

The Visibility Checklist

A 50-step operating system to build a brand that refuses to blend in. Tick one row a day — you'll be unrecognisable in 60.

1. Foundation & Positioning

- Define your one-line positioning: who you help, with what, to what outcome.
- Pick a specific niche/ICP (industry, stage, pain).
- Write 3 promises (transformations) you consistently deliver.
- List 5 competitors and one thing you do differently than each.
- Choose 3 brand keywords (e.g. bold, warm, precise).

2. Brand Identity

- Lock a memorable name / handle available across platforms.
- Design a wordmark + phoenix/monogram in light and dark.
- Pick a primary color, 2 neutrals, and one accent (with hex codes).
- Choose a heading + body font pair; ship a mini style guide.
- Write a 30-word bio, 60-word bio, and 160-word bio.
- Record a 15-second intro video you can pin everywhere.

3. Digital Home Base

- Buy your name.com and set up email on your domain.
- Publish a 1-page site: hero, offer, proof, contact.
- Add SEO basics: title, meta description, OG image, sitemap, robots.txt.
- Claim Google Business / Search Console and submit sitemap.
- Rank #1 for your own name on Google.

4. LinkedIn Optimization

- Custom banner with promise + CTA.
- Headline formula: [Who I help] + [with what] + [proof].
- About section with story, results, and clear CTA.
- Featured: 3 assets (lead magnet, case study, booking link).
- Add Services, Skills, and request 5 recommendations.

- Post 3x/week; comment on 10 target profiles daily.

5. Instagram / Content Platforms

- Handle, name, bio, and link-in-bio aligned with positioning.
- 9-grid aesthetic plan + 5 highlight covers.
- Content pillars: 3–5 themes you own.
- Weekly cadence: 3 reels + 2 carousels + daily stories.
- Hooks bank of 30 openers you can reuse.

6. Content Engine

- Pick 1 hero platform, 2 distribution platforms.
- Batch 30 days of content in a single session.
- Repurpose every long-form into 5 short-form assets.
- Track top-3 performers monthly and double down.
- Build a swipe file of hooks, formats, and CTAs.

7. SEO & Discoverability

- Research 20 keywords your buyers actually search.
- Publish a cornerstone article per keyword cluster.
- Add schema (Person / Organization / FAQ) to key pages.
- Earn 5 quality backlinks (podcasts, guest posts, PR).
- Add /llms.txt so AI assistants can summarise you.

8. Social Proof & Authority

- Collect 10 written + 5 video testimonials.
- Publish 3 case studies with before/after numbers.
- Land 3 podcast interviews in your niche.
- Get 1 media feature (newsletter, publication, award).
- Display logos of clients / press on your site.

9. Community & Growth Loops

- Start a newsletter and post the signup everywhere.
- Design a 5-message DM/email nurture sequence.

- Set a monthly collab (co-post, live, or bundle).
- Reply to every DM/comment within 24h for 30 days.
- Host a free monthly event: AMA, workshop, or audit.

10. Offers & Monetization

- Package 3 offers: Audit, Sprint, Ongoing.
- Publish pricing (or a price range) publicly.
- Build one lead magnet that solves a real pain in 10 min.
- Add clear CTAs on every page and post.
- Track leads weekly: source, stage, conversion.

Need help executing? DM @unstoppable_saumya or email saumyaunstoppable@gmail.com.