

# Visibility

## Coaching Questions

### **Does anyone who is in your network not know what you are doing? Why?**

- All of your friend and family should have a very clear idea of what you are doing. You should be telling everyone your 30-Second Pitch, and your pitch should be so simple and clear that your friends & family are able to clearly explain what it is that you do.
- Are you not telling your friends yet as you aren't 100% sure you are moving forward with this?
- Are you not telling people as you are worried that someone will steal your idea? If you don't tell people what you are doing, you can't get sales or start the visibility component of your marketing.
- People buy from people they know about. If all of your friends and family don't know what you are doing, you are limiting how many people can buy from you.

### **How many people need to buy your offering for you to be successful? Based on this number, how many would have to know about your business for this to be possible?**

- Not everyone who knows about you will buy from you. That means that you have to tell more people about your business than you need to buy the product/service. Figure out how many people who have to create visibility with. Is it 100 people a month? How will you get the word out there?
- In direct mail, the rate at which sales happens (a conversion rate) is 0.1% to 2%. That means that if you send out 1000 postcards or letters, you may only have 1 to 20 customers. That takes a lot of visibility to get a sale. Other types of marketing & sales may have higher or lower conversions. Some telesales people are GREAT and can get 20% by phone, others are still lower than 5%.
- You have to understand your conversion rates to know how many people you are going to have to reach out to. Figure out your goal.

## What do you have to do to create visibility with this number of people?

- If you need a ton of visibility, the best forms of marketing are going to be online, TV, radio, and advertising that hits a wide audience. You might want to focus on getting a sales team or affiliate partners to help get your message out there.
- If you need less visibility, you can stick with networking events, a referral program, and your own sales team.
- Just remember that your marketing tactics used and the amount of effort required is tied to your sales goal.

### Examples of Visibility Tools:

Business name

Business cards

Networking

Demonstrations

First Impressions

Email Signatures

LinkedIn

Signs

Online Forwarding

Strategic Alliances

Facebook

Directories

Referral Partners

Community Boards

Cross Promotions

Link Exchanges

Tradeshows

Cold Calling

Flyers

Newspaper Article

Event Sponsorship

Search Engine Optimization

Pay Per Click

Direct Mail

