5 TIPS

To Increase Your

Visibility

This Week!

BuildingVisibility

Pam Hamilton,
Mindset & Visibility Expert

Building Visibility

FIND THE COURAGE TO BE SEEN

Earnings Disclaimer

Every effort has been made to accurately represent this guide and it's potential. Even though being online offers the possibility to earn money, and making yourself more visible will enhance those possibilities, there is no guarantee that you will earn any money using the techniques and ideas in these materials.

Legal Disclaimer

While every attempt has been made to verify information provided in this book. We are not responsible for any errors or omissions. The reader of this book assumes responsibility for the use of these materials and information. I hold no responsibility or liability for your use of this information.

About The Author

Pam Hamilton is a speaker, author and coach on the topics of mindset and visibility and serious about helping women business owners over 50 get past the mindset hurdles that keep them invisible and playing small. Pam, knows firsthand all about being invisible. It's something she struggled with for years. She's proud to share her story of overcoming invisibility in the best-selling book "Get Past Your Sh*t," and the steps she took to get there in her book "The Ten Principles of Visibility."

Becoming visible and being able to work with her clients as her authentic self, changed her life for the better, not just in business, but in all her relationships with others and most importantly with herself. Today she helps her clients be able to say that as well.

The problem today is that too many women business owners over 50 feel invisible and are afraid to put themselves out there, so they fail to attract their idea clients or grow a business they love.

Here are 3 principles of visibility that will help you change that.

- The first one is to let go of the limiting beliefs that keep you invisible and stuck.

- The Second way is to practice the ten principles of visibility, such has learning to love yourself more, so you can find the courage to be seen.

- The third way is to own your strengths and differences so you can be more comfortable in your own skin and say goodbye to impostor syndrome.

The Good News is you don't have to do it alone. I can help. In fact, this simple guide is going to help you immensely in beginning to increase your visibility.

And, look for the special free training I've included at the end of this guide.

5 Tips To Increase Your Visibility This Week!

So you've finally chosen to be visible, both for yourself and your business.

Congratulations on a great decision! This will become a life-changing transformation for the better if you let it. You've probably heard that part before . . . The question you have is, how can you get started and start to see results quickly, without being too overwhelmed.

Luckily you're in the right place, I have answers.

Before we dive into the tips though, let's just make sure we're on the same page on exactly what visibility means.

Let's look at what the dictionary has to say about the word visible:
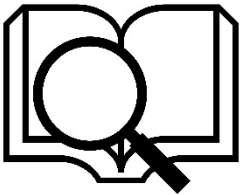
The Oxford Dictionary says:

Able to be perceived or noticed easily, seeable, unconcealed, undisguised, prominent

The Webster Dictionary says:

Capable of being seen, exposed to view, capable of being discovered or perceived, a visible person or thing: someone or something that can be seen or perceived

No matter which dictionary you use then, the opposite is obviously - invisible, unseen, hidden.

And that's where we want to move from. We want to go from unseen and hidden to being someone who is undisguised, someone who can be seen.

If you agree, then you're in the right place.

I will be focusing on using online methods to help you increase your visibility in this guide. I'm doing that because it's where many people start when they're looking for a particular business or service. It's replaced the old "Yellow Pages" phone book as the new way to "*let your fingers do the walking.*"

It's also more anonymous in many ways so it can be much easier to actually implement the steps. And, the practice will carryover into your daily life as you get more comfortable.

What Keeps Us Invisible?

Most often the thing keeping you hidden is not about your marketing, and advertising, or what tools you're using, or even your available time.

I know from personal experience what keeps you invisible is simply your mindset more than any other factor. It's about finding the courage to be seen. It's something I struggled with for years.

What that meant for me was that increasing my visibility required doing things that stretched me out of my comfort zone, but wasn't so scary it sent me scurrying back into hiding. So that is what these 5 tips offer -the ability to increase your online visibility fast, without being overwhelmingly scary.

## Increase Your Online Visibility Fast

1. *Change your profile picture.*

Depending on how camera shy you have been in the past, this can be an easy task, hard or somewhere in the middle. If it's really hard, it's okay to move it further down the list. But, nothing will make you visible faster than changing your profile picture on your website and social media platforms.

Pick a recent, or take a current picture of yourself. Remember we don't want to be

hidden or disguised anymore. So no cartons, blurry images, logos or 10 year old portraits.

For example, this used to be my profile picture:
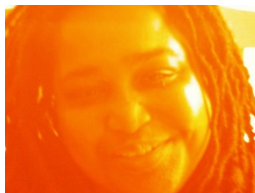
I put it everywhere that called for a picture. Looks just like me right? LOL! *I'm still hiding, just in plain view.*

Now, contrast that to one of my current pictures:

This is the picture I used in this guide. When you meet me, or if you get on a Zoom call with me tomorrow, that's just how I'd look. Well, minus the book in my hand!

True story, I once met up with a member of my community to discuss a joint-venture idea. And, she said, *"Oh, I thought you were going to be orange!"* Of course, she was just joking, but, there was a part of her that was serious too. People tend to be cautious online. They want to know who you are.

The point is this: My business changed for the better when I started using a picture that showed the real me.

Many of my clients and friends have said they've seen the same results. Profile images that feature a clear image of you alone work better than cartoons, blurry, colorized or old ones. So find a good current picture of yourself. *LOL!*

I know, that's funny! You probably don't have one of those. I didn't. But, don't panic. You can always just take a selfie, or get a friend to do it for you. Then add this image everywhere.

For extra points, take the time to read and respond to the folks who comment on your new picture. You're going to feel good about all the great feedback.

2. *Share Your Thoughts.*

Set-up a "Feedly" account for your niche or topic of choice. It's free and easy to do. Just go to https://www.feedly.com. And follow the prompts to set up your account. in your industry or niche. It's pretty simple to do. And, they have tutorials if you get stuck.

Here's a picture of my Feedly newsfeed:
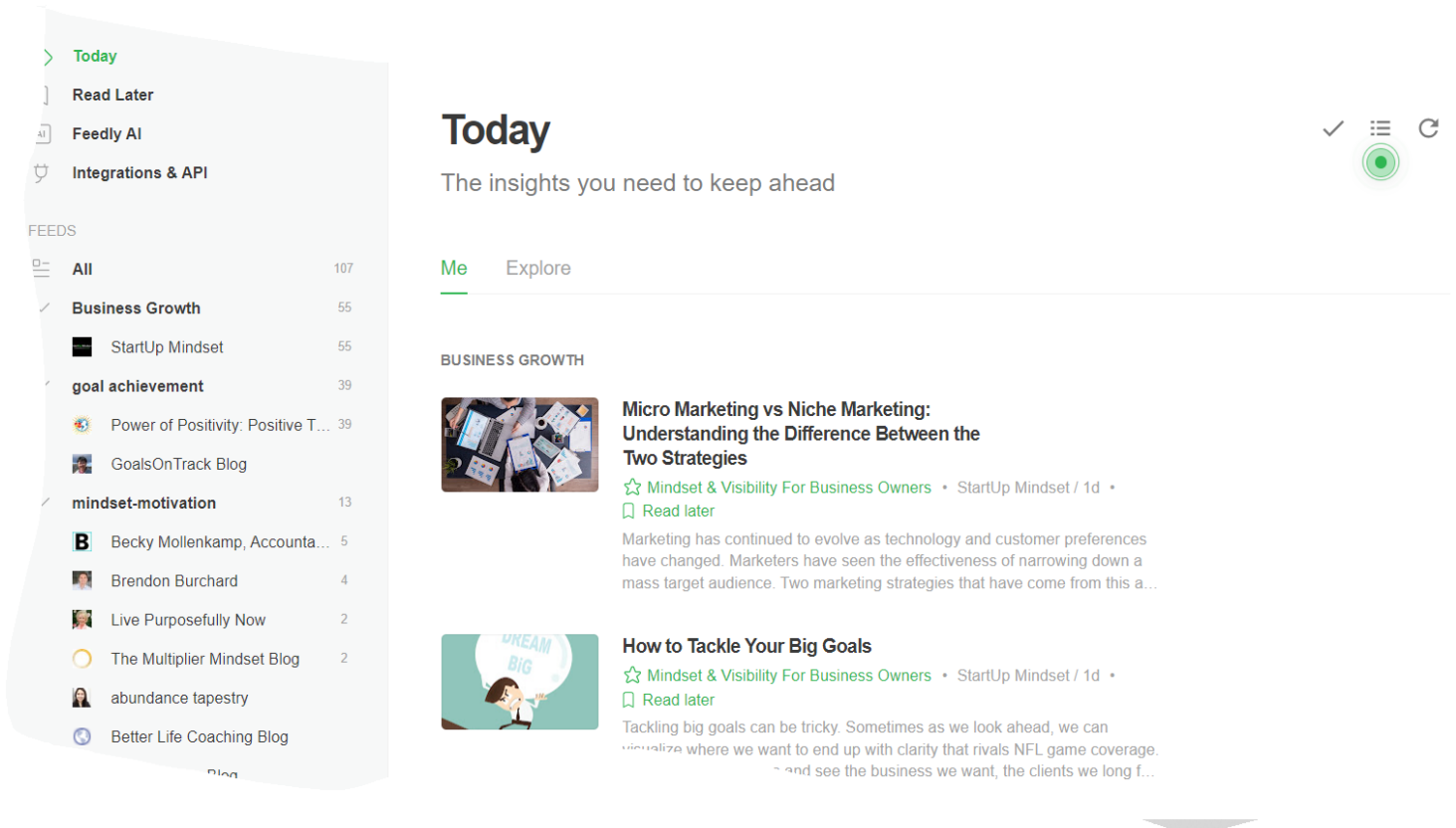
Your Feedly account, once you have set it up will gather stories, article, blog posts and more on news and topics related to your industry and niche. Then just check it out daily to find content that interests you.

Go to each piece of content and write a thoughtful, positive and if possible helpful comment about it. Include a link back to your site, if allowed, and add your new profile picture, (the link and picture will usually be part of the site's registration process).

Try to do 5-10 comments per day. It's okay to provide comments on more than one piece of content on the same site. However, do try to vary the sites you go to. Eventually you will have a few favorite sites you can go to regularly to provide comments.

Comments are fairly easy to provide on most blogs. Because bloggers want to hear from you. Below is a clipping of what a comment looks like.
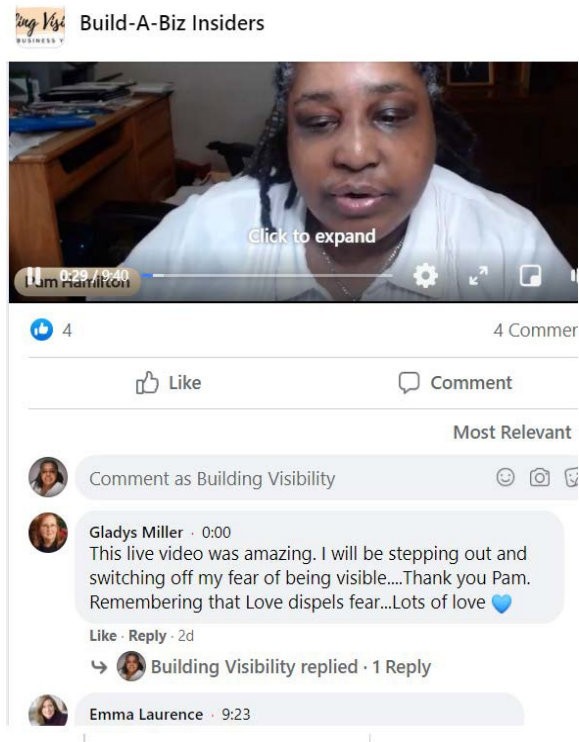
You can use a Gravatar to make linking your picture to your online profile easier to do. A Gravatar is just a simple way of saying a globally recognized avatar. You can upload your profile picture to gravatar.com and it will always show up on social media, blogs and other online sites for you based on the email address you signed up with.

Make your comments stand out: The main point of commenting on the content you care about is to help you begin to build relationships with people in your industry or niche that you might be able to develop into greater opportunities for exposure later. And, do it in a way that is way less intimidating than traditional networking.

That means don't make your comments, as Justice Ruth Bader-Ginsburg said about gay marriage, a "skim-milk" version of what you want to say. If you really liked what the author wrote – then yes, said that. But, then go on to tell them why you liked it and how it helped you, or gave you a different perspective about whatever the topic was.

Or tell them you disagree with all or part of what they said. Respectfully of course. Then explain why, and share your own opinion or perspective on the topic. Don't be afraid to be opinionated.

In fact, being opinionated is a great way to garner attention. Of course I'm talking about doing it in a positive way. Specifically, it's about having a clear message, or point of view about whatever the topic is you're discussing. Don't be bland, or try to make

your comments fit into the conventional wisdom on the subject. Let your personality shine. Be you, unfiltered.

If you're not sure, exactly what your message is or how to frame it, my friend Kelly McCausey offers a great low cost self-study training called Banner Message Design, that can help you with that.

Feeling more confident? Once you are comfortable sharing these comments, and responding to any replies you receive, you can take bolder steps. Send a pitch letter to one of your favorite blogs asking to do a guest post. You can also start your own blog, write for Medium, an online site for readers, or sign up for HARO (*Help A Reporter Out)*, and respond to requests that match your expertise.

3. Create An Email Signature And Use It Everywhere.

Make an email signature that features your image, tells people what you do and allows them to easily connect to you via email, visit your site, grab a free gift, or follow you on social media.

I have two different email signatures. One for my regular mail and another for messages to my email list.

I use this one at the bottom of every email that goes out to my list of subscribers.

This reminds them that I offer coaching and speaking services. And it allows them to find out more about them or even have a session with me to get a feel for what my coaching services are like. And if they like my regular information, products or services they can easily expore hiring me as a speaker as well.

For extra credit add a free opt-in gift to your regular email signature that can build your mailing list as well. For example, here's my regular email signature below. It features an opt-in invitation to get this exact guide you're reading now.

4. Join Groups and Forums In Your Niche Or Topic Of Interest

Do searches on Goggle and Facebook or LinkedIn for the words "groups and your niche or topic name", and "forums and your niche or topic name".

It's pretty simple to do. Check out a sample search below:

Google   groups on Mindset

🔍 All   🖼 Images   ▶ Videos   📰 News   🛍 Shopping   ⋮ More   Settings   Tools

About 115,000,000 results (0.58 seconds)

https://www.meetup.com › topics › mindset   ⋮
Mindset groups | Meetup
Find over 215 **Mindset groups** with 33803 members near you and meet people in your local community who share your interests.

https://www.meetup.com › topics › success-mindset   ⋮
Success Mindset groups | Meetup
Find over 194 Success **Mindset groups** with 24545 members near you and meet people in your local community who share your interests.

https://www.themindsetgroup.com   ⋮
The Mindset Group
The **Mindset Group** is a premier strategic communications and leadership coaching firm. Our **group** of coaches and consultants helps leaders, teams, and ...

https://www.pinterest.com › tonyarineer › positive-mindse...   ⋮
48 Positive Mindset Group Board ideas - Pinterest
Nov 12, 2019 - A collection of positive **mindset** tools and resources for women entrepreneur

°EY T....mp3   ∧   📄 You Are the KEY T....mp4   ∧   📄 Feeling Stuck_ He....mp4   ∧

Once you have completed your search, visit each group or forum that seems like it might be a good fit. Choose 2 or 3 to join. Once you've been accepted by the admins introduce yourself and what you do. If a signature is allowed use your email signature, modified if necessary to meet the rules of the group or forum.

I have a private group on Facebook geared toward building visibility so you can grow a business and live the kind of life you love. I'd love to welcome you as our newest member. You can request to join here.

Once you've joined a group or forum spend 10 to 15 minutes per day in it actually answering questions where you can and offering helpful suggestions and comments. This part is *key*.

When you first join, it'll probably be very tempting to just lurk quietly in the background. And, it's okay to do that for a minute to get a feel for how the group operates and if it's the good fit you thought it would be. But, then you've got to get visible, otherwise it defeats the whole purpose of why you joined in the first place.

Just start small. You want the people in the group or forum that would benefit from your services to get to know you. So take a deep breath and introduce yourself! Say who you are and what you do. Be yourself, show your personality, be helpful where you can and have an opinion about what matters to you.

By being helpful, I mean, add value to the group. Share what you know freely. Or if you don't know the answer, but you know someone who does, or you do a bit of research or run a Google search, say that . . . i.e., *"I haven't personally had to deal with this but, so and so did and they said, or I found some interesting info about that here,"* with a link. It makes people feel like you care about them and their needs, not just about how you can get them to sign-up for your list or offers.

You can also ask real questions that you need help with. Don't try to act like you know everything. Nobody likes a know-it-all. Besides, you don't know it all and pretending you do just makes you look phony and plays into any impostor syndrome issues you may be dealing with. Plus, asking for help adds value to the group by giving someone else the opportunity to shine too.

And, of course, the old adage, people buy from people they know like and trust is real. So let people in. You can go slow . . . I know this is a hard one. But, you can do it. Talk about a good article or book you read and why you're loving it, share a mindset shift that's helping you in your life right now . . . talk about an interaction you had that left you feeling good inside. Respond positively to something another person in the group shared. Just start. I promise it gets easier.

5. Turn Your Camera On!

Literally, when you attend zoom meetings (link) and other online meetings and training sessions turn your camera on and let yourself be seen. It tells the host that you're fully present and interested in whatever they're talking about. And, it allows the other attendees to connect your name with a face. It turns you into a person and not a black box.

If the very thought of this makes you nervous, try practicing first. You can grab a Free Zoom Account and hold a meeting with just you.

It will help you get used to the idea of your face on camera. And you can adjust your surroundings so only what you want to be seen on camera shows up. Record

a short session and play it back.

Then as you get more comfortable add a few trusted friends or family members to the meeting. Try to look at the camera rather than at yourself and get engrossed in the conversation so you can take your mind off of how you look.

Pam helped me to be willing to put my face and my name on camera. Now I am more confident when being online with Zoom sessions.

Fran Watson

One other related tip. . . I discovered this the hard way. You can be on camera and still be invisible. Don't let that happen to you. Position your camera so that your eyes are in the top third of what shows up in the camera, and look directly into the camera as you are speaking.

Do This: Not This:

It will make people take notice and help you seem like more of an authority on your topic.

Taking The Next Step To Visibility

These five tips will help you increase your visibility fast. And, soon you will be able to move onto bigger and better moves in visibility like speaking or podcast interviews, guest blogging, live streams and more. The key is to take small steps consistently toward increasing your visibility.

Your mindset may try to trick you into being afraid. It may make you feel like it's better to go back to the way things were, or to simply not take the next step.

That's why a great next step is to take this free training I did just for you. It's about crushing the lies that keep you invisible and playing small. Check it out here.

Remember this when you're feeling afraid or worried about your ability to share your message.

If you have the vision for something . . . *you've* been called to execute it!

And finally, don't be afraid to ask for help just Visit My Website or send me an email. I'm always in your corner.