



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 basicsWho are they?
What's their name?
How old are they?
Where do they live?
Do they have kids?
Do they have a spouse?
What do they want?
What do they need?

Any other items you can think of?	
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Now let's get specific. Create a story around your ideal customer. Take us the typical day.	nrough their



Day 2 Testimonials



story of the transformation and/or benefits your service or product offers. Instead of throwing generic, lifeless testimonials on your website, you want to curate the ones that will show and tell for you. If you already have testimonials, gather them in a spreadsheet or a word doc for this exercise. Now, think about the best compliment your business could receive.

"You were great" and "it was awesome" testimonials are nice, but they don't tell the

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
- <u>Typeform</u>

Think of 3-5 survey questions that will inspire your customers to dig into their 5-Day Brand Visibility Challenge Workbook

experience. Sample questions: What problem did you face before finding my product/service? Why did you choose my solution over others? What have you achieved through using my product/service? What was your experience purchasing and using my product/service? How did you use my product/service? Could we have done anything differently?



Day 3 Content



You've probably heard before that content is King. Well, if content is King, engagement is definitely its Queen.

The fastest way to get customers to care about you is to let them know you care about them. That means meeting them where they are, finding topics they actually want to hear about, and engaging with them on social media.

If you're like many people, you probably have no idea where to look for these topics. And when you do start researching, it feels like everything's been done before. Just remember, it's not your job to reinvent the wheel. It's your job to find content that is relevant to your brand and connects with your target audience.

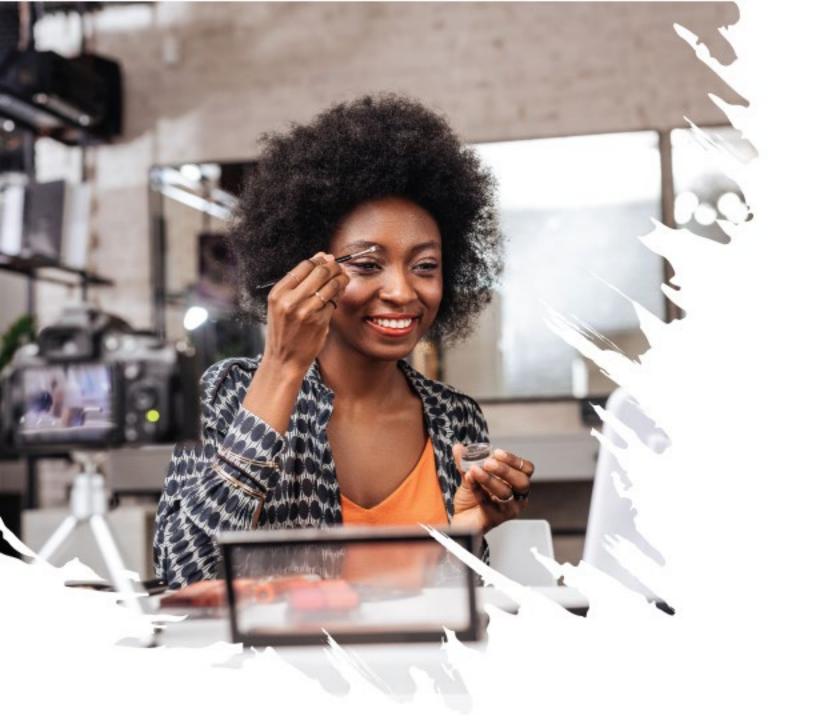
What content does your target audience care about? (Ex. If you're an organic baby food company, does your target audience care about green living? Baby development? Parent self-care? OR if you're a business coach, does your target audience care about marketing ideas? Productivity? Entrepreneur self-care?			

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. 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.

Content creators have their own tips and tricks for finding content ideas whether it's for

a blog, podcast, vlog or a Facebook live.

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.		
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.		



Day 4 Live Stream



Look you don't have to be an award-winning news journalist to slay your FB live, webinar, or YouTube video. All you need is a little practice and a little confidence. Today, you're going to take one of the topics you came up with yesterday and do a Facebook live! You can choose to do it on your page and tag us <a>@theboomapp or, if you're not feeling confident quite yet, go live in our group. Your second action item is to go through and critique someone else's Facebook live. We feel like this goes without saying, but please only give constructive and compassionate feedback. The BOOM App is not the place for haters.

There's no way around it, video is taking over!



Day 5 LIVE Q & A



It may have been a short time, but we covered a lot of ground. You are a **#BOOMWarrior!** Now it's time to put it all together. We created a little accountability planner for you to lay out your visibility goals and keep track of the actions you need to get there. Don't forget to tune into our Q&A with the dynamite Sequena Luckett! NOTES: _____

You made it! Yay!

