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# Is Your Marketing Set Up for Modern Search?

When someone is searching.  
Do you show Up?

You'll learn how people find information today, how search and AI surface expertise, and how your platforms work together to build trust before contact. The focus isn't on tactics, it's on clarity, alignment, and creating a system that helps the right people find, trust, and choose you

# ABOUT US

In high trust industries, people don't decide quickly. They research quietly, across touchpoints, then reach out when they feel ready.

They Google you.  
They watch a few videos.  
They check your LinkedIn.  
They circle back.

They're asking one core question the whole time, ***“Do I trust this person?”***

That's why we're here.

**ProudMouth turns your everyday conversations into podcasts, webinars, videos, and content built for modern search, so people can find you faster and trust you sooner.**

## TRUSTED BY INDUSTRY LEADERS

We serve financial services, legal, wealth management, and consulting, where credibility and relationships drive growth.

That's why we build steady, podcast-first ecosystems designed for how prospects find and vet professionals now. Trust starts forming before the first meeting, so the right prospects reach out sooner, already confident in you.



## A TRACK RECORD IN CREDIBILITY-DRIVEN INDUSTRIES

**100s**

Clients in high-trust industries, specializing in financial services

**12.5k+**

Conversations transformed into long-form content

**500k+**

Unique content assets created

YOUR CLIENTS ARE SEARCHING FOR YOUR  
SERVICES, BUT CAN THEY FIND YOU?



# What Does “Being Found” Mean for You?

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# What Does “Being Found” Mean for You?

## 01 | BEING FOUND

Is not about being everywhere. It is about appearing at the exact moment someone is actively looking for help.

Modern buyers research before they reach out. If you have not decided where discovery should lead, your marketing cannot guide them forward.

“When someone is deciding whether to work with you, they’re not just looking for credentials. They’re trying to understand you.”



**Over 70 percent of buyers do independent research before contacting a provider.**

By the time they contact you, they’re validating a decision, not starting one. Your marketing either supports that choice or works against it.

## 02 | IMAGINE A PROFESSIONAL MUCH LIKE YOU.

Smart, experienced, respected by clients, busy most days doing real work that actually matters.

They are not trying to become a marketer. They are simply trying to make sure the right people can find them when it matters.

They start to notice something subtle. New clients almost always come through referrals. When someone says, “I looked you up first,” the conversation still begins with clarification. Not about credentials, but about fit. This is the moment this worksheet is designed for. It helps you step into their shoes and see what someone else experiences when they go looking for you.

As you work through this page, follow the story of that professional and ask yourself where your experience overlaps.

## Exercise 1

### What Does “**Being Found**” Mean for You?

**This exercise is designed to help you define what visibility actually means for your business.**

**Rather than jumping into channels or tactics, you’ll start by clarifying intent. Understanding who should find you, what they’re searching for, and what they need to understand right away creates the foundation for everything that comes next.**

When someone hears my name for the first time, where do I want them to go next?

What problem do people usually come to me with?  
What Does “Being Found” Mean for You?

What do I want someone to understand about me before we ever speak?

How do people typically find me today?

Reflection If someone searched for help with this problem today, would they find me?

Yes  Maybe  No

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# Mapping Your Marketing Ecosystem

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# Mapping Your Marketing Ecosystem

## 01 | YOUR MARKETING ECOSYSTEM

Is the collection of places where your expertise lives publicly. Each platform should serve a purpose. If it exists without a role, it creates noise instead of clarity forward.

**"You really have to make sure that you're showing up in a lot of different areas right now to show up and be part of this system."**



**Multi-channel brands see significantly higher recall than single-channel efforts.**

When platforms feel disconnected, people lose confidence, not because anything is wrong, but because clarity is missing.

## 02 | IMAGINE A PROFESSIONAL MUCH LIKE YOU.

You decide to look yourself up online the way a stranger would. You start on your website, then move to LinkedIn, then somewhere else you forgot you even had.

Each place sounds like you, but not quite the same you. Different emphasis. Different language. Different focus. Nothing feels wrong, but nothing fully connects either.

This worksheet helps you see whether your platforms work together or leave people doing the work of connecting the dots.

# Mapping Your Marketing Ecosystem

## Exercise 2

Your marketing ecosystem is every place your expertise lives publicly.

### Step 1: List Every Platform You Use

Include anything active or semi-active.

### Step 2: Define the Job of Each Platform

- For each platform listed above, answer the following:
- This platform helps someone understand:
- If you cannot clearly answer this, the platform may not be working for you.

Platform	Link	Active	Job of Each
Website			
Google Search			
Youtube			
LinkedIn Company			
LinkedIn Personal			
Instagram			
Facebook			
Newsletter			
Podcast			
Other			

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# 7 Search & Intent Check

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# Search & Intent Check

## 01 | YOUR MARKETING ECOSYSTEM

Search today is driven by questions, not keywords. People search the way they speak.

If your expertise does not match how people ask for help, search platforms cannot surface you.

”

**"Google is your intent search."**



**93 percent of buying journeys begin with online research, even when the final decision is relationship-based.**

People look for context, reassurance, and familiarity before ever reaching out, even when trust is already implied.

**Intent search** is when someone is actively looking to solve a problem, not browsing or being entertained, because they already know something is unclear or unresolved, they need guidance or information, and they are seeking an answer they can trust, meaning they are leaning forward with purpose rather than scrolling or killing time.

## 02 | IMAGINE A PROFESSIONAL MUCH LIKE YOU.

Someone you have never met is dealing with a problem you solve daily.

They open Google and type the question exactly as it comes to mind. They find answers, they read, they listen, they watch, and they learn, yet you never appear in their search.

This worksheet helps you understand whether your marketing shows up when intent exists, or only after someone already knows your name.

# Search & Intent Check

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## EXERCISE 3

**This worksheet helps you pressure-test whether the right people can actually find and understand you when intent is present.**

It is not about being everywhere or creating more content. It is about clarity at the moment someone is actively searching for help.

**Work through each statement honestly, based on what a stranger would experience, not what you intend to communicate. The goal is to surface gaps early so visibility, trust, and momentum are not left to chance.**

### **If someone Googles your Name do you appear?**

Open google type in your Name  
Observe what you see, what platforms show up if any.

### **Can someone find you organically?**

Open New Tab- Open Google search  
Type in your title, area of expertise, location and niche  
Observe what you see and which platforms show up if any.

### **Someone can understand my value in under 30 seconds?**

Open AI Platform of choice - Enter your website and socials and ask it - What is my value? Can people find me easily?

### **My content reflects how people actually search?**

Enter your Website and social links into AI search and ask it if any of your content on your platforms is what people are looking for? What am I missing? What is most searched for your niche?

# Lets Reflect After completing search

After completing the search and intent checks, take a moment to reflect on what you actually found.

## ✓ **WHAT DID YOU NOTICE?**

- What showed up most clearly, and what didn't show up at all?
- Did the results match how you believe you're positioned?
- Where was there alignment, and where did it break down?

## ✓ **UNDERSTANDING & CLARITY**

- How easy was it to understand what you do within the first 30 seconds?
- What assumptions would a stranger have to make?
- What questions were left unanswered?

## ✓ **SEARCH BEHAVIOR**

- Did your content reflect how people naturally search for help?
- What language appeared repeatedly in search results that you're not using?
- Where did you notice gaps between intent and visibility?

## ✓ **TRUST & CONFIDENCE**

- Based on what you saw, would you feel confident reaching out?
- What signals increased trust, and what created hesitation?
- What felt human and relatable, and what felt distant or unclear?

## ✓ **NEXT-LEVEL INSIGHT**

- What surprised you the most?
- What matters more now than it did before completing this exercise?
- What is one insight you don't want to ignore?



This reflection isn't about judgment. It's about seeing your presence through the eyes of someone actively looking for help, and understanding what that experience is really like.

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# Trust & Familiarity Signals

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# Trust & Familiarity Signals

## 01 | YOUR MARKETING ECOSYSTEM

Trust is often built before the first conversation ever happens.

When people cannot experience how you think, they hesitate, even if they respect your credentials.

**"You really have to make sure that you're showing up in a lot of different areas right now to show up and be part of this system."**



**People retain far more information from video than from text alone.**

When platforms feel disconnected, people lose confidence, not because anything is wrong, but because clarity is missing.

## 02 | IMAGINE A PROFESSIONAL MUCH LIKE YOU.

Think about a time when you needed to choose someone you truly had to trust. Maybe it involved your finances, your health, your business, or your family. You didn't make that decision casually. Before reaching out, you likely looked them up, paid attention to how they communicated, and tried to understand who they were beyond a title or credential. You were asking yourself whether they felt steady, clear, and trustworthy.

Most of that decision happened quietly, before any conversation took place. This exercise exists because the same thing is happening with you. People are deciding whether they trust you based on what they can experience before they ever reach out.

## Exercise 4

### Trust & Familiarity Signals

This exercise helps you evaluate whether people can experience how you think before they ever speak to you. Trust is often built quietly, before the first conversation.

When people cannot experience you, they hesitate, even if they respect your credentials.

Work through this exercise as a stranger would.

#### Step 1:

##### Where You Show Up

List every place someone could encounter you before contacting you.

Examples: website, LinkedIn, videos, interviews, articles.

#### Check all that apply:

- People can hear or see me explain ideas
- My communication style feels consistent
- Someone could understand how I think, not just what I do

#### Step 2:

##### Experience Before Contact

Think about the last professional you had to trust.

Now reverse it.

#### Reflection:

- Could someone experience your perspective before reaching out?
- Does your presence feel human and steady?

Yes

Somewhat

No

#### Step 3:

##### Familiarity Check

People retain more from video than text alone.

#### Check all that apply:

- I use video or audio to communicate
- My content sounds like me in real life
- My presence feels human, not templated



Would what someone can experience about me today make trusting me easier or harder?

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# 5 Engagement & Depth Balance

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# Engagement & Depth Balance

## 01 | YOUR AUDIENCE'S DECISION-MAKING JOURNEY

Different people need different levels of information before they feel comfortable reaching out.

If all of your content is short, trust stalls. If everything is long, attention never starts.

**"Short form is used to grab somebody's attention. Where long form how is we drive people to build trust."**



**Short form content drives attention, while long form content supports trust.**

That's why both formats are essential to your marketing ecosystem.

## 02 | THINK ABOUT THE LAST BIG DECISION YOU MADE.

If it involved hiring a professional you needed to trust, you probably didn't decide right away.

You might Google, watch a few short videos, then come back later for something longer. You're looking for quick signals at first, then you want to hear how someone thinks before you feel comfortable.

Your audience is doing the same. Some people start with short clips and posts. Others spend more time with your longer content, and still wait until the timing feels right.

That's normal. This worksheet helps you balance quick entry points with deeper trust builders, so people can engage at a pace that feels right to them.

**People engage at different speeds. Some need quick signals before they're willing to lean in. Others need depth before they feel comfortable moving forward. A healthy marketing ecosystem allows people to enter where they are and continue at a pace that feels right to them.**

Short-form content creates visibility and draws people in. Long-form content builds understanding, credibility, and trust over time. One without the other creates friction.

**This worksheet helps you assess whether those two forces are working together.**

### ENGAGEMENT & DEPTH CHECK

*Answer the questions below honestly.*

- I have short-form content that introduces my ideas clearly
- I have long-form content that shows how I think and explain things
- Short-form content naturally leads people to deeper content
- Someone can engage without pressure to commit right away
- Trust can build gradually over multiple touchpoints

### SCORE YOURSELF

- 0–2 checked

Your ideas may be strong, but people don't yet have enough context or depth to feel confident. Trust likely stalls early.

- 3–4 checked

You're partway there. Some people can build trust, others may lose momentum depending on where they enter.

- 5 checked

Your content supports how people actually decide. Attention leads naturally into trust, without force.

## REFLECTION PROMPTS

### Where does attention typically start for my audience?

Look at the first place most people find you, a clip, a post, search, or LinkedIn. Your highest views, saves, and profile clicks usually point to it.

### Where does trust need more depth or reinforcement

Notice what still feels unclear after someone's engaged a few times. If they get what you do but not how you think or what it's like to work with you, trust needs more depth there.

### At what point do people usually feel comfortable reaching out?

Ask people what they consumed right before they contacted you: an episode, a webinar, your About, a specific topic? That's often the confidence trigger.

## GAP ANALYSIS

### What feels missing or underdeveloped in my current content mix?

Identify what would help a careful decision maker move forward, clearer entry points, more depth, better linking between formats, or more message consistency.

## BEST PRACTICES TO EXPLORE

### What would help create a smoother path from first touch to trust?

Look for simple bridges from short to long form, so curiosity has an obvious next step. A smoother path keeps people moving until they feel ready.



This exercise isn't about producing more content. It's about creating the right balance so people can move from curiosity to confidence naturally.

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# AI & Modern Search Readiness

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# AI & Modern Search Readiness

## 01 | MODERN SEARCH TOOLS

surface answers from conversations, not just articles.

If your expertise is not documented publicly, AI tools cannot reference or recommend you.

“

**“We go and we search something as if we’re talking to a human.”**



**Multi-channel brands see significantly higher recall than single-channel efforts.**

When platforms feel disconnected, people lose confidence, not because anything is wrong, but because clarity is missing.

## 02 | SOMEONE ASKS AN AI TOOL A QUESTION RELATED TO YOUR WORK.

Put yourself in your client’s shoes.

Think about how you look for help. Sometimes you Google and skim a few results, click around, and try to figure out who might be a fit. Other times, you open an AI tool and ask the question the way it’s actually sitting in your head, hoping for a clear, human answer.

In both cases, you’re not just looking for information. You’re looking for someone who gets it.

Google shows you who’s out there. AI helps you sense who actually understands the problem. If your experience only lives in conversations or meetings, both tools fall back on generic answers instead of surfacing you.

This exercise helps you see whether your voice, perspective, and real-world thinking show up when someone is searching for help.

# AI & Modern Search Readiness

## EXERCISE 6

**Put yourself in the mindset of a potential client using AI to look for help. Follow each step using an AI tool like ChatGPT or Gemini and observe the answers you receive. You're not testing the AI, you're checking whether your experience, perspective, and way of thinking are visible when someone searches for help.**

01

### Enter a Real Client Question

In Gemini or ChatGPT, type a question your ideal client would actually ask when they're stuck or unsure.

02

### Evaluate the Response

Read the answer without editing the prompt. Notice whether it feels broad and generic or specific and grounded in experience.

03

### Ask Who to Work With

In the same chat, ask who someone should look for to help with this problem.

04

### Compare to How You Work

Ask what experience or perspective matters most in solving this issue. Check whether that description reflects how you actually help people.

05

### Identify the Gap

Decide whether AI could surface you today. If not, write down what part of your thinking or experience isn't visible yet.

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# Google Owns the Monopoly Board

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# Google Owns the Monopoly Board

## 01 | AI IS LIKE THE MONOPOLY BANKER

it can only manage the properties that actually exist on the board. If you're not showing up in enough places, the banker keeps passing you by, no matter how valuable your expertise is.

“**You have to show up in a lot of different areas to be part of the system.**”

”



**Google controls the core spaces where discovery happens, Search, YouTube, Maps, and now Gemini.**

Most people land on Google-owned properties when they're looking for answers.

## IF YOU'RE PLAYING THE GAME, YOU NEED TO BE ON THE BOARD.

### 1. If you're not on the board, no one can land on you.

Every search is a roll of the dice. If your expertise isn't visible in search or AI, you're not part of the game, even if you're great at what you do.

### 2. Being on the board isn't enough if no one recognizes the space.

If your presence looks generic or unclear, people pass by. Search works the same way, clarity determines whether someone stops or keeps moving.

### 3. The more often you show up, the more familiar you feel.

When people see you across Google, AI, and social platforms, you feel like a known space on the board. Familiarity is what gets chosen.



## AI TOOLS CAN ONLY SURFACE PEOPLE AND IDEAS THAT EXIST IN ACCESSIBLE, PUBLIC CONTENT.

If you're not on the Monopoly board, no one can land on you.

When someone uses AI to search, the system looks for known, accessible information. If your expertise isn't published clearly and publicly, AI doesn't know you exist. You're not ignored, you're invisible.

## AI FAVORS SOURCES THAT PROVIDE CLEAR EXPLANATIONS & CONSISTENT CONTEXT, NOT JUST CREDENTIALS

**Not every space on the board feels safe to land on.**

AI doesn't just list names, it surfaces explanations. When your thinking shows up clearly, repeatedly, and in your own words, people feel more confident choosing you. Generic answers don't build trust, familiarity does.



## AI REINFORCES SOURCES THAT SHOW UP CONSISTENTLY ACROSS MULTIPLE PLATFORMS AND FORMATS.

People stay on the space that feels steady. Once someone recognizes you through AI or search, they still decide based on familiarity. If your voice appears consistently across platforms, the decision feels easier and safer.

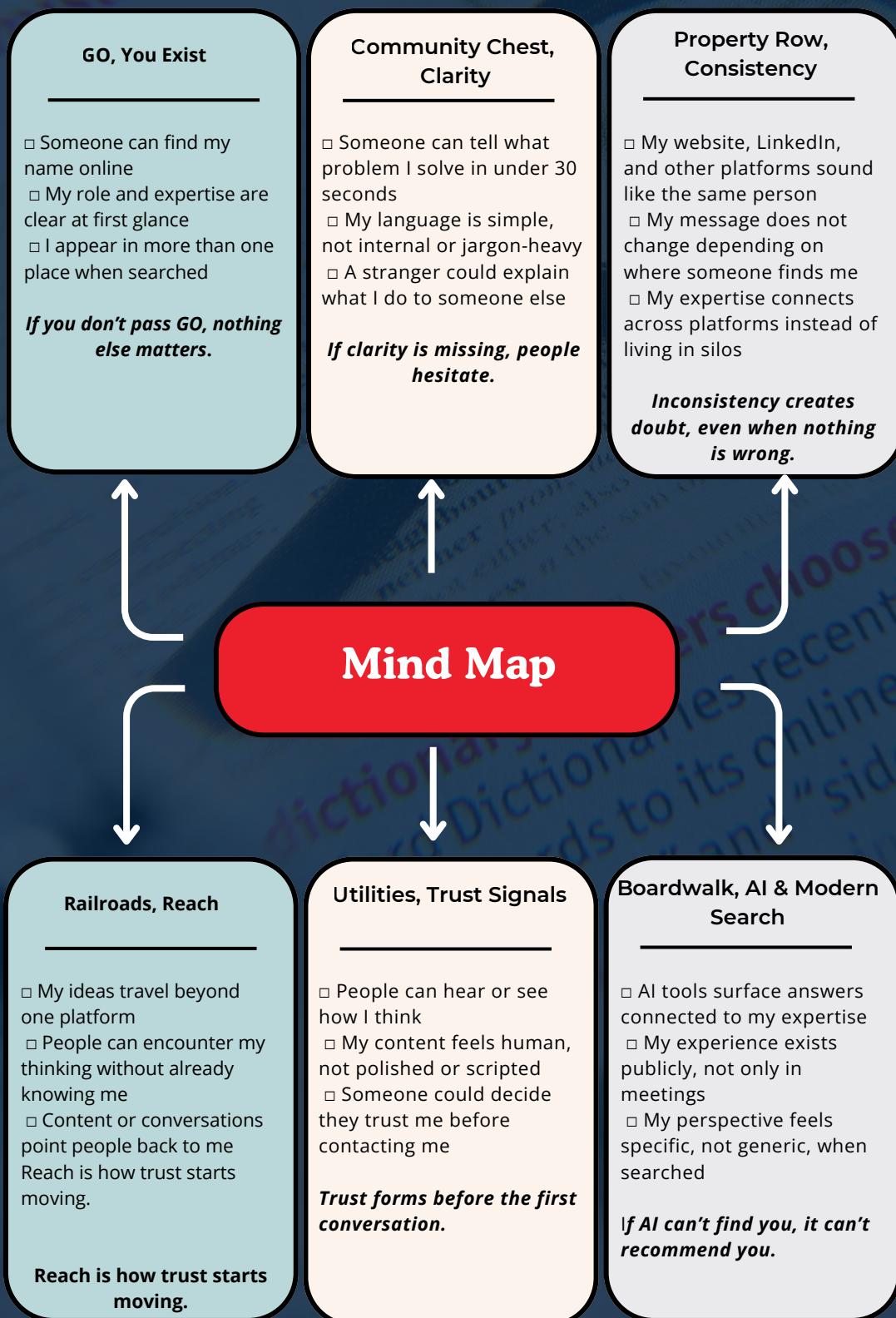
# Google Owns the Monopoly Board

## EXERCISE 7

### How to Use This Mind Map Exercise

This exercise helps you visualize how your visibility and trust are built, step by step, across modern search and discovery. Each section of the map represents a space someone must encounter before they feel comfortable choosing you.

Work through the map in order. Mark where you already show up and where momentum breaks. You're not trying to fill every space at once. The goal is to see how each area connects, so you know exactly what to strengthen first to keep people moving forward.



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# Consistency & Compounding

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# Consistency & Compounding

## 01 | TRUST REQUIRES CONSISTENCY

Both people and platforms trust patterns.

Inconsistency resets recognition and slows momentum.

”

**“You don’t own your system if you’re constantly jumping from one tactic to the next.”**



**Consistent publishers are surfaced more often than sporadic ones.**

"It takes time for that algorithm to trust you."

## 02 | THINK ABOUT THE PEOPLE YOU TRUST MOST IN YOUR LIFE.

It's not because they made a great first impression once. It's because they showed up the same way over time. You knew what to expect. Their behavior, tone, and follow-through created a pattern your brain learned to recognize as safe and reliable.

Platforms work the same way. When your presence is consistent, both people and algorithms know how to place you. When it's sporadic or scattered, that recognition never fully forms. This is why consistency isn't about posting more, it's about reinforcing trust through familiar patterns.

When your approach keeps changing, nothing has time to compound. People can't recognize you, and platforms can't learn where to place you. Owning a system means committing long enough for trust, familiarity, and momentum to build instead of resetting every time something new appears.

# Consistency & Compounding

## COMPARE YOUR CONTENT

- ◊ Select one recent piece of content
- ◊ Gather the next 2-3 touch points someone would naturally see after it
- ◊ Ask AI to compare them for tone, message, clarity, and personality
- ◊ Collect content from the last 2-4 weeks
- ◊ Ask AI to identify repeated themes, language, and explanations

## NOTE WHERE IDEAS BUILD AND WHERE THEY RESTART

## EXERCISE 8

Use AI to review a small sample of your recent content across platforms and identify whether the tone, message, and experience feel consistent or fragmented. The purpose is to quickly spot where recognition breaks down, so you can reinforce alignment and momentum instead of creating more content.

## SUMMARIZE AND REVIEW

- ◊ Ask AI to summarize who you are, what you help with, and how you think, based only on the content
- ◊ Review where that summary feels clear or vague
- ◊ Identify where recognition breaks
- ◊ Mark those areas as alignment gaps, not content gaps

## IMPROVEMENT'S

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# Visibility Gap Patterns

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# Visibility Gap Patterns

## 01 | MANY VISIBILITY ISSUES ARE STRUCTURAL

not effort-based. The issue isn't how good you are, it's how consistently your expertise shows up outside private conversations.

Expertise that stays private cannot scale.

“

**If these conversations are sitting behind closed doors, you're not gonna show up.”**



**Many professionals rely primarily on referrals for growth.**

Referrals prove you're trusted, but without visible patterns, that trust never compounds beyond private conversations.

## 02 | YOU'RE GOOD AT WHAT YOU DO.

The people who work with you trust you and often send others your way. Your calendar stays active, but it never feels predictable. Some months feel full and effortless, others feel quiet for no clear reason.

You're not struggling because of a lack of skill or credibility. You're struggling because most of your best thinking still happens in private conversations. The insight that builds trust never leaves the room, so new opportunities depend on timing, referrals, and luck.

This worksheet exists to help you see whether growth is stalled by visibility, not capability.

## EXERCISE 9

This exercise is designed to help you surface visibility gaps that are easy to miss when you're busy executing.

### Visibility Gap Patterns

Instead of measuring effort or output, it focuses on patterns. By recognizing where your expertise lives, how consistently it shows up, and how people actually encounter you, you can identify whether growth is being limited by visibility rather than capability.

#### Step 1: The Stranger Test

Imagine someone hears your name today for the first time. They search you, skim for five minutes, then leave. Without opening a notebook or planning anything, answer this honestly:

What would they actually learn about how you think and how you help?

Write the first few words that come to mind.

#### Step 2: The Pattern Check

Now look at the statements above. Notice which ones feel uncomfortable or immediately familiar. Don't analyze them, just check what resonates.

- My expertise lives mostly in private meetings
- I create content but it feels disconnected
- I rely heavily on referrals
- My marketing feels busy but ineffective
- I start and stop often

#### Step 3: The Gap Signal

Complete this sentence without editing yourself:  
"The biggest reason people don't find me yet is \_\_\_\_\_

Primary Pattern I See:

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# Priority Fix Framework 1st



2nd

3rd

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# Priority Fix Framework

## 01 | MANY VISIBILITY ISSUES ARE STRUCTURAL

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# Priority Fix Framework

**Rank the following from 1 (most urgent) to 5 (least urgent):**

Clarity

1       2       3       4

Trust

1       2       3       4

Discoverability

1       2       3       4

Consistency

1       2       3       4

Strategy

1       2       3       4

## EXERCISE 10

Read each statement slowly and notice what immediately feels familiar.

Check every pattern that reflects your current experience, even if it feels uncomfortable or contradicts the effort you're putting in. Then pause and identify the primary pattern you see most clearly. The goal isn't to diagnose a problem, it's to recognize where visibility may be breaking down.

**Why This Is My Priority:**

# Priorities

## Priority Fix Framework

- 1.
- 2.
- 3.

### **FIVE SIMPLE CHANGES TO CLOSE VISIBILITY GAPS**

These small shifts require very little effort but create immediate clarity, consistency, and momentum across your marketing system.

#### **Capture one explanation you repeat weekly**

Take something you explain often in meetings and make it public once. One post, one short video, or one written explanation. You're not creating new insight, you're relocating it.

#### **Choose one core idea to repeat for 30 days**

Stop rotating messages. Pick one problem you help solve and reinforce it consistently. Repetition builds recognition faster than variety.

#### **Link your platforms intentionally**

Make it obvious where someone should go next. One clear path beats multiple scattered options.

#### **Set a minimum cadence you won't break**

Choose a schedule that feels almost too easy to maintain. Consistency compounds only when it's sustainable.

#### **End content with clarity, not creativity**

Tell people what to do next or what to expect next. Momentum grows when the experience feels guided, not open-ended.

Think of your visibility like a Monopoly board. You don't win by landing on one big square once. You win by owning a few key properties, building on them steadily, and letting the value compound every time someone passes through.

Start by choosing a few spaces to own and show up there consistently. Let your message repeat so people recognize it. Most importantly, keep building instead of resetting the board every time something new catches your attention

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# Website Checklist

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THE FIRST IMPRESSION LAYER	
<input type="checkbox"/>	I clearly state who I help and what problem I solve
<input type="checkbox"/>	My language matches how I actually speak
<input type="checkbox"/>	Someone can understand my value in under 30 seconds
<input type="checkbox"/>	The experience feels calm, credible, and human
<input type="checkbox"/>	There is one obvious next step
<input type="checkbox"/>	My positioning matches how I show up elsewhere
<input type="checkbox"/>	Someone could decide I'm relevant without digging

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# LinkedIn Visibility Check

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## THE PROFESSIONAL TRUST LAYER

- My headline clearly reflects what I help with
- My profile explains how I think, not just what I do
- Recent posts reinforce a consistent theme
- My tone feels recognizable across posts
- Scrolling creates familiarity, not confusion
- My content answers real questions I'm asked
- Someone could feel comfortable reaching out

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# Long-Form Content Check

(PODCAST, VIDEO, ARTICLES)

## THE AUTHORITY DEPTH LAYER

- I consistently explain the same core problems
- My expertise is demonstrated, not claimed
- Conversations build on each other over time
- My perspective feels steady and intentional
- Someone could trust me before speaking to me
- My content reflects how I work with clients
- Depth increases familiarity, not overwhelm

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# Short-Form Content Check

(YOUTUBE, INSTAGRAM, FACEBOOK, REELS)

## THE AUTHORITY DEPTH LAYER

- Clips reinforce my main ideas
- My voice and delivery are consistent
- Content leads naturally to deeper context
- I repeat what matters instead of chasing variety
- Recognition grows with exposure
- My content feels connected, not random
- People could recognize me without my name

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# Search & Findability Check

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## THE INTENT DISCOVERY LAYER

- My name plus what I help with returns clear results
- My expertise appears in formats people prefer
- I show up where intent exists, not just feeds
- My language matches how people ask questions
- Someone could find me without a referral
- My visibility supports trust-building
- Search reinforces, not contradicts, my message

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YOUR CLIENTS ARE SEARCHING FOR YOUR  
SERVICES, BUT CAN THEY FIND YOU?

# Cross-Platform Consistency Check

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THE FAMILIARITY LOOP	
<input type="radio"/>	All platforms tell the same story
<input type="radio"/>	My message compounds instead of resets
<input type="radio"/>	The experience feels familiar everywhere
<input type="radio"/>	I'm reinforcing patterns, not experimenting endlessly
<input type="radio"/>	My best thinking appears more than once
<input type="radio"/>	Movement between platforms feels natural
<input type="radio"/>	Recognition builds week over week

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# Marketing-as-a- System Check

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THE OWNERSHIP SYSTEM	
<input type="radio"/>	I'm building something repeatable
<input type="radio"/>	My effort feeds long-term momentum
<input type="radio"/>	I'm not dependent on one channel
<input type="radio"/>	Visibility doesn't disappear when I pause
<input type="radio"/>	My expertise lives outside private conversations
<input type="radio"/>	I know what I'm reinforcing each month
<input type="radio"/>	My system works even when I'm busy

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# Your Website Is the Proof Point

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# Your Website Is the Proof Point

MOST VISITORS DECIDE WHETHER TO STAY ON A WEBSITE WITHIN 5-10 SECONDS.

**Your website is your central hub. Everything should lead here, and it should guide people forward.**

## WHAT IT SHOULD INCLUDE

- A clear explanation of who you help and what problem you solve
- An about page with your bio
  - Option to book directly to you calendar
  - Direct link to your linkedIn Profile
- A blog page that answers common questions
- A podcasting page with all episodes, summaries, and listening links
- Links to all active social platforms
- One clear call to action
  - Sign up for a newsletter
  - Book a meeting
  - Downloadable

## HOW IT CONNECTS

- All platforms should point to your website. Your website should point people back into your content ecosystem.

## TRUST & CONFIDENCE

- Most visitors decide within 5 to 10 seconds whether they're in the right place. In that moment, they're not reading in detail. They're scanning for quick signals, what you do, who it's for, and whether it feels relevant to them. If that clarity isn't immediate, they don't dig deeper, they leave.
- That's why your website isn't about saying everything. It's about helping the right person recognize themselves and understand what to do next, fast.

## SYSTEM CHECK

- Google Analytics is set up
- You can see where people come from and what they do next



Clear, consistent messaging on your website helps search engines and AI understand what you do and confidently surface you when someone is looking for help.

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# YouTube Is Where Trust Forms

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# YouTube Is Where Trust Forms

PEOPLE DECIDE FASTER WHEN THEY CAN SEE YOU EXPLAIN

**YouTube lets someone experience how you think, communicate, and guide. It shortens the trust gap by turning questions into familiar explanations.**

## ✓ **WHAT IT SHOULD INCLUDE**

- Clear, educational videos tied to real questions
- Titles written the way people actually search
- Consistent tone, pacing, and point of view
- Descriptions with links back to your website, podcast, or newsletter
- A clear next step, not multiple options
- Long Form Video
- Short Form Video
- Consistant -Regular Posting Schedule
- Branded Banners
- Clear Title Cards

## ✓ **HOW IT CONNECTS**

- Videos should send viewers to your website for depth
- Long videos can be repurposed into social clips
- Topics should align with blogs, podcasts, and search intent

## ✓ **TRUST & CONFIDENCE**

- Channel description clearly explains what you help with
- Playlists are organized by topic or problem
- Links are consistent across every video
- Ask viewers to like and subscribe

## ✓ **SYSTEM CHECK**

- Channel description clearly explains what you help with
- Playlists are organized by topic or problem
- Links are consistent across every video
- Consistently monitor performance



AI pulls heavily from YouTube titles, descriptions, and transcripts. Clear explanations and repeated themes make your content easier for AI to understand and recommend.

# YouTube System Check

## BEST PRACTICES FOR PERFORMANCE & MONITORING



**This system check helps you understand whether YouTube is actually building momentum or just generating activity.**

### ✓ CHANNEL SETUP

- Channel description clearly states who you help and what problems you explain
- Visuals, banner, and bio match your broader brand and messaging
- Playlists are organized by topic or question, not by date alone

### ✓ CONTENT CONSISTENCY

- Video titles follow a repeatable format and search-friendly language
- Topics reinforce the same core problems and themes over time
- Thumbnails are visually consistent and recognizable

### ✓ PERFORMANCE SIGNALS TO WATCH

- Click-through rate, are titles and thumbnails earning the click
- Average view duration, are people staying past the first 30–60 seconds
- Returning viewers, are people coming back after first exposure
- Subscriber growth tied to specific topics, not random spikes

### ✓ CONNECTION & FLOW

- Descriptions consistently link to your website, podcast, or newsletter
- End-of-video prompts guide viewers to a next step
- Content feels additive, not repetitive or disconnected

### ✓ SYSTEM HEALTH CHECK

- You can explain why you're publishing each video
- Metrics inform refinement, not constant reinvention
- Performance improves through patterns, not one-off wins



When YouTube is working as a system, growth comes from recognition and retention, not chasing viral moments.

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# LinkedIn Is Where Professional Trust Is Validated

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# LinkedIn Is Where Professional Trust Is Validated

PEOPLE DECIDE IF YOU'RE WORTH ENGAGING WITH

**LinkedIn is often the final checkpoint before someone reaches out. It's where people confirm credibility, alignment, and whether you feel like someone they'd be comfortable talking to.**

## ✓ CHANNEL SETUP

- A headline that clearly states who you help and how
- A summary that explains how you think, not just what you do
- Posts that reinforce the same core problems and ideas
- Language that sounds like you speak in real conversations
- Clear links to your website, content, or next step

## ✓ HOW IT CONNECTS

- Your profile should mirror the language on your website
- Posts should reference deeper content like blogs, podcasts, or videos
- Personal and company pages should reinforce the same positioning

## ✓ VISITOR BEHAVIOR

- Visitors scan your headline and About section first
- They skim recent posts to understand your perspective
- They decide quickly whether you feel credible and relatable

## ✓ SYSTEM CHECK

- Your profile clearly explains your value within 30 seconds
- Recent posts reinforce a consistent theme
- Your tone feels recognizable across posts
- Your call to action is clear and easy to find

## ✓ PERFORMANCE MONITORING

- Profile views after posting content
- Connection requests with context, not cold pitches
- Inbound messages referencing your ideas or posts
- Engagement quality, comments over likes



AI tools often pull from LinkedIn profiles to understand professional expertise. Clear headlines, summaries, and repeated themes make it easier for AI to categorize and surface

# LinkedIn System Check

BEST PRACTICES FOR  
PERFORMANCE & MONITORING



**LinkedIn is often the first place business leaders look before or after a meeting. It functions as your billboard, reinforcing who you are, how you think, and whether the conversation should continue.**

## ✓ PROFILE FOUNDATION

- Headline uses plain language, not titles alone
- About section explains how you help and how you think
- Featured section points to your best content
- Experience helps people understand where your expertise comes from
- Clear CTAs throughout your profile
- Professional Banner
- Current Headshot

## ✓ CONTENT CONSISTENCY

- Posts return to the same problems and explanations
- Language and tone remain consistent over time
- You're building familiarity, not novelty

## ✓ PERFORMANCE SIGNALS TO WATCH

- Increase in profile views after posting
- Inbound messages referencing specific content
- Repeat engagement from the same people
- Conversations that move off-platform

## ✓ CONNECTION & FLOW

- Posts guide people toward deeper insight
- Profile links create a clear next step
- Movement between LinkedIn and your ecosystem feels natural

## ✓ SYSTEM HEALTH CHECK

- You know why you're posting each piece
- You can articulate the message you're reinforcing
- Growth comes from recognition, not chasing trends



AI tools often pull from LinkedIn profiles to understand professional expertise. Clear headlines, summaries, and repeated themes make it easier for AI to categorize and surface