

We need to manage our visibility consciously and proactively rather than leave it to chance and risk being overlooked for opportunities for greater exposure and business development. Here are some top tips and ideas for you to add to your visibility plan.

1. Articles in magazines (writing yourself or sending interesting ones you've read onto others)
2. News stories – what might interest someone in your target market - send or post a link
3. Keep personal notes about people you meet so you can check in on this next time you speak – eg. their holiday of a lifetime coming up, their new hobby they've just taken up etc.
4. A project worked on and a synopsis of challenges, outcomes and learning points for senior management
5. Find external events to speak at or be on a panel for (schools, local business groups, community groups etc) – live and remote
6. Always say 'Thank You' where it's due - use thank you cards instead of using email where appropriate. Everybody loves to get a card through the mail.
7. Send cards through TouchNote App (take a photo and send as a postcard – anywhere in the world)
8. Send a subscription to a relevant publication for clients
9. Reach out to people on the phone to see how they're doing and is there anything you can do for them right now
10. Be interested in others and as a result become a more interesting person
11. Connecting people to people – this is always valued
12. Join or go to Associations and meetings groups that your target market might be members of. Use LinkedIn for this too
13. Send a relevant book – signed if you can
14. Recommend a book
15. Make sure your LinkedIn profile is up-to-date and active
16. Do book reviews on-line
17. Manage your digital brand footprint proactively – have a realistic system for adding posts, articles, comments
18. Have your own Blog or Podcast
19. Take on provision of some mentoring or coaching for a colleague
20. Take on a volunteer role in your community
21. Get yourself on conference panels or discussions
22. Always do what you say you're going to do – you'll stand out!

www.walkingtall.org

+1 831 251 1488