

10 On-line Visibility Tips for Entrepreneurs

Is it time to get more visible on-line? Tired of being called 'the best kept secret' in your industry? Then here's your way out! Without visibility, you'll stay a secret, and what good are you to the world if you're invisible? It's time to step out and powerfully claim your spot as part of the solution!

Here are 10 tips to help you get started from Nancy Marmojelo of www.VivaVisibilityblog.com, on-line visibility expert for soul-driven entrepreneurs:

- **Before you start, know what you want to get out of increased visibility.** More clients? More money? Credibility? Note these things down.
- **Identify what you're GREAT at.** Own it, claim it, BELIEVE in it. Your entire visibility strategy will be built around this. What is your special expertise? Here's a special blog post about 'The Expertise Gap' - a must read for all service professionals!
- **Identify your ideal client:** If you don't know who you're aiming for, you won't know what words to use, or how to best attract those clients. How would you describe your ideal client? Here's a link to a blog that takes you through a quick and easy exercise to help you do this.
- **Solve a problem:** Your ideal client has a problem that your business solves. Make sure you understand what that problem is and how you provide a solution. This 'Creating a Great Offer' blog takes you deeper into creating ideally matched offers that solve your clients' problems.
- **Use a blog to keep your expertise out there!:** Blogs are great for traffic and for building name recognition. Write 2-3 times a week on consistent topics.
- **Use gentle automation to streamline your social media efforts:** There are a number of free tools available to expand your visibility and they don't require much action. You can have your blog posts fed directly into Twitter or Facebook and can pre-schedule posts to keep you visible without being a burden on your time. Applications Nancy recommends to do this include: www.Hootsuite.com, www.Socialoomph.com, and www.Twitterfeed.com.
- * **Use social media to connect to opportunities:** Have a reason for being there and understand the value of your actions. List your top social media sites that you want to use (ask your clients and colleagues which are their favourites for business).
- * **Make your blog and website social media-friendly:** Have your webmaster set up links to allow readers to share your posts with their networks. Also, get together with some friends and retweet each other's blog posts using a service like www.Hootsuite.com. It's fast, easy and drives up traffic.



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- * **Offer something free on your website that provides value and gives people a taste of your expertise:** Make sure the free offer is easy for visitors to your website to access. The upper right-hand corner of your web page is one of the most successful spots to place it because we read left to right and that's where our eyes will end up! What ideas do you have for a free offer? Some examples include a special report or even an e-zine, like this one.
- * **Create intrigue by having a compelling brand, message or approach:** Don't blend into the woodwork and don't be bland! Mediocrity doesn't attract. Find what makes you unique and distinctive and build on that! You might get some fresh ideas from Nancy's 'Boring is NOT an option' blog post.

To read more of Nancy's on-line visibility tips, check out her 21 tips guide or, if you're ready to take further action, then schedule a complimentary strategy session with Nancy. She'll discuss your challenges with you and help you take steps towards a solution.

For more business and life coaching tips to help you achieve your goals and create and live the life you've always wanted, visit www.blueskycoaching.com.au. To find out more about how you can work with me personally, call me on 0411 471 941 or (08) 8338 3134 or e-mail tania@blueskycoaching.com.au.



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