

VISIBILITY

CHECKLIST

1 - BASICS

- Do you have an email address that is not a Gmail, Outlook, Hotmail etc?
- Do you have a professional headshot?
- Do you have a business card, real or digital or video business card?
- Do you have a website?
- Is your LinkedIn profile up to date?
- Is your business registered on Google places?

2 - SOCIAL MEDIA

- Do you have a business Facebook page?
- Do you have a business Instagram account?
- Do you have a Twitter account for your business?
- Are you active in TikTok?

3 - MISCELLANEOUS

- Do you have a blog?
- Do you have a podcast?
- Do you have an e-book?
- Have you written a book?
- Do you have a Facebook group?
- Are you a member of any professional associations for your profession?
- Are you part of any networking groups?
- Are you a member of your local Chamber?