

# CREATIVE FREEDOM **SEASON 6, EPISODE 6:**

## INCREASING YOUR BRAND'S VISIBILITY: HOW TO GROW BRAND AWARENESS AS A CREATIVE ENTREPRENEUR

### Podcast

Cue the fancy intro music

(music)

This is Creative Freedom - Empowerment for creative entrepreneurs. Where can-do inspiration and how-to education collide to help you Own your Dreams without selling your soul™.

Creative Freedom gives you the tips, tools and resources you need to define and achieve success on your own terms, so you can make great money doing what you love and have the time and freedom to enjoy it. I'm your hostess with the mostess, Lisa Robbin Young. Let's get started!

There's a chicken on the loose in my neighborhood. I kid you not! I don't know if you can hear him in the background right now. After the recent storms in Mississippi, this Rhode Island Red has been seen strolling up and down our quiet neighborhood street, stopping traffic, blocking our driveway, and waking me up with his obnoxious (imitate his crowing) at forever early in the morning.

My husband decided to call him Marvin, and we're pretty sure Marvin belongs to the lady who lives up the hill. But maybe she knows something we don't because she doesn't seem to be too worried about finding him. He's been outside my bedroom window at 3 am every day this week. Oh, and contrary to popular belief, Roosters crow at all hours of the day and night. I always know where he is because he's got an unmistakable sound. There's another rooster somewhere else in the neighborhood who doesn't crow nearly as often, and I can tell them apart.

Yes, Marvin has branded himself, and it feels like he is EVERYWHERE in my life right now. I can't get away from him. Even when I chase him off, he's right back a few hours later.

On one hand, this is a cautionary tale of what can happen when you've hit a saturation point with brand visibility - people can get sick of seeing your face, hearing your voice, and just want you out of their lives. But most creative entrepreneurs I work with have the *opposite* problem. You're the secret weapon or the best-kept secret in your industry. There's maybe a handful of people that know you exist and think you're amazing, and you're wondering how to get more traction in your marketplace because you're ready to be the celebrity in your niche. You know you have an amazing offer that people need, you've been celebrated by your clients, but almost nobody knows you exist. It's high time you stopped flying under the radar. You need new people to find out about you, show up, and reap the benefits of all your awesomeness when they buy from you!

You, my friend, need better visibility. And it comes in a variety of ways - naturally through referrals, content marketing, and random internet searches, or through paid placements, advertising, sponsorships, and PR. We're not covering paid visibility in this episode, but it's certainly a useful option. But taking an "if you build it, they will come" approach and just waiting around for new business is like putting your empty cup under the water faucet and just waiting for someone to turn on the tap. Somebody might show up and help you, but it would be a whole lot easier to just turn on the tap yourself. Proactive engagement helps make you, your brand, your business more visible. It fills your cup.

That's what we're talking about today. How to increase your visibility by getting a little more oomph out of your organic marketing efforts.

Does that mean more hustle? NOPE! My goal is to get you OFF the hamster wheel of hustle, remember? Instead, let's do this the way I teach that EVERYTHING should be done - the way that works for how you're wired to work - so that you have the freedom to enjoy the fruits of your labors. There's no point trying to be all things to all people - that just tires you out. NOPE NOPE NOPE! The better approach is always the aligned approach!

Incidentally, we just launched an update to our [Entrepreneur Type quiz](#). If you haven't already taken it, watcha waiting for? There's a link on the website to take it so you can discover the strengths and challenges that are unique to your creative entrepreneur type. Pop over to CreativeFreedomShow.com. It's a free assessment, about 20 or so questions, and it's helped so many folks lean into their strengths as a creative business owner. And I want that for you as well.

So... how do we grow brand awareness as a creative entrepreneur? It's all about showing up consistently. And as I mentioned in my last episode, consistency and frequency are not always the same thing. No, you can't just post one youtube video and call it a day - I'll tell you THAT horror story in a minute - but you don't have to post multiple times a day either. This isn't an all-or-nothing kind of thing. It really boils down to finding a rhythm you can commit to for a while, mapping out your visibility strategy - and yes, we've got a downloadable in the Rising Tide Learning Library to help you with that - and leveraging your relationships and collaborations to amplify your voice so that you don't have to do all the heavy lifting yourself.

In fact, the less time you have to commit to showing up, the more important collaborators become in amplifying your visibility.

But I'm getting ahead of myself. Let's look at that first piece: showing up and committing to a -rhythm.

I can't tell you how many people have asked me: What's the best place to market myself? Facebook? What about instagram? Clubhouse? Videos? Podcast! What should I do?!?! Or I

hear them say “I’m thinking about starting a podcast, but I don’t know if I’ll stick to it. What do you think?”

Oftentimes, the best solution is the easiest. Where do you LIKE to be? And I’m not just talking social media here. Do you shine in the offline world? Are you great on stages? Do you prefer intimate social connections and gatherings or are you an introvert that prefers as little in-person connecting as possible?

The hustle tries to get you to be everywhere at once. But you are not Gary Vee. Repeat after me: I am NOT Gary Vee.

That’s right! You are NOT Gary Vee, that ubiquitous media personality who tells you to always be on your hustle. Worth an estimated \$160M as I record this, Gary Vee isn’t even Gary Vee because he’s got a team of over 600 people at Vayner media - and some of those folks work full-time helping to crank out Gary’s content and re-purpose it on his behalf. Something we’ll talk more about in an upcoming episode about content repurposing. Oh, and according to salary reports on glassdoor.com, he pays lower than the industry standard. I wish I were surprised. Low-paid interns pressured into working overtime for no extra pay? UGH! Too many folks are playing moneyball with their employees. THAT is a huge issue with so-called business leaders in our current economic system, but that’s another topic for another day. Let me get off my soap box.

You are Not Gary Vee and we’re not trying to create more hustle - for you OR your team if you have one. Instead, we want to lean into what’s right for you and develop a visibility plan that’s more strategic. Remember that work we did in the last episode? That’s the foundation. The starting point. Pick your platforms (online or off) and build your visibility plan around the one or two primary ways you WANT to be showing up in the world. Ways that actually feel easy for you to market your business and share your work consistently. Chances are good that at least some of your right audience is there just hoping to find you.

If that’s offline events, swell. Be strategic about which events you go to. I did [a whole episode in season 4](#) about how to get the most out of in-person events. I think it was episode 9. If you want to do podcasts, SUPER! Make a list of the shows you want to be on and do your research to get yourself pitch-ready so that they’re more likely to say yes. DON’T pitch them blindly or you’re likely to get crickets. Trust me. I’ve been at this for a while, and the more popular the podcast, the more leg work you need to do in most cases.

If it’s social media, then pick *one* platform. Yes. I said one. At least to start. If you’ve got some support, you may do more, but you never have to show your face on every single platform.

When I started on Facebook, I didn’t get it, so after a couple of months, I moved to Twitter, which I liked SO much better. I was able to engage with people right away, virtually in real time which fed my need for instant gratification. That first year on twitter I made about 30

grand that I could point directly back to my time on the platform. So I practically abandoned Facebook. But that was 10 years ago and a lot has changed for me since then. For one thing, Facebook has much more robust community and connection features than it did back in the day.. Now, I do most of my work on Instagram and Facebook and spend maybe a few minutes each week on Twitter. I'm hardly ever on LinkedIn or Pinterest because the ROR - the return on resources - hasn't been there for me. And tikTok sounds too much like work for me. That may change in the future, but for now, my primary focus is on facebook-owned properties because of the ecosystem they've created between Instagram and Facebook. I may have an account in several places, to reserve those usernames for my brand, but I'm really only active on a few. And if I didn't have team support, I'd be doing even less publicly, because I'm also in a few private communities and groups where I spend more of my time. That's where my Return on Resources is, so that's where I'm committed to investing my time.

And for your Content strategy? Pick one type of search engine and create SEO optimized content for it. If you're a blogger, you're writing for your readers, but also for Google so that your posts get found. If you're a podcaster, you're recording for your listeners, but also creating content descriptions for iTunes and the other podcast search platforms so that your show gets found by new listeners. If you're creating videos for YouTube, you're creating content for your subscribers and fans, but also for Google - because youtube is owned by google. Good descriptions help search engines know what your content is about so that your videos can be found in the sea of content that gets uploaded each day.

But getting a high ranking doesn't guarantee success. ESPECIALLY if you don't post consistently.

Here's that horror story I promised you earlier. I had a client who spent months building marketing materials and several videos for a learning series he wanted to sell. We talked about ways to promote this offer, but he had no list, so we had to do something that would not only get him some visibility, but also establish credibility so that people would want to get on his list. So we decided to create a handful of videos. But he thought he knew better. Then to market it, he created ONE Youtube video, and ran some ads to it - against my advice, mind you. He'd NEVER done advertising before, so he was essentially throwing money down the drain. So then he decided to pull the ads and optimize the video to rank highly on Youtube. He made it to number one for several days in several of his search categories but after a couple of weeks he didn't really have much to show for it. So he quit after one video.

I told him repeatedly throughout the content creation process that you need to do at least 4 or 5 videos to start to gain traction. I told him that one video won't do as well as having several for people to get to know you better. He said he understood. I told him what the industry standard metrics were for cold traffic - about 1-2% at best, regardless of targeting. He said he understood but believed that his targeted audience should get him much better results. SO... when his analytics reflected numbers that were in alignment with industry

averages he was disappointed. When I pointed out that he was actually doing better than industry averages when it came to viewership, he wasn't hearing it. Ultimately he pivoted to a completely different market and product offering. Basically having to start building his business all over again.

The thing that's awful about this is that he had great viewership for his video. For his very first video, being well above the averages for views and click throughs, I knew that he had an audience that was interested, but they weren't ready to buy yet. They needed something more from him before they were ready to say yes.. They needed to know, like, and trust him more before they said yes - even to the opt-in. If his viewer rates had been lower than industry averages, then I'd say the audience or the message was off, and to tweak things before moving ahead. But that wasn't the case. He had a message that was resonating with a very targeted audience and he dropped it like a hot rock. I encouraged him to do another video to keep people watching and learning from him. But he refused.

By HIS math, if one video only got him a few opt ins, it would be ages before he actually sold anything. He had forgotten about the compounding effect of marketing.... And nothing I could say would persuade him otherwise. He simply didn't want to do video. And I tell you all the time that you don't want to be marketing in ways that aren't in alignment with you. So if you don't want to do video, that's FINE... unless you're creating videos to sell to people. If you're making videos to sell to people, then your audience is going to include people who actually want to watch videos, so it makes sense to market videos using VIDEO. Meet people where they're at. That makes marketing a heck of a lot easier. So the natural marketing suggestion is to make marketing videos to sell your video-based content.

But he didn't get the results he wanted from that one video so he didn't see the point in continuing... and nothing I could say would convince him otherwise. This is what we call right-fighting. You've got ALL these reasons why you think you're right, and won't listen to your coach and try their suggestions. You're not coachable. And yes, even after more than 25 years in the online world a few folks like this still slip through my filters. It happens.

The POINT that he refused to see is that one video *won't* make you a millionaire - unless you are extremely lucky. Your visibility plan can't be based around a lottery mentality - that you only need one and you'll strike it rich. Nope. If you don't like creating videos, don't start a Youtube channel. If you don't like writing, don't start a blog. If you don't like the sound of your voice and won't stick to creating a full podcast season, don't start one. Don't start something you can't see yourself doing for at least a few months. Otherwise, you'll get distracted, defeated, and disappointed when you don't hit the big one on your first attempt. And MOST people don't hit the big one on their first attempt.

In my book, [Creative Freedom](#), I talk about Taylor Swift's rise to stardom and how her then-manager told her, "if you want to sell a half a million records, you need to meet a half a million people." And Swift would stay after her concerts, signing autographs and meeting as

many fans as she could until her management team dragged her away and put her on the tour bus.

So you've got to show up and engage with your audience consistently. Pick a platform that feels like a good fit. Run with it for a few months and track your results. Plan. Do. Evaluate. Celebrate. Then, do it again.

Once you've picked your platforms - including offline events and functions, now you can start to strategize about frequency. How often do you even feel comfortable showing up?

If you're dealing with events - online or offline, you're going to have to consider your energy capacity. Meeting a lot of people can take a lot out of you. I'm part of a networking community designed for femme-presenting entrepreneurs and each time I go to a meeting, I usually book a few connection sessions that happen outside the group. It's a great way to meet new people, and I have to be mindful of how many sessions I'm booking each month, because being social with strangers is different for me than connecting with people I already know. There's more anxiety for me and it can sap my energy, leaving me with little juice left for my actual work. And I'm not even an introvert!

So find a rhythm that works for you... and make sure you've still got room in your calendar to follow up with people you're connecting with. You know what they say, the fortune's in the follow up! If that takes a lot out of you, and you don't have someone that can help you, plan downtime to recover after any live events you attend. Especially big workshops and conferences, you're going to need recovery and integration time after you get back home.

If you're using an online platform, be aware that some online platforms penalize you if you show up too much too soon. Twitter will let you post multiple times a day right out of the gate, but Instagram won't prioritize your posts if you're not getting enough engagement, so it doesn't make sense to post multiple times a day if you're not getting any traction on the FIRST post you make. Instagram says "nobody was interested in that first post, they probably won't be interested in this one either."

In that case, easing into the platform makes more sense. I mean, if you're getting a lot of likes, shares and comments on every post, go ahead and turn up the frequency if it makes sense for you, but otherwise, you're just diluting the power of the content you're already sharing. And in EVERY case, no matter the platform, never do more than you feel good about doing. Just because some guru says post 3 times a day doesn't mean it will work for you, and if it doesn't feel right for you, you'll have a hard time sticking to it anyway.

Which brings me to a corollary about your content: Give people a reason to pay attention. It doesn't matter how often you post if nothing is getting seen. As much as you want to share your own content ideas, you also need to be paying attention to the conversations going on around you and be a contributor to some degree. Whether or not you're a social justice



warrior, there are plenty of points of view in the world you either share or you stand against. What are the conversations going on and how can you contribute your voice in a meaningful way to those conversations?

Here's the truth: no one wants to be sold to. Effective marketing doesn't sound like selling - at least, not all the time. Instead, it's a purposeful, consistent stream of information over time that gets people to recognize, know, like, and trust you.

"Information" is a blanket term, because everything you post tells us something about you in one way or another. All content is informational in one way or another - even if that information is mostly trivial. Is what you're sharing providing people with something they want to pay attention to?

Psychology-driven brand strategist, Kaye Putnam, explains that our brains subconsciously want to ignore the thousands of messages it sees/receives every day. In order for people to recognize you, your business, and your brand, they need to actively *want* to remember you!

And how does that happen? It goes back to what we talked about in our last episode: get clear on your business' core values. Stand for something. Share your unique worldview. Then, beat that drum all the time.

If you look and sound like everyone else in your field, it will be even harder for people to pay attention to you. That doesn't mean you have to be something you're not. In fact, turn up the volume on being YOU - warts, sparkles and all. If you're an introvert, own that! If you've got purple hair, ROCK IT! And if you're more scholarly or bookish, then PLAY THAT SHIT UP! There are people out there looking for someone like YOU - who is probably also someone like THEM! The best way to stand out as ALWAYS is to BE YOURSELF! Let your brand, your business, and your messaging reflect YOU - your uniqueness and your values. There's no one else like you, so turn up the volume on who you really are and let us love you for it!

And speaking of love, as more people learn about you, you'll find like-minded colleagues to start building relationships with. That opens the door for you to start collaborating with those colleagues. That's probably the fastest track to increasing your visibility. When you can ask people who already have an audience to share you with their audience, you've just amplified your reach in an instant.

If you don't yet have those relationships, don't be afraid to share your colleagues with your audience when it's appropriate to do so. This opens the door for future collaborations. Create a network of collaborators and colleagues that have similar or overlapping audiences. It's a win-win for both of you because you'll be able to reach their peeps and they'll be able to reach yours. This is an important leverage point for accelerating your visibility. When my colleagues share my content - or even better, when I create content WITH them, more people get to learn about me - people who weren't already in my world.

One of my music videos got picked up by a friend of mine. She shared it on her instagram and within minutes I had a slew of new followers and people inboxing me to connect. She's shared a few of my videos since then - even though she's a busy entrepreneur who is creating her own content for her audience, too. She was thoughtfully curating something that she thought her audience might enjoy - not sharing my stuff because I might share her stuff at a later date. But that almost always happens. At some point in the future, someone you've shared will see your work and want to share it with their people. And vice versa. It's not about tit-for-tat reciprocity. Let's be clear. It's about a rising tide lifting all boats. When I see you doing something and I share that with my people, it helps you AND me. And the opposite is also true.

Building relationships is key here. This isn't about regurgitating quotes from famous people. My designer, Tracy, over at [Digivisual Design](#), shared a quote recently from Kim Doyal - someone you may have never heard of. The quote? "Seth Godin isn't hurting for recognition." Kim's point was that you don't need to signal boost folks like Seth because they're already getting plenty of coverage. Instead, boost the signal of the folks you are connected to and collaborating with. Would it be great to get Oprah to pitch your stuff? Sure, but unless you've already got an in, that's much harder to do than to reach out to one of your colleagues and help them spread the word about what *they're* up to in the world. Plus, they're much more likely to share you with their audience when there's a good fit.

SO how do we get these collaborative relationships going? You start by having conversations. Chat with some of your creative colleagues and see what you have in common. See if you even LIKE them in the first place. If you don't, make a note, keep it cordial, and move along. If there *are* ways you can collaborate together - like guest posting on their blog, interviewing each other for your YouTube Channels, creating content just for their audience, or doing a joint venture together, then schedule separate time to talk about what that might look like. Don't make it look like the only reason you reached out was to make money off them!

If you're just starting with collaborations, keep them manageable. One of my clients is currently working with a partner on a three week course. It's short, so there's no long-term commitment, but it's long enough for each of them to deepen their connections with the participants and meet new people, since each of them are inviting their own audiences to join the program.

The goal of collaborations is to create a win-win. Don't expect to ask other people to share your stuff if you're not actively singing their praises. Don't expect people to say yes to collaborating if they don't know who you are, either. To borrow an old book title: dig your well before you're thirsty. Start building relationships NOW so that people want to work with you when the time is right.



Not sure where to start those conversations? Begin by listening and engaging with people who are your contemporaries. Sure, it's great to have someone famous retweet you, but you'll usually get more consistent results by connecting with people who are in a similar boat to you. People who are coming up at the same time. One of the reasons so many Tim Burton movies star Johnny Depp and Helena Bonham Carter and feature music by Danny Elfman is because of the relationships they have with one another. It's easy to say yes to people you know like and trust that also know like and trust you.

And if you DO want to collaborate with the Oprahs of the world, just realize it usually takes some effort to find a path to reach them. Sometimes you'll get lucky and a twitter conversation will blossom into an offline connection, but that's lottery mentality. Instead, think of the six degrees of Kevin Bacon, and how who you already know might be one or two steps away from the bigger names you want to reach.

Oh, and a warning: People can tell when you're just using them to get to their friends. Don't be that guy. Build relationships with people you know like and trust and be that person for them in return.

Thank you for helping us make a bigger impact in the world. We appreciate our sponsors and patrons and appreciate every like, share, tweet, follow, and review you give about Creative Freedom. We are still one of the fastest growing shows for creative entrepreneurs because of your help. Thank you.

Next time we're talking about building out your content strategy. We've already talked about how to make sure it's sustainable in our last episode, Now we're going into the nitty and the gritty of creating a plan that works for you. Be sure you're subscribed to our show to get notifications about our upcoming episodes. I sure hope we'll see you there!

And, until then, for more inspiration and education to help you end the hustle and Own Your Dreams Without selling your soul, come see what's shakin' over at [LisaRobbinYoung.com](http://LisaRobbinYoung.com). You know you want to!

## **Video Script**

Never wanted to be famous  
But I don't want to be a best kept secret  
And This is how I'll remind you.  
SCRATCH!

Ready to step into your spotlight and increase your visibility? This episode's for you!

Welcome to Creative Freedom! In this week's dose of empowerment for creative entrepreneurs, forget talking turkey there's a chicken on the loose in my neighborhood. After the recent storms in Mississippi, this Rhode Island Red has been seen strolling up and down our quiet neighborhood street, stopping traffic, blocking our driveway, and waking me up with his obnoxious (imitate his crowing) at forever early in the morning.

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Incidentally, we just launched an update to our popular Entrepreneur Type quiz. If you haven't already taken it, it's time to discover the strengths and challenges of how you're uniquely wired as a creative entrepreneur. Pop over to [CreativeFreedomShow.com](http://CreativeFreedomShow.com) and you'll find the link to take the quiz. It's free, and it's helped so many folks lean into their strengths as a creative business owner.

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commit to showing up, the more important collaborators become in amplifying your visibility.

But I'm getting ahead of myself. Let's look at that first piece: showing up and committing to a rhythm.

I can't tell you how many people have asked me: what about instagram? Clubhouse? Videos? Podcast! What should I do!?!?!?

Oftentimes, the best solution is the easiest. Where do you LIKE to be? And I'm not just talking social media here. Do you shine in the offline world? Are you great on stages? Do you prefer intimate social connections and gatherings or are you an introvert that prefers as little in-person connecting as possible?

The hustle is trying to be everywhere at once. Repeat after me: I am NOT Gary Vee. Gary Vaynerchuk isn't even Gary Vee because he's got a team of minions cranking out content on his behalf. Something we'll talk more about in an upcoming episode about content repurposing. We're not trying to create more hustle. Instead, we want to lean into what's right for you and develop a visibility plan that's more strategic. Remember that work we ded in the last episode? That's the foundation. The starting point. Pick your platforms (online or off) and build your visibility plan around the one or two primary ways you WANT to be showing up in the world. Ways that actually feel easy for you to market your business and share your work consistently.

If that's social media, then pick one platform. You don't have to show your face on every single platform. When I started on Facebook, I didn't like it, so after a couple of months, I moved to Twitter. That was years ago. Now, I do most of my work on Instagram and Facebook and spend maybe a few minutes each week on Twitter. I'm hardly ever on LinkedIn because the ROR hasn't been there for me. And I reserve the right to change in the future. I may have an account in several places, to reserve those usernames for my brand, but I'm really only active on a few. And if I didn't have team support, I'd be doing even less publicly, because I'm also in a few private communities and groups. That's where my Return on Resources is, so that's where I'm committed to investing my resources.

And for your Content strategy? Pick one type of search engine and create SEO optimized content for it. If you're a blogger, you're writing for your readers, but also for Google so that your posts get found. If you're a podcaster, you're recording for your listeners, but also for iTunes and the other podcast search platforms so that your show gets found by new listeners. If you're creating videos for YouTube, you're creating content for your subscribers and fans, but also for Google to know what your content is about so that your videos can be found in the sea of content that gets uploaded each day.

True story: I had a client who spent months building marketing materials for a video learning series he wanted to sell. Then to market it, he created ONE Youtube video, and after a couple of weeks he decided to quit because he didn't see the results he was hoping for.

Look, one video *won't* make you a millionaire - unless you are extremely lucky. Your visibility plan can't be based around a lottery mentality - that you only need one and you'll strike it rich. Nope. If you don't like creating videos, don't start a Youtube channel. If you don't like writing, don't start a blog. If you don't like the sound of your voice and won't stick to creating a full podcast season, don't start one. Don't start a content platform you can't see yourself doing for at least a few months. Otherwise, you'll get distracted, defeated, and disappointed when you don't hit the big one on your first attempt.

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recognize you, recognize your business, your brand, they need to actively want to remember you!

And how does that happen? It goes back to what we talked about in our last episode: get clear on your business' core values. Stand for something. Share your unique worldview. Then, beat that drum all the time.

If you look and sound like everyone else in your field, why should anyone pay attention to you? it will be even harder for people to pay attention to you. The best way to stand out? BE YOURSELF! Let your brand, your business, and your messaging reflect YOU - your uniqueness and your values. There's no one else like you, so turn up the volume on who you really are and let us love you for it!

And speaking of love, as more people learn about you, start collaborating with colleagues. That's a fast track to increasing your visibility. And don't be afraid to share your colleagues with your audience. Create a network of collaborators and colleagues that have similar audiences. It's a win-win for both of you because you'll be able to reach their peeps and they'll be able to reach yours. This is an important leverage point for accelerating your visibility. When my colleagues share my content - or even better, when I create content WITH them, more people get to learn about me - people who weren't already in my world. You start by having conversations. Chat with some of your creative colleagues and see if there are ways you can collaborate together - even in small ways. A guest post on their blog, interviewing each other for your YouTube Channels, creating content just for their audience, or doing a joint venture together are a few ideas to consider. One of my clients is currently working with a partner on a three week course. It's short, so there's no long-term commitment, but it's long enough for each of them to deepen their connections with the participants and meet new people, since each of them are inviting their own audiences to join the program.

The goal of collaborations is to create a win-win. Don't expect to ask other people to share your stuff if you're not actively singing their praises. Don't expect people to say yes to collaborating if they don't know who you are, either. To borrow an old book title: dig your well before you're thirsty. Start building relationships NOW so that people want to work with you when the time is right.

Not sure where to start? Begin by listening and engaging with people who are your contemporaries. Sure, it's great to have someone famous retweet you, but you'll usually get more consistent results by connecting with people who are in a similar boat to you. People who are coming up at the same time. One of the reasons so many Tim Burton movies star Johnny Depp and Helena Bonham Carter and feature music by Danny Elfman is because of the relationships they have with one another. It's easy to say yes to people you know like and trust that also know like and trust you.

And if you want to collaborate with the Oprahs of the world, just realize it usually takes some effort to find a path to reach them. Sometimes you'll get lucky and a twitter conversation will blossom into an offline connection, but that's lottery mentality. Instead, think of the six degrees of Kevin Bacon, and how who you already know might be one or two steps away from the bigger names you want to reach.

Oh, and a warning. People can tell when you're just using them to get to their friends. Don't be that guy. Build relationships with people you know like and trust and be that person for them in return.

Pick your platforms, share your values, start conversations, and build relationships that can turn into collaborations. These are the foundational steps to increasing your brand visibility. Or, said another way...

"I'm sharing my story, I'm everywhere and baby I'm not sorry, This time I'll be rakin' in all the money that i'll be making!"

Increasing your visibility makes a huge difference in the success of your business. The more people who know you, the easier it is for people to find you and do business with you. A solid visibility plan can help.

For a deeper dive on today's topic, be sure to check out the Creative Freedom Podcast where we have more time to unpack the episode with examples, lessons, and more details to help you make faster progress. You can listen and subscribe on your favorite platform, including Spotify and iTunes. And be sure to check out this week's episode resources in the Rising Tide Learning Library. Click the link on the website to get free access.

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Next time we're talking about building out your content strategy. We've already talked about how to make sure it's sustainable in our last episode, Now we're going into the nitty and the gritty of creating a plan that works for you. Be sure you're subscribed to our show to get notifications about our upcoming episodes. I sure hope we'll see you there!

Until then, for more inspiration and education to help you end the hustle and Own Your Dreams Without selling your soul, come see what's shakin' over at [LisaRobbinYoung.com](http://LisaRobbinYoung.com). You know you want to!