Expert Visibility

Presentation, Part 2

Partners · Positioning · Products · Presentation · Platform · Practices

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Your Brand Must Be:

- Congruent
- Coherent
- Consistent
- Comprehensive

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What You Need

- WHY: I want to create this BECAUSE…
- WHO: Know your audience
- WHAT: Funnel of fresh ideas
- WHERE: Which platform(s)?
- WHEN: Timing is everything
- WORK: Discipline and habits

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No one can read the book in your head.

- Eve Ewing

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24 Ways to Get Ideas

- FAQs
- 17 authority roles
- Be a shark
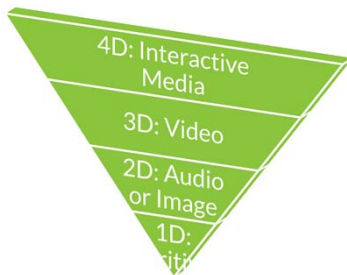- Interviews
- Reviews
- Series
- Hashtags
- Holidays

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More Ideas

- headlinehacks.com
- tweakyourbiz.com/tools
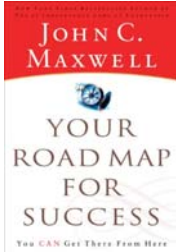
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Repurposing Content

4D: Interactive Media

3D: Video

2D: Audio or Image

1D:

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Frameworks!

- **Master & secondary**
- **Shrink & grow**
- **All mediums**

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Framework Types

- **Metaphors (this is like that)**

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Framework Types

- **Process/Steps (7 steps from A to B)**

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Framework Types

- **Categories/ Types (3 Types of _____)**

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Framework Types

Outline your plan	• Who is using the space? • What functions will the space provide? • Do functions need a dedicated area?
Review your items	• Sort similar items in groups • Group by function, size, color, type, or other criteria
Decide where things belong	• Prioritize A, B, C, or D • Trash, shred, recycle • Donations, To Sell • Elsewhere • Errand Shelf
Establish homes & routines	• Assign places by ABCD priority and point of use • Find appropriate containers and label clearly • Plan how to maintain the system you've created
Revisit your system	• Evaluate your system • What's working or not? • Make adjustments

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• **Acronyms**

Framework Types

Your Brand Must Be:
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• **Alliterations**

Framework Types

OVER 15 MILLION SOLD

THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE

Powerful Lessons in Personal Change

Stephen R. Covey

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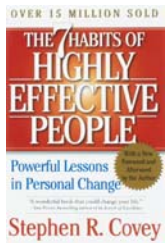
• **Lists (7 habits, 3 pillars, ways, angles, 101 things, A-Z, "5 minutes")**

Framework Types

- **Story/ Hero's Journey**

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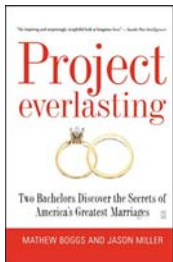
Framework Types

- **Collection of stories/ interviews**

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Framework Types

- **Building Blocks (chunks that build on each other)**

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Framework Types

- **Obvious Components**

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Framework Types

The **E** Myth
Revisited

Why Most Small
Businesses Don't Work
and What to Do About It

MICHAEL E. GERBER

- **Myths, New Truths, What's Next**

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Framework Types

The **Clutter Diet®**
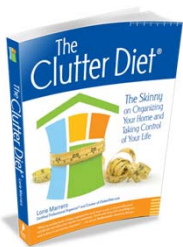
- **"Diet Book" (problem > solution > "recipes" to implement)**

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Tools for Capturing
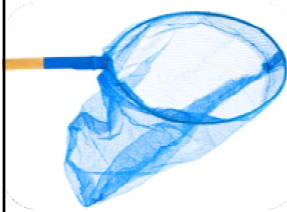
- **Evernote (with browser widget!)**
- **Voice-to-Text**
- **SnagIt**
- **Workflowy**
- **Mindmapping**

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Tools for Organizing

- **Editorial Calendars**
- **Cheat Sheets**
- **Swipe Files**

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Tools for Creating

- **SnagIt**
- **Camtasia**
- **GIMP (open source Photoshop)**
- **PowerPoint**
- **Word**
- **Canva**
- **TWO MONITORS!**

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DIY Graphic Design DON'Ts!

DO NOT stretch out and skew ratios on photos

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DIY Graphic Design DON'Ts!
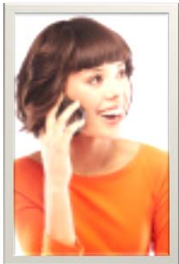
DO NOT use pixillated photos, stretched too large for their resolution

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DIY Graphic Design DON'Ts!

DO NOT use crappy stock photos

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DIY Graphic Design DON'Ts!

DO NOT use stick figures with no face

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_____

_____

_____

_____

_____

_____

DIY Graphic Design DON'Ts!

should i use comic sans?

will your document be viewed by the public?
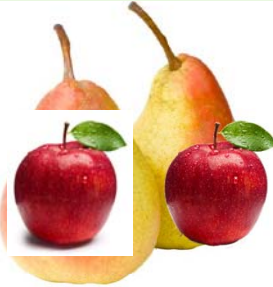
yes   no

don't use comic sans!

This is Comic Sans

This is Papyrus

DO NOT use these fonts! Just say NO

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_____

_____

_____

_____

_____

_____

DIY Graphic Design DON'Ts!

DO NOT use a .jpg when a .png would be better (transparent)

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_____

_____

_____

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_____

WHERE: Social Media Platforms

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Planting Seeds

Post frequently & regularly, 4:1 ratio of helpful content to sales info

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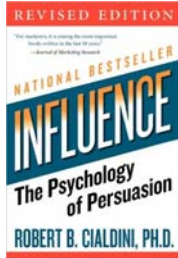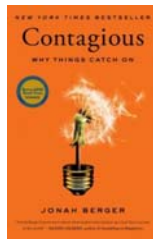**Cultivating**

"Connectors, Collaborators & Competitors"

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6 Key Influence Principles

- Reciprocity
- Commitment /Consistency
- Social Proof
- Authority
- Liking
- Scarcity/Urgency

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Content That Spreads

- "Social Currency"
- Triggers
- Emotion
- Public
- Practical Value
- Stories

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Types of Social Media Posts

- Tips
- Status updates
- Helpful info
- Trivia facts
- Funny/Interesting
- Stories
- Inspiring quotes
- Advertising
- Leads to other content

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YouTube

- **Managing Your Channel**
- **Creating & Editing Videos**
- **Posting Optimization**

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Managing Your Channel

- **Name your channel intelligently**
- **Grab the vanity URL Buy _____.TV and redirect to your channel**
- **Fill out the profile!**
- **Partner with others**

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Creating & Editing

- **Desired outcome?**
- **Use cue cards**
- **Series but only 1-3**
- **Good lighting**
- **Good sound**
- **TRIPOD please**
- **Watermark or "lower third"**

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Creating & Editing

- Smile and be slightly larger than life!
- The camera is a person. One person.
- Be funny
- Pay attention to first few seconds
- No "self-editing"

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Creating & Editing

- Intro & Outro music
- Title slides
- Tagline/signoff
- Optimum time = 3 minutes
- Ask for what you want!
- Leave time at end

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Posting Optimization

- Create compelling thumbnail images (branded!)
- CTA in description first line with link
- SEO your description and title

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Posting Optimization

- Keywords- make your own nonsense word up and always keyword with it
- Be consistent
- Suggest other content to watch

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Posting Optimization

- Cross-post and embed the video on all of your platforms
- Share the video with your email list!
- Transcribe at Rev.com – captions

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I'll say it again...

The only way to get better at being on camera... is by BEING ON CAMERA

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WORK: Discipline & Habits

Habit is either the best of servants or the worst of masters.

– Nathaniel Emmons

clutterdiet.com

- Decide on a posting schedule
- Use tools
- Get help!

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What's Next...

- Continue with our email exchanges
- We will do a level-set on Thursday for the 8-Ms and your status of putting it all together

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for program assignments & questions,
service@loriemarrero.com
for other issues