

INVISIBILITY CURE



THE STRATEGIC ACTION CHECKLIST TO
SKYROCKET YOUR INFLUENCE AND
INCREASE YOUR IMPACT

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The Strategic Action Checklist to Skyrocket Your Influence and Increase Your Impact

- 1 Craft a Clear Brand Promise and Message
- 2 Build a Robust Referral and Affiliate Network
- 3 Host a Branded Podcast
- 4 Automate your Funnels and Build your Email List
- 5 Update all your Social Channels
- 6 Focus on Service with Content and FREE Discovery Calls
- 7 Make Offers that Transform People's Lives
- 8 Be a Speaker
- 9 Hire the Right Team



Craft a Clear Brand Promise and Message

Beyond your logo and business cards, your business transforms the lives of the people you coach through your books, talks, podcasts, and videos. Show us with testimonials and educational content the impact of working with you on your clients' lives. Explore the pain points you directly alleviate for your ideal clients and make sure your messaging conveys your success in addressing these points. People are seeking solutions to resolve or heal the aspects of their life that are creating discomfort and pain.



Build a Robust Referral and Affiliate Network

Connect with other individuals, via networking on LinkedIn, events, and social platforms, who offer a program or service where you complement each other. Then market to each other's community with emails, webinars, and social media posts. Often you may pay a small commission for any new clients, but the growth of your business can be exponential.

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Host a Branded Podcast

Podcasting has increased brand awareness for hosts by 89% and increased buying intent by 14% according to a recent Forbes article. People want to work with individuals who educate and inspire them. There are many podcast platforms available and creating a podcast is relatively low cost in exchange for the visibility it creates. Make sure you can commit to a regular time, day, place for your podcast, consistency is important. Have your brand name featured in the title.

4

Automate your Funnels and Build your Email List

Almost all your sales as a coach, happen in your email funnel. Set up an account with Mail Chimp or another platform. Then create a compelling offer on a webpage that you can post on your social media channels that your potential clients will find irresistible. Once they opt-in with an email, give them the link to download your guide and write a series of four additional emails that will be sent once a week for the following weeks introducing these new fans to the offers inside your business.

5

Update all your Social Channels

First, do you have a **Business Account**? If not, set one up. There are many important marketing features only available for business accounts. Next, go and visit all your social channels and review them with fresh eyes. Imagine you're encountering YOU for the very first time. Is your contact information correct? Is the photo current? Do you have your events and offers for the next six months visible? Is there a downloadable e-book or video pinned to the top of your social accounts where you offer content in exchange for an email? Are you posting high-quality content regularly?

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Focus on Service with Content and FREE Discovery Calls

When you are helpful to others you are magnetic. Being inspiring and generous with your expertise is always the right strategy. In the high-quality content world, we operate in today sharing your wisdom is always a powerful way to grow your following. Create tips, strategies, best practices, and even “things to avoid” content to share with others in your social media and email marketing. Offer a FREE 30-minute discovery call. Keep it to 30 minutes max. TIP: The more you talk the less they will be willing to sign up. Ask about their challenges, and for most of the call listen to them talk, and then speak to your solutions and **MAKE AN OFFER**.



Make Offers that Transform People's Lives

Many women entrepreneurs fail to launch because they never ask for the business. Take a moment and create one offer and one upsell offer. When you connect with your ideal clients, find a way to causally set up a phone call and during the call make your coaching business offer. It's always helpful to have a sales page or a proposal template created in advance with the details of your offers. Many of your clients will ask to review these materials prior to agreeing to work with you or attend your events. Take the extra step and make sure your policy is clearly stated on cancellations, payments, call schedule, how many meetings, and term of the agreement.



Be a Speaker

Speaking is the most powerful way to grow your business. Once people in the audience hear your message, they naturally want to work with you. Your credibility is significantly elevated when you speak on a stage. This can be a stage before a live audience, a virtual stage, a guest on a podcast or a social media live Broadcast. Have a focused topic on one singular idea and reveal an idea or perspective that your audience may not have previously considered. Keep your talk under 15 minutes and often less is more powerful. Make sure you have polished, professional speaking videos.



Hire the Right Team

Being a solopreneur is overrated. When I first started 15 years ago, I wasted a lot of time trying to learn all the technology. I quickly realized as the leader of my business, that I needed an assistant to take care of the tech build-out. This was a turning point and my sales increase 150% in 3 months. Where do you need support? Find the right team and get a solid foundation established and watch your business soar to new heights.



Meet Kristen White

Kristen White is the CEO of Orange Cat Content Agency™. She helps authors, coaches, and speakers create a bold authentic message and share their voice on stage, in video and in print.

Her clients have been featured on TEDx, as Vistage Speakers, New York Times Bestsellers, Amazon Bestsellers, Netflix, Hulu and Amazon Prime.

Let's Connect...

If you want to create a dynamic, influential, and highly visible brand, message, and business in the next 6-12 months, you can [schedule a Complimentary 30-minute Private Discovery call with Kristen White here.](#)