

# 7 STEPS TO GETTING KNOWN

## 1 CLARIFY WHO YOU ARE

- Craft a 30-second sound bite that defines who you are, what you do, and the value you offer.
- Develop your unique message and "ooh-aah" factor that sparks media interest.

## 2 DEFINE YOUR AUDIENCE

- Identify the key groups who need to hear your message—media, clients, decision-makers.
- Target your publicity efforts to the right platforms and people.

## 3 CREATE A VISIBILITY STRATEGY

- Build a consistent publicity plan with a calendar of action steps (press releases, speaking, articles).
- Position yourself as the expert and keep your name in the media pipeline.

## 4 DEVELOP YOUR MEDIA KIT

- Assemble a compelling digital press kit with as many materials as you have.
- Make it easy for media to say "yes" to you.

## 5 LEVERAGE SPEAKING & NETWORKING

- Show up where your audience gathers—events, podcasts, interviews, associations.
- Use every touchpoint as a chance to reinforce your credibility and build relationships.

## 6 PRACTICE CONSISTENT KINDNESS

- Lead with generosity, gratitude, and connection in all your interactions.
- Kindness is your ultimate visibility builder—it builds trust and keeps people talking about you.

## 7 FOLLOW UP & STAY IN THE GAME

- Keep following up with media, clients, and contacts.
- Visibility is a long game—consistency, persistence, and relevance win over time.