



THE VISIBILITY CHECKLIST



MERCURY
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So, you have decided that you are going to show the world who you are and what you do? Well done you!

Below I have written my top 5 tips to start your visibility journey... If you are not doing them all, don't worry! Make a start and the rest will follow:

- 1. Make your website work for you.** Does your website offer value to your customer? Do you have a follow up system (sales funnel) in place? Does your website reflect you?
- 2. Choose 2 social media platforms and work them.** Don't try to do too much! There are so many platforms we can now use for business that it's easy to become overwhelmed with trying to use them all. Choose the two you like best and learn all about them. Post on them daily and start to build up you story.
- 3. Network!** This can be both online and offline. Offer people advice, connect with people and encourage them in their business. It's so important to build up relationships with like minded people in business, you never know where a conversation can lead.
- 4. Talk.** I LOVE talking. I can do it all day! Offer to speak at local business events about you and your business, join relevant networking groups and put yourself forward to showcase your business, offer advice and connect.
- 5. Blog.** Blogging has become so popular and is a great way to offer advice to your customers or potential customers. Remember, you don't need to be an expert and know everything. People love to hear about your experiences so tell them... Share your highs and your lows and create credibility in your field by being you.

Enjoy being visible and remember to have fun!

Cheryl xxx



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 07507 478 194

 c.white@mercuryfranchise.co.uk

 www.mercuryfranchiseschool.com