

## S2: E132: 3 Strategic Steps to Supercharge Your Visibility This Summer (without losing your sanity)

Hey there and welcome back. Today we're diving into something I know many of you are feeling right now, the push and pull of summer energy and visibility. Summer isn't always the easiest time to show up consistently.

Kids are home if you have them, vacations happen, energy shifts, this is of course if you're in the northern hemisphere, and yet the pressure to stay visible never seems to take a vacation. So today I want to offer a new approach, one that's strategic, soul nourishing, and actually sustainable. Because to gain business, to make an income, and to make impact, yes you do need to have some sense of visibility because otherwise how are people going to know who you are, what you stand for, and how you can help them.

So the first step is reframing visibility so you can stay seen without feeling spread thin. So let's unlock what I'm calling your summer soft power. The first step is rethinking visibility with something I've dubbed my visibility triangle.

So think of it as a simple but powerful framework to help you decide where to show up, what to say, and who to focus on, removing the overwhelm. So first you want to think about your platform of presence. This is the first piece of the visibility triangle.

This is your main stage, the primary space where your audience knows where they can find you. It could be Instagram, it could be your podcast, it could be LinkedIn, it could be a bi-weekly newsletter, any of these places or other spaces. For me it's definitely not Instagram, definitely not Facebook.

It really is here on my podcast with some LinkedIn sprinkled in. But we're really talking about what is your one main stage. And here's the key.

Despite popular opinion, you don't need to be everywhere. You simply need to be consistent somewhere, especially to start. You can always layer on, but unless you truly want to work with millions of people, and that's fine if you do, you don't have to be that visible.

So summer is the perfect time to recommit to one platform that feels good and serves your goals. So I invite you to ask, where do I feel most natural showing up right now? What's sustainable with my current schedule and energy? And what platform truly aligns with the type of legacy I'm building? The reason we want to do this is otherwise we build patterns of inconsistency. So we say, okay, I'm going to do all of these things.

It lasts a week, we give up, we don't then trust ourselves, and we go through these patterns or cycles of beating ourselves up for not doing what we're saying we're going to do. So this not only simplifies that, but it also allows you to laser focus in one area, which will get you growth long term. So for me, it really is the podcast, and I don't stress about going viral on TikTok or Instagram, because first of all, I don't want to be an influencer, and second of all, it's vanity metrics.

There are statistics that say most Instagrammers and most TikTok virality stars actually make less than \$20,000 a year. Now of course, there's the people who go way over that, but they're few and far between, and a lot of them have a lot of vanity metrics. They're not actually making any money.

So stop looking at people's follows and likes, and start focusing on growing your bottom line and your impact. Next up on the triangle is point of view, and this is the message you're reinforcing. What do you want to be known for in general, but also what do you want to be known for this season? What launch do you have coming up? What message are you trying to get out there? Do you have a book? Are you wanting to speak on more stages? What's the CTA, call to action, that you want to be known for right now in this season? So summer is also a beautiful time to zoom out and clarify what's the one conversation I want to lead right now.

It could be ease and alignment. It could be creative flow. It could be prepping for a powerful fall.

Having a clear point of view helps your content feel more spacious and connected because you're not scrambling to post. You're actually anchoring into something. So this summer, my point of view is all about sustainable visibility and visibility alignment, exactly what we're talking about right now.

Also, energetic alignment. So that's the drum I'm beating, if you can call it that. I'm going to have it in social, in this podcast, and teaser alert in my upcoming in-person fall event.

So think about it this way. What is your drum beat right now? And then point number three on the visibility triangle is people. And this is where so many entrepreneurs and clients that I see coming to me tend to get stuck.

Trying to grow visibility by constantly chasing new followers, leads, and eyes. Yes, all of those things are important and we do need to be getting new leads. However, what we often forget about is nurturing your current community.

Visibility is just about that as it is new eyeballs. And so again, summer is perfect to reconnect in a different way with the people already in your orbit. Instead of trying to grow wider and wider and be everything to everyone, consider going deeper.

Send a heartfelt note to your list. Do a spontaneous live on your platform for your current followers instead of trying to always go viral and get new ones. Maybe DM past clients or leads just to say hi.

No pitch, no agenda, just checking in. You never know where that's going to lead. And these micro moments of connection, they build serious brand equity.

They position you as someone who genuinely cares because of course you do. I believe that if you're listening to this. So again, platform, POV, POV, and people.

You know I like my alliteration. So that's your visibility triangle. Start there and you'll be more aligned and effective and you'll gain traction over the summer without putting in a ton of heavy lifting.

So you still have some momentum leading into what's typically a busy season fall for us business owners. So next up, I want to talk about quiet thought leadership. This is something I love talking about because oftentimes we think, okay, to be successful, we have to be the loudest.

We have to be the most well known. I actually really enjoy being the quiet behind the scenes person who's quietly shared, oh, if you want the best, if you want your brand operating system, you have to go talk to Tiffany. I'm not shouting it from the rooftops.

It's like this behind the scenes movement. That's just how I prefer it. Now I'm not saying that you have to do that, but I do want to talk about off season.

And so even if you like being loud and proud in the on season, when you're going full blast and you're out there hustling, if that's the way you like to roll, that's totally fine. Some people enjoy a deep hustle, but there's gotta be times when you slow down. And so here's something most people don't realize that summer is prime time, in my opinion, to quietly rise as a thought leader.

This is because while audiences are often quieter, the people who book speaking gigs and produce podcasts and run masterminds that you can go speak in, they're still showing up and they're planning now for the fall. So here are three smart low lift actions you can take to boost your visibility for the fall and be quiet about it, building behind the scenes in the summer. So the first thing is pitching podcasts.

You can go all in on this and maybe have it be your one activity that you're doing quietly behind the scenes in the summer, or maybe you just do one or two a month just to make sure that you have traction if you're really laying low this summer. So look for shows you've already listened to and feel aligned with to start. Easiest low-hanging fruit.

And your pitch doesn't have to be perfect, it just needs to reflect your unique point of view and the value you bring. I have to tell you, I get a lot of requests for people to be guests on this podcast. My favorite thing to do is just showcase my clients.

And so I get a lot of times where random people that I don't know are pitching me. So I love it when I get a pitch from somebody I know, first of all, because I'm more likely to showcase them. Second, if I don't know them, it's really obviously helpful if somebody's actually listened to the podcast, they can give me examples and really tell me how they're going to fit in.

So I just had, I just interviewed somebody recently that'll come out in a couple months, and I had no idea who she was. But she did such an amazing job. I usually honestly just go past most the emails with requests to join the podcast, just to be completely transparent.

I only have one guest on a month, I don't have a lot of time. So this person specifically crafted a really smart email. She said, I'm going to promote it to my list.

It's always a win-win for everybody, and really had some key takeaways for me. And so I actually listened. I actually was like, wow, my audience would actually really enjoy this.

And we just had a discussion. So who can you reach out to that you're already in their sphere, and ask if it's a good fit. Next up is submit a guest article or story.

So there's so many smaller publications, or industry blogs who are looking for content all the time. So search that out. Is there a local magazine that you could be featured in, and get an actual in print article? Are there people in your same industry that feature experts? Search for blogs in your area of expertise.

I was recently asked to write a monthly article for a coaching magazine. And it's not huge, but it has a very loyal audience. And they actually approached me, which I was very grateful for.

But what are some publications like that, that are maybe monthly that you could showcase? Everybody wants to get featured in Ford. Everybody wants to get featured in Entrepreneur. And yes, there are ways to do that.

I've done both. However, what's the hanging fruit? Because that's going to take a lot more effort to reach those large publications sometimes, and research than going for low hanging fruit, who oftentimes actually has more people that are your ideal clients actually hanging out there. Forbes and Entrepreneur are great for credibility.

It means you're really a respected expert. However, to be completely transparent, you're typically not going to get a ton of clients from that. A lot of people read Forbes that are not even in your industry are going to need your services, right? So how can you really get narrowed down and focused on a publication, a blog that you could be featured in? And then next up and last is simply reconnect with your network.

You know, send a short voice note or short video. I love to do little clips in video and send them to people because it just gives it that personal touch. Send it to a colleague that you'd love to teach in their mastermind.

Send it to a dream collaborator. Invite colleagues for coffee catch-ups on Zoom, maybe one a week because relationships are the root system of visibility. If you water them now, you'll watch what then is harvested, can be harvested in the fall.

I know oftentimes we think we don't have a lot of time to just do more Zoom calls. However, those deep relationships and staying in touch with people can absolutely work wonders. So again, you don't need to be loud.

You just need to be intentional. Next up, I want to talk about brand alignment over output. So I've given you a framework.

We've talked about three actual tangible steps that you can take, and I want to offer a permission slip today. Summer is an ideal time to look within your brand. Look within your business.

This is your moment to ask yourself some questions. So if you need to, maybe pause, write these down. Does your website reflect who you are now, not just who you were a couple years ago or when you built it? Are your bios up to date? Are your offers still aligned with where you're headed? Even a few small tweaks like refining your bio, updating a lead magnet, or updating the page for your offers can create powerful clarity and energy shifts.

I do this every summer. It's not a big production, but it's a check-in. So for me, I realized we built my website about five years ago.

It's still beautiful. I still get compliments on it all the time. I mean, we do build websites after all, on top of create messaging for people, so it needs to be.

However, I realized that some of my own messaging has transformed. The world has changed a lot in the past year. So my website, if you click on it today, isn't going to be the same in a couple months because I'm doing a refresh over the summer and not rebuilding it completely, but I'm seeing where it's misaligned and how I can bring it even more on track.

So again, this doesn't necessarily mean a full rebrand. It can be a refresh. And if you're looking for the difference between those two things, I do have a past episode.

If you want to search for that, rebrand versus refresh, what that all means. Anyway, it can make, maybe you are, you're like, oh my gosh, my website is so 2010, it really needs a rebrand. That's fine too, right? But it doesn't have to be huge.

It's also a great time to revisit your brand photos, your content pillars, maybe even your core values and ask, does this still feel like me? If you have that downtime in the summer, put it to good use. And if not good news, you have the space right now to evolve and be intentional. And this is how legacy brands are built, not in a frantic season of hustle, but in moments of alignment and quiet refinement.

So as a final bonus, I want to share something that keeps me grounded personally, especially in summer. My family, we love to camp. We love to go kayaking.

We love to travel and enjoy the beautiful summer here and the lakes and all the beauty. And so I do the bare minimum of work. I serve the heck out of my clients and I have to stay grounded and on track in the time that I am working.

So every Friday I do a quick 15 minute check-in with myself. I call it my CEO flow ritual, and this is exactly what I ask. So go ahead and write these down as well.

What felt aligned this week? What drained me or felt forced? That way I can really look at the next week and see how I want to adjust accordingly. And then number three is the most important to get that quiet visibility going. What's one visibility action I want to take next week that feels good? You can take any of the strategies I shared earlier and implement them.

Sometimes it might be a podcast interview. Sometimes it's posting behind the scenes stories. Sometimes it's taking a week off because you want to.

That's the point. You get to choose. None of the strategies you should be implementing in your business should ever be because somebody else told you it was the right thing to do.

Just because they did it and it worked for them doesn't mean it's going to work for you. So that's why I always share strategies that I use or that I tell my clients, but they're malleable. They're moldable, right? And so that's when visibility is driven by alignment instead of anxiety.

It will become sustainable when you're the one who gets to choose the path. All right, so here's your reminder. You don't need to disappear this summer, but you also don't have to perform.

You can stay visible in a way that feels true and you can take meaningful action even if it's just an hour a week. This will allow you to quietly prepare for your next big season without burning out and also soaking up the best of summer. And hey, if your intuition is whispering that fall is going to be a big season for you, you're right.

Something very special is coming. I can't wait to share it with you soon. I kind of hinted at it earlier, a live event that you're invited to.

So until I share a little bit more soon, stay aligned, stay visible, and most of all, stay you. Your legacy is being built in every aligned moment. And I'll see you next week.