

## 10 Best-practices to build visibility (that you probably aren't doing).

In today's competitive landscape, effectively building visibility is crucial for growth. Connecting authentically with the right people can not only open doors to new opportunities but also establish professional credibility that resonates with potential clients and industry peers. Here are some best practices and strategies to help you enhance your skills and increase your visibility.

### Attend Industry Events

- **Choose Wisely:** Attend events, conferences, and webinars relevant to your industry.
- **Be Proactive:** Introduce yourself to new people, participate in discussions, and follow up with contacts post-event.
- **Don't Exchange Business Cards:** Schedule a time to connect. Yes, here & now.
- **Online?:** Be present. Have your screen on and ask questions.

### Join & Engage with Professional Associations

- **Membership Benefits:** Join associations related to your industry to gain access to exclusive networking events and resources. Show up, make notes, be consistent.
- **Active Participation:** Volunteer for committees or speaking opportunities to increase your visibility within the organization.
- **Be intentional & thorough:** Meet the right people, and follow through. Few people do, which will allow you to shine when you do send a thank you note or phone call.

### Articulate Your Value

- **Know your value & be able to communicate it.** Prepare a brief and compelling summary of who you serve, what value you provide, and what makes you unique.
- **Create a strong elevator pitch.** Be Concise
- **Practice Regularly:** If you don't trust yourself, how will others? You can rehearse in the car or in the shower.

### Evergreen Media

- Published articles stick around on the internet for years. I still get calls for a business I closed in 2014! All due to earned media.

## Nurture Relationships

- **Follow Up:** After meeting new contacts, send a personalized follow-up message to stay top of mind. This is one of the easiest things you can do to rise above the crowd.
- **Stay Connected:** Regularly check in with your network through emails, social media, or coffee meetings. Ask questions. Be curious.
- **Timelines as a service:** Schedule regular times to follow up. Whether monthly, quarterly, or annually. Follow up. I have a client that has tremendous success scheduling “7-minute catchup calls”.

## Utilize CRM Tools

- **Track Interactions:** Use a CRM system to manage and track your interactions with contacts.
- **Automate Reminders:** Set reminders for follow-ups and important dates to maintain consistent communication.

## SEARCH. SEARCH. SEARCH. And Get Found.

What will your audience find when they look for you? (It’s no secret that they will – whether you are consumer-based or only sell to other businesses).

- Do they find great reviews?
- Do they find articles and thought-leadership?
- Is your message, their message? Will they see themselves in you?

## Offer Value

- **Share Insights:** Provide valuable information, such as industry trends or useful resources, to your network.
- **Be a Connector:** Introduce people in your network who may benefit from knowing each other.

## Speaking & Teaching Opportunities

Nothing says “thought-leader” more than sharing your knowledge and skills with others just behind you. Besides, if you can teach it – you REALLY know it.

- Start with professional organizations, chambers of commerce or local business accelerators.

## Strategic Partnerships & Collaborations

Find others that serve your same clients & look for ways to offer joint or reciprocal value to your shared audience.



- Joint Go-to-market strategy / offer
- Guest blogs
- Join training (workshop, webinar, course)

Networking and building visibility are ongoing processes that require dedication and strategic effort. By implementing these best practices and leveraging available tools, you can enhance your professional presence, forge meaningful connections, and drive your sales success. Start today, and watch your network and visibility grow exponentially.

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Join our free workshop on improving your sales operations and networking strategies, join our Exposure Accelerator Challenge at <https://www.unboundinbound.com/grow-your-visibility-in-the-exposure-accelerator-challenge>