GETTING VISIBLE WORKSHEET

by Coach Cheryl Thacker

SCE COACHING ACADEMY

GETTING VISIBLE WORKSHEET

Online Marketing/Networking:

A. Social Media - Optimize

1. **Bios/Profiles:**
    a. Business Niche in Name
    b. Business Category if Applicable
    c. Contact Info
    d. Website Link

B. What 3 Platforms will you focus on?

1. _____
2. _____
3. _____

C. Exposure

1. Facebook Groups
2. Facebook and LinkedIn Lives
3. Podcasts
4. Summits

D. Creating & Sharing Great Content

1. What could you train on or share tips, strategies or Information that could make you the authority with your Ideal client? Webinar, Video Series? Workshop, FB Lives or Challenges?

- _____
- _____
- _____
- _____
- _____

Copyright @ 2024 SCE Coaching Academy a Division of Successful Coaches Enterprise LLC. All Rights Reserved.
- SCECoachingAcademy.com -

2. Make a list of all the information about your niche. Just a running tab of things that will help your ideal client. Use that to create posts, Facebook lives, your programs, challenges etc. List the 10 below:

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

E. Social Media Content Formats

Before you decide how you will deliver your content (which will be determined by audience preference and the social media platforms you use), let's review the different content formats typically posted on business accounts.

1. Written Posts + Links to External Content

PROS: Demonstrates your expertise and knowledge, which helps build credibility and reputation.

CONS: Takes more time to develop and produce.

TIPS: To develop valuable content that will attract your target audience, search for trending terms related to your topic using tools like the BuzzSumo Content Discovery tool, Answer the Public, or Ubersuggest.

Most Compatible Platforms: Facebook and LinkedIn are ideal for longer form copy. Post the entire piece or link to a blog post.

Copyright @ 2024 SCE Coaching Academy a Division of Successful Coaches Enterprise LLC. All Rights Reserved.
- SCECoachingAcademy.com -

2. Image + Caption

PROS: Images (this includes photos, memes, illustrations, and more) capture attention and engage the imagination. Depending on the type of business you operate, the products/services you offer, or the industry you are in, a powerful image can convert followers into prospects.

CONS: If you provide a service or information product, images on their own may not be effective and probably won't appeal to your target.

TIPS: Take photos and edit directly on your smartphone. If you use stock images, make sure they are relevant. If you share memes, make sure they are 'safe for work' and related to your business.

Most Compatible Platforms: Instagram, Pinterest, Facebook, Twitter

3. Infographics

PROS: Infographics are eye-catching and can convey valuable information in a distilled format. Infographics communicate complex ideas, so are ideal for information products or service-related concepts.

CONS: Infographics don't inspire or engage the imagination, so not ideal for aspirational or creative products or services.

TIPS: Create infographics yourself using graphic design platforms like **Canva.**

Most Compatible Platforms: LinkedIn, Facebook

Copyright @ 2024 SCE Coaching Academy a Division of Successful Coaches Enterprise LLC. All Rights Reserved.
- SCECoachingAcademy.com -

4. Videos

PROS: Recording videos is easier than ever and they can be more engaging and educational than still photos. Use videos for a product demonstration or unveiling, how-to tutorials, updates, and more.

CONS: If you want to create a professional video for official launches or product demos, it can be expensive to produce.

TIPS: To create professional looking videos, proper lighting is a must. Use natural light, ensuring that you are not back lit, or purchase a circle light to achieve balanced lighting.

Most Compatible Platforms: YouTube for longer videos; Facebook and Instagram for shorter ones.

5. Stories

PROS: Stories (images or brief video clips that stay live for 24 hours and then permanently disappear) are great for updates, offers, announcements, or a quick catch up.

CONS: Short lifespan means you might miss some people.

TIPS: Keep it simple and create the story within the platform itself.

Most Compatible Platforms: Instagram, Facebook

Copyright @ 2024 SCE Coaching Academy a Division of Successful Coaches Enterprise LLC. All Rights Reserved.
- SCECoachingAcademy.com -

6. Live Broadcasts

PROS: Connect with your audience no matter where they are in the world. Viewers have the ability to ask questions in chat or request to join live. And, unlike stories, live broadcasts can be saved and watched later.

CONS: Potentially time consuming – you need to create an event or develop enough content to fill a live broadcast. You need to have subject matter to talk about, an interviewee – something to keep the conversation going. Without a plan, live broadcasts can be awkward.

TIPS: Like stories, platforms make it easy for users to broadcast live events.

Most Compatible Platforms: Facebook, Instagram, LinkedIn Live (note: you must apply to be an approved broadcaster), or YouTube.

7. Quotes

PROS: Quotes are inspirational and motivating, ideal if you provide a service (coaching, consulting) or aspirational products/services (design, travel etc.).

CONS: Not always appropriate. For some audiences and industries, may be perceived as unprofessional or gratuitous.

TIPS: Use quote maker templates in graphic design platforms like **Canva**, Follow up with a caption that adds insight or relevance to the quote – make it make sense for your business. Use a consistent design for all of your quotes like a template.

Most Compatible Platforms: Quotes perform especially well on Instagram. Can also be used on Facebook, LinkedIn.

Copyright @ 2024 SCE Coaching Academy a Division of Successful Coaches Enterprise LLC. All Rights Reserved.
- SCECoachingAcademy.com -

Choose the topic of your next 5 posts and the format you'll use:

Post 1: _____

Post 2: _____

Post 3: _____

Post 4: _____

Post 5: _____

Facebook & LinkedIn Groups

A. Download the Facebook Group Tracking form in the Intensive Guide section of the CBA Facebook group.

B. Find at least 10 Groups where your ideal clients hang out that allow promotion or value posts.

C. Begin posting, commenting, answering questions, and providing value every day as part of your marketing hour.

D. On promo days promote your opt-in and HRO for consults.

E. For the first two months check in every two weeks and see what kind of engagement you are getting. Replace the groups that are not getting much.

F. Participate in follow trains to grow your social media connections.

Copyright @ 2024 SCE Coaching Academy a Division of Successful Coaches Enterprise LLC. All Rights Reserved.
- SCECoachingAcademy.com -

MY OFFERS

ICF LEVEL 1 Certification Course:
Coaching with Emotional Intelligence

Unlock Your Coaching Potential with Emotional Intelligence!
Our course offers 75 comprehensive hours of training, including 10 hours of dedicated mentoring towards achieving your ICF ACC Credential. You'll conclude with a final performance exam that will not only test your knowledge but also solidify your confidence and expertise in using EQ in coaching scenarios.

This course is for aspiring coaches looking to get certified and already Certified Professional Coaches!

SCE COACHING ACADEMY

Certificates Earned:
Certified Professional Coach (CPC)
Emotional Intelligence Certified Coach (EQCC)

I WANT TO LEARN MORE ABOUT GETTING CERTIFIED! ››

CBA Coaching Biz Accelerator

LEARN MORE ››

Coaching Biz Accelerator

My group coaching program where you'll learn exactly what you need to do to get clients, serve them well and make money doing it.
Stop letting **fear and overwhelm** keep your from getting started! This program is designed to help you start **signing clients and making money, doing what you love.**

Coaches Launch Lab
$47.00 Monthly Membership

THE ULTIMATE START-UP CLUB FOR ASPIRING COACHES, CONSULTANTS AND SERVICE PROVIDERS

CL COACHES LAUNCH LAB

Check it Out Here

Copyright @ 2024 SCE Coaching Academy a Division of Successful Coaches Enterprise LLC. All Rights Reserved.
- SCECoachingAcademy.com -