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14 DAY VISIBILITY AND BRAND ACCELERATOR

for female entrepreneurs,
founders and leaders

"Don't blend in when you were born to stand out." JANINE



HELLO, HELLO

Welcome! It's time to switch off that nagging sense of invisibility and step into the spotlight. In this 14-Day Visibility Challenge, we're tackling the core elements of crafting a powerful personal brand that resonates with your ideal audience. So, whether you're a seasoned pro needing a visibility boost or just starting to define your brand voice, this challenge is for you.

Think of me as your visibility strategist. For years, I've helped professionals just like you get confidently visible in their online presence and amplify their message. We'll cover everything from optimising your bios (those often-overlooked powerhouses!) to mastering social media engagement, confidently sharing your expertise, and connecting with like-minded collaborators and ideal clients.

Each day presents a focused task, designed to be actionable and impactful. You see it's the small, consistent steps that add up to acceleration, transformation and results!

Let's break through those feelings of "not being seen" and start to build a visible, magnetic brand that aligns with your goals and attracts the dream clients you deserve. Get ready to shine!

Janine xx

GOALS

Before we dive into crafting those attention-grabbing bios and connecting with your dream audience, let's make this personal. What do you most want to achieve during these 14 days? Maybe it's attracting more leads, confidently networking in your industry, or finally feeling like your brand voice is clear and powerful. Jot down your top 2-3 goals below.

Remember, visibility is a journey, not a single destination. Goals give us something to work towards and help us measure our success. Don't worry if your goals feel big or daunting right now. This challenge is designed to break them down into smaller, more manageable steps. Each day, we'll tackle one piece of the puzzle. Keep those goals in mind - let's make those visibility dreams a reality!



Your Goals - *Write them here*

1

2

3

WEEK 1

planner



DATE _____

DAY 1 BIO BLITZ

Goal Check your bio on your social media accounts, your bio should instantly convey who you are, what you offer, and why someone should care.

My tip Add keywords (as they are searchable, and let your personality shine through for impact.

Feeling stuck? Is your bio attracting dream clients or putting them to sleep? Let's find out - DM me for a quick bio audit

DAY 2 PEEK BEHIND THE SCENES

Goal Get real! Share a behind-the-scenes story, photo, or even a glimpse of your workspace.

My tip Choose the platform that feels most right for 'you'.

What's one authentic detail you could share today to build stronger connections?

DAY 3 ENGAGE & CONNECT

Goal Join the conversation! Share insights or start discussions on LinkedIn, Instagram, Facebook or in relevant forums.

My Tip Be genuine! Your unique experience and knowledge will build meaningful connections.

Spotted an intriguing post? Don't just scroll by - spark a conversation, it could lead to unexpected opportunities.

DAY 4 FLEX YOUR EXPERTISE

It's Blog Time!

Goal Write a concise blog post highlighting your skills and expertise as a thought leader and publish it! Also let people know how they can work with you!

My Tip Optimise keywords for search engines (SEO), so your brilliance gets found!

Inspiration! How can you turn your latest blog into a juicy social media teaser?

DAY 5 FIND YOUR NICHE POWERHOUSE

Goal Discover and connect with a smaller, ultra-relevant online community where you can become a leading voice.

My Tip Think beyond massive Facebook groups. Seek out specialised channels, publications and forums.

Found a potential community match? Don't just lurk! Introduce yourself with a helpful question or comment that demonstrates your expertise.

DAY 6 SHINE A LIGHT ON YOUR VALUES

Goal Showcase what drives you and your brand. Share your mission, passions, or core values.

My Tip Get creative! Use eye-catching graphics, video or a carousel post to amplify your message.

What are the non-negotiables in your business? Share them loud and proud!

DAY 7 GRATITUDE ATTITUDE

Goal Give a shout-out of thanks to someone who's supported you on your journey so far. Is it a client, a business bestie or a supplier?

My Tip A personalised, genuine message builds and strengthens relationships with others.

Spread the love! Who inspires you in your industry? Go on tell them!

7 DAY CHECKLIST / NOTES

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STAY FOCUSED

ON YOUR OWN

JOURNEY

AND CELEBRATE

YOUR

Unique

Progress

WEEK 2

planner



DATE _____

DAY 8 VIDEO STAR POTENTIAL

Goal Record and publish a snappy 1-minute video tip related to your field. It's time to shine!

My Tip Keep it brief, visually interesting, and packed with value.

Are you a video newbie? Tell me your biggest worry about hitting record and let's find a solution.

DAY 9 NETWORK UP A STORM (VIRTUALLY!)

Goal Find a virtual or in-person networking event to attend and connect with like-minded people.

My Tip Get clear on your elevator pitch before you go to confidently introduce yourself.

Find groups that feel right for you, but step outside your comfort zone! Be yourself and get to know people without feeling the need to sell or buy from them.

DAY 10 COLLABORATION CELEBRATION

Goal- Team up! Get researching, it's time to reach out and guest post on a blog, co-host a webinar, or get interviewed on a podcast in your niche.

My Tip - Choose people who align with your audience and complement your withwho align with your audience and complement your with - not compete with it!

Who's already out there that you know doing work you admire? Reach out and see how you can collaborate

DAY 11 SPREAD THE SUCCESS

Goal Share a client testimonial, case study, or success story. Let your results speak for themselves!

My Tip Add photos, videos, or infographics to make your testimonial pop

Use a photo to bring this to life but always get permission in advance from your client to post their name, words and photo! It's a must!

DAY 12 WEBSITE/SOCIALS REFRESH

Goal Make sure your website or social media grid, pages are a true reflection of your current work.

My Tip Double-check that your website is mobile-friendly - easy access and readability are key!

Which section of your site or socials needs the most love? Focus on making them shine!

DAY 13 LET'S GO LIVE!

Goal Host a live session on your favourite social media platform and engage with your audience.

My Tip - Prepare some talking point notes, but embrace the genuine and spontaneous - don't script it!

Live video jitters? Don't worry, it always feels hard to start but as soon as you begin you will be OK. Why not ask some business besties to join you? DM me and let me know you are going live too!

DAY 14 KNOWLEDGE SHARE & SELL

Goal Recommend a must-read article, book, or podcast and explain why it's helpful to your audience. And let people know how they can work with you!

My Tip Offer insights that show how you applied the knowledge you learnt And how you can help them too

This should be an actionable tidbit that revolutionised your approach or taught you something inspirational. Don't copy this verbatim but share your opinion on it or your review.

7 DAY CHECKLIST / NOTES

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CONGRATULATIONS



Congratulations! You've Built a Solid Visibility Foundation

These past 14 days have been a whirlwind! Let's recap: you optimised your bios, shared your passions, connected with like-minded people, AND even pushed those comfort zone boundaries a bit. You've made incredible progress toward crafting a visible, magnetic brand.

Ready to Dive Deeper?

By now, you've probably gained some serious clarity about your brand's strengths – and those areas that could still use some refinement. That's where I come in!

Want expert guidance to take your visibility even further?

I'm here for you! Let's chat – for FREE!

Book your Discovery Strategy Call with me. During this call, we'll...

- Zero in on those areas where a small shift makes a BIG impact. You'll get up to 3 actionable tips right away!
- Explore how we can work together to amplify your brand and attract those dream clients.

This is about building a visibility strategy that leverages YOUR uniqueness.



To book your FREE call

CLICK HERE

Not ready to book yet? That's okay! Stay connected with me for continued brand-boosting ideas

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Thank you!