

Visible Expert Online Workshop: The Visible Expert Toolkit

In today's digital age, there are countless marketing tools at your disposal. But which actually deliver real results?

Instructions

In this workshop, we'll go over 5 key marketing tools you need to build engagement, greater visibility, and higher profits. Use this worksheet to outline how you can implement each of these strategies and start retooling your marketing program.

Section 1: Linkbuilding

Guest Posts

Blogs and Publications to Check Out for Guest Post Opportunities

Article Topics to Pitch

Shareable Content

Content Topic Ideas in Shareable Formats

Research Based

List Posts

Opinion Forming Content

Videos

Section 2: Social Media

Determine what you want to accomplish with each social network and the strategy you will implement to achieve that goal. If you are not active on the network and do not wish to be, leave it blank.



LinkedIn

Goal

Strategy

Twitter

Goal

Strategy

Facebook

Goal

Strategy

Google+

Goal

Strategy

YouTube

Goal

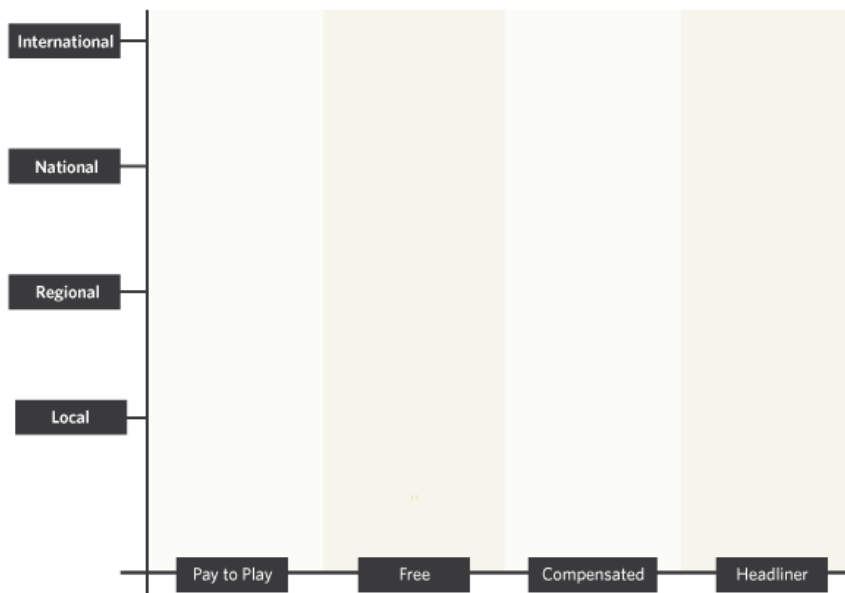
Strategy

Pinterest

Goal

Strategy

Section 3: Speaking Opportunities



Indicate which level you are at now and where you would like to be.

Speaker's checklist:

- Offer to speak
- Include a speaking bio on your website
- Put photos of you speaking on your website
- Create a speaking reel
- List your past speaking engagements

Speaking Engagements to Pursue

Presentation Topic Ideas

Section 4: Networking

Events to Target

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Prior Preparation

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Actions to Take During Events

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Following Up After the Event

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Section 5: Email Marketing

Emails Containing Educational Content

Email Containing an Offer

Summary

Start revamping your marketing strategy by implementing these tools that have proven to be effective and profitable. Refer back to your worksheet to develop your marketing plan and use these techniques to their fullest potential.

About the Visible ExpertSM Program

Designed to deliver more referrals, higher profits, and faster growth, the Visible Expert Program will build a powerful marketing platform to engage your audiences and increase your visibility. Based on the most extensive research into high-growth experts ever conducted, the Visible Expert Program will ground your marketing in science and leverage your expertise to draw in the right audiences.