to know, like and trust you and that's why consistency is so very important. It's far better to post regularly on social media, than to turn up for a week and never be heard of again.

While I work on all of the following with my clients one of the bigger areas that we often need to work on is confidence. It's smashing those mindset blocks that hold us back.

Confidence is like a muscle, it needs to be flexed. One day you might feel really confident in sharing your business on/offline. Other days, maybe not so much. When running your own business it's all about pushing through those comfort zones and over time your comfort zone grows. As a bonus, you also get personal growth as a result of stepping up and being brave.

VISIBILITY DISCOVERY QUIZ - JUST HOW VISIBLE ARE YOU?

Are you being visible in your business or are you hiding away? Put the kettle on, grab a notebook and pen and block out a few minutes of time to go through so you can figure out how visible you really are. There are loads of ways to be visible. Here are some of the top ones that can help you to build your business;

1. I post on social media consistently (regularly so that people know you exist. This will vary and depend on your audience but you know if you're posting regularly or not - no excuses please!)
*Score 0 if don't post regularly, 1 for 1 post a day, 2 for 2 posts a day etc. - no cheating - it has to be consistently! (*Max. score 5 points*)*
2. I know who my ideal clients are
Score 0 if you have no idea, 1 if you have a rough idea, 2 if you're getting there, 3 if you're super clear
3. I am in groups where my ideal client hangs out (on/offline)
*Score 1 point for each group that you hang out in (*Max. score 5 points*)*
4. I am really clear on what I offer as a service to my clients
Score 0 if you have no idea, 1 if you have a rough idea, 2 if you're getting there, 3 if you're super clear
5. My website explains clearly how I can help my ideal clients - I share the benefits they will get by working with me
Score 0 for no, 1 for yes
6. I speak to my ideal clients in their language (across all platforms - social media, blog posts, web copy etc.)
Score 0 for no, 1 for yes
7. I use two or more of the following social media platforms to communicate my message. (If not these, then I use my own preferred platform)
*Score 0 for none, 1 for using 1, and 2 for using 2 or more (*Maximum score 2 points*)*

Facebook	Pinterest
LinkedIn	YouTube
Twitter	Periscope
Instagram	Other..
8. I network in my groups online (networking means engaging with a minimum of 1-2 people per day in a group)
*Score 1 for each group you engage in on a daily basis (*Max. score 5 points*)*

9. I network with people offline (networking means attending networking meetings)
*Score 1 for each **monthly** meeting you attend on a **regular** basis (*Max. score 5 points*)
Once a month is regular, once a year is not!*
10. I have a pipeline of people that I engage with on a consistent basis (business buddies potential clients, joint venture partners etc.)
Score 0 for no, 1 for yes
11. I have a follow up strategy that I use for building relationships with business connections and/or potential clients
Score 0 for no, 1 for yes
12. I know what my marketing strategy is for my business
Score 1 if it's in your brain or written on a serviette, 2 if it's written on paper, 3 if it's written and set to deadline dates.

If you said, 'What's a marketing strategy?' let's talk! Call it a plan instead if it's less scary - What are you going to do to market your business?
13. I run my own online group
Score 0 for no, 1 for yes
14. I share useful content / ask questions in my online group to create engagement, start conversations
Score 0 for no, 1 for yes
15. I send regular newsletters (regular means weekly or monthly, and consistently. Again, yearly is not regular enough)
Score 0 for no, 1 for yes
16. My contact details (including a link to my website) are at the bottom of my emails
Score 0 for no, 1 for yes
17. My Skype account has my website details listed
Score 0 for no, 1 for yes
18. I have a freebie on my website to encourage sign up to my mailing list
Score 0 for no, 1 for yes
19. I write regular blog posts (regular means weekly, fortnightly or monthly, and consistently)
Score 0 for no, 1 for yes
20. I offer to write regular guest post articles
Score 0 for no, 1 for yes
21. I have press release information ready for when I want to advertise locally
Score 0 for no, 1 for yes

22. I speak regularly at events (this could be big speaking engagements or a 5-10 spotlight at local networking events)
Score 0 for no, 1 for yes
23. I work with affiliate partners
Score 0 for no, 1 for yes
24. I am a member of a 'referral circle' (part of a group of people that you refer business to and vice versa)
Score 0 for no, 1 for yes
25. I have testimonials on my website
Score 0 for no, 1 for yes (and a bonus 2 if you have pics of the clients too!)
26. All of my social media profiles match consistently, with the same message and images across the board
Score 0 for no, 1 for yes
27. I have social sharing buttons on my blog posts so that people can help me spread the word
Score 0 for no, 1 for yes

TIME TO SCORE YOURSELF (use the form at the end to help you keep track)

Add up your total scores and check in below with how well you got on.

0-20 Ok, so there's some work to be done. You need to be more visible. What needs to change?

Choose one specific area that you can improve that will have the quickest impact. Do it today!
(i.e. Update one of your social media profiles, add an email signature?)

21-30 - You're doing well, but there's room for improvement. Think about which three areas you need to focus on the most, work on one first and then move on to the next and the next.

(i.e. what about a spot of offline networking, starting some new conversations with people you've connected with?)

31-40 - You understand how valuable visibility is and may already be reaping the benefits of its rewards, but you can still raise those numbers if you put some work in. Keep reminding yourself why this is important.

(i.e. could recording a podcast show be your next thing? What about partnering up with affiliate partners?)

41+ - Wow, you're amazing! You have this visibility thing all figured out. Keep it up now. What would be the next step up for you. Come on, be brave, and push through to the next level! (i.e. What about hosting your own telesummit, writing a book, getting some speaking engagements?)

**Building your visibility takes time, so
be patient and persistent.**

Consistency makes all the difference

If, as a result of doing this, you're feeling overwhelmed or starting to beat yourself up then STOP IT! We all have weak areas in our business - this is just a tool to raise your awareness and spark some ideas as to how you can improve things.

The more visible you get, the more clients you will attract. You now know where your gaps are. Go back to the questions with your low scores and work on a strategy for increasing your visibility.

Remember, it takes time to build your visibility, i.e. you can't just post once and expect massive engagement and referrals. That's just not how it works.

1. Know your ideal client
2. Know where to find your ideal client
3. Get clear on your offerings
4. Get clear on your message
5. Build relationships
6. Most of all have fun! Being more visible in your business can open up so many new opportunities for you and you will grow as a person too. Enjoy the journey!

One thing I want you to know... all of my clients know I love this one..

You are EXACTLY where you need to be right now!

Things might not be perfect in your business, but there is no such thing as perfection.

Start from where you are now and be kind to yourself.

Just a bit of fun, but in all seriousness what do you need to change? We know we need to share about our businesses; nobody else is going to do it for us. We hear enough about it online/offline in books etc., but it's not always that easy.

Time constraints are often a main factor too when it comes to being more visible, so thinking about your day, identify where you're wasting time on not being in the right places.

It doesn't mean you have to run around naked, with banners, shouting out about your business (although I know sometimes it can feel like that!) Hey, wait - maybe that *is* your next step... joking! Here are some more sensible tips...

- Start with a few minutes of sharing your business and build it up as you can, it's about quality time not quantity. Use it wisely. Telling people about your business is non-negotiable. How will people hear about you if you're not shouting out about it?
- Figure out what's holding you back. Know that fear is normal and pushing through your comfort zones is what's going to make the difference.
- Find your thing, start with a platform that you're comfortable with and start networking, sharing and engaging.
- Tell people you're going to be more visible, get them to help you stay accountable.
- Do it - no more excuses -get out there and just do it! The more you do things to raise your visibility, the easier it is to speak up or push that post/publish button!

**Fear is part of running your own business,
it comes with the territory**

If you don't know where to start, or don't want to do it all on your own, then let's have a free 20 minute [Discovery Session](#) where we can explore how I can help you smash those mindset blocks, learn some simple strategies to get more visible in your business and start sharing your fabulousness with the world so you can shine both on and offline. [Book here.](#)

Come and [join my free support group for Solopreneurs](#), Rock Your Fabulous Biz. You'll be made to feel very welcome.

So, no more hiding. The world is waiting for you.

It's time to Rock Your Fabulous Biz!

Until next time, Ruby

SCORE SHEET Page 1/2 (Editable version also attached, so you can expand on the notes section)

NO.	VISIBILITY AREA	SCORE	RESCORE	NOTES
1				
2				
3				
4				
5				
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8				
9				
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11				
12				
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15				
16				

SCORE SHEET Page 2/2

NO.	VISIBIILITY AREA	SCORE	RESCORE	NOTES
17				
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25				
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27				

Rescore yourself after you've taken some action steps on your visibility

Revisit and refine over time