

Visibility Action Plan Worksheet

Complete the exercise below on paper or scan the QR code to download a digital worksheet.

1. Define Your Dream Audience:

A - Who needs to know about your brand?

(Be specific: industry, job titles, location, interests.)

2. Choose Your Starting Visibility Channels:

B - Which two channels will you focus on first to reach them?

(e.g., LinkedIn + Google SEO, Facebook Ads + Local SEO, etc.)

3. Create Your Visibility Goals:

C - What do you want to achieve in the next 90 days?

(e.g., Increase website traffic by twenty percent, grow LinkedIn followers by five hundred, appear in the Google 3-Pack for local searches.)

4. Plan Your First Visibility Campaign:

D - What is one campaign or initiative you will launch to boost visibility?

(e.g., Facebook ad campaign, launch a blog series, local SEO optimization sprint.)

5. Set Your Visibility Metrics:

E - How will you measure success?

(Choose at least three metrics: website traffic, social media reach, brand search volume, ad impressions, search rankings.)

Once you complete this worksheet, you'll have a focused, simple action plan to get your brand seen by the right people.