



**THE  
BOOM**  
BLACK-OWNED OPERATED MARKETPLACE

# 5-Day Visibility Challenge Workbook



# Day 1

# Target Audience

So many people skip this important first step when they start to create content for their business, but you can't figure out what to say until you know who you're speaking to.

There's a saying in the marketing world - if you're writing for everyone, you're writing for no one.

Creating an ideal customer (or client for service-based businesses) avatar can help you get in the mind of your target audience and create content that connects. Once you have your avatar down, remember to practice the Rule of One whenever you're creating content. That means speaking directly to your client avatar.

Let's start with the basics....Who are they?

What's their name?

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How old are they?

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Where do they live?

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Do they have kids?

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Do they have a spouse?

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What do they want?

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What do they need?

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# Day 2

# Testimonials



**Which of your current testimonials supports this compliment? (Ex. “My brand came alive with this amazing web design. Working with Sequena was like talking with a long-lost friend. She just got me and it shines through in my new website!”)**

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If you're just getting started or you don't have any shining testimonials, you can actually guide people to give you testimonials that matter. Of course, the goal is always honesty, but asking the right questions can ensure you get the most out of every customer's feedback.

A lot of people don't like to ask for reviews, but the truth is, it's become very common. Creating a survey not only makes the process a little more fun for your customer, it allows you to get more than a thumbs up or thumbs down response.

It's easy to create a survey. Many CRMs offer a way to create and send a survey, but you can also take a look at:

- [Survey Monkey](#)
- [Mailchimp](#)
- [Typeform](#)

**Think of 3-5 survey questions that will inspire your customers to dig into their**

**5-Day Brand Visibility Challenge Workbook**







# Day 3 Content



Content creators have their own tips and tricks for finding content ideas whether it's for a blog, podcast, vlog or a Facebook live.

Don't let your content well run dry, try these exercises!

**Search popular videos on YouTube you think might have a similar audience to yours. Go through the comments and see if anyone left questions. If one or two subscribers have the same questions, it's likely that many other people in your target audience will too.**

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**Have you ever heard of [Quora](#)? It's a website where you can ask questions about anything and receive answers from professionals and armchair experts. For this exercise, go to the website and search your niche (i.e. baby food or business coaching). Then, see what people are asking!**

**Again, if you see a question come up more than once, it may make a great new topic for your content creation.**

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**Of course, competitor research is a tried-and-true standby. Instead of doing everything exactly the way your competitors are doing it, find the most popular content and think about how you can put a new spin on it.**

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The engagement part of day 3 is simple but requires commitment.

**Set aside time specifically to engage with your audience whether it's answering comments on your blog or YouTube channel or engaging with your followers' posts on Instagram or Facebook. It's up to you how often you do it, but it's important to prioritize showing up for your audience. That alone will help differentiate your human-centered brand from faceless mega-businesses.**

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# Day 4 Live Stream





# Day 5 LIVE Q & A







