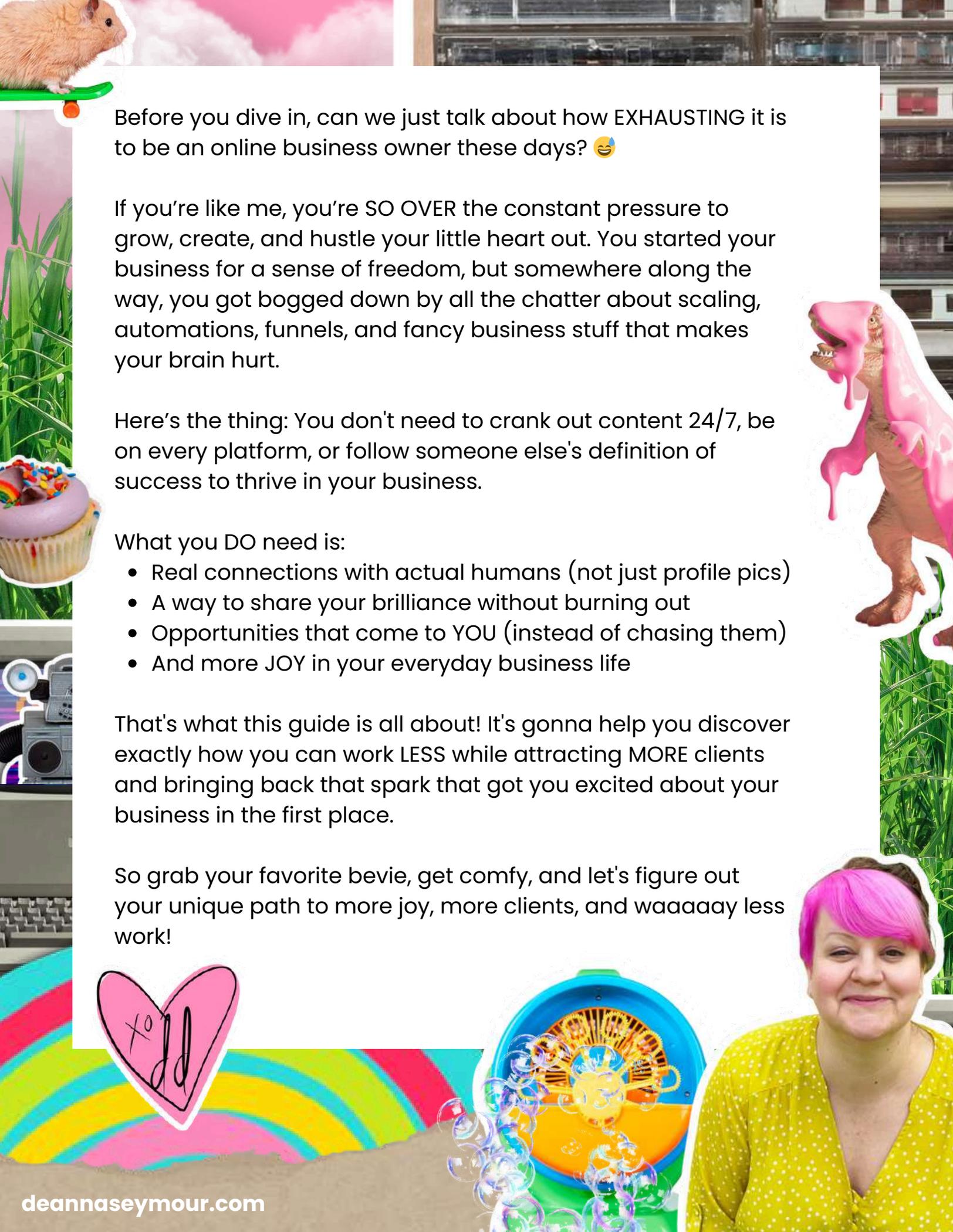


visibility that feels like you

**more energy,
more momentum,
less burnout**

Because it's easier
to stay visible when
you're having fun





Before you dive in, can we just talk about how EXHAUSTING it is to be an online business owner these days? 😊

If you're like me, you're SO OVER the constant pressure to grow, create, and hustle your little heart out. You started your business for a sense of freedom, but somewhere along the way, you got bogged down by all the chatter about scaling, automations, funnels, and fancy business stuff that makes your brain hurt.

Here's the thing: You don't need to crank out content 24/7, be on every platform, or follow someone else's definition of success to thrive in your business.

What you DO need is:

- Real connections with actual humans (not just profile pics)
- A way to share your brilliance without burning out
- Opportunities that come to YOU (instead of chasing them)
- And more JOY in your everyday business life

That's what this guide is all about! It's gonna help you discover exactly how you can work LESS while attracting MORE clients and bringing back that spark that got you excited about your business in the first place.

So grab your favorite bevie, get comfy, and let's figure out your unique path to more joy, more clients, and waaaaay less work!



first things first...

What's your visibility vibe?

1.) Do you consider yourself more of an introvert or extrovert?

- A Total introvert over here 🏠
- B Outgoing extrovert all the way ✨
- C I'm all about those deep 1:1 convos 💬
- D Honestly, I'm a mix of both 🥰

2.) If you could pick one superpower for your business, it would be...

- A The skill to write articles that people can't help but share + come back to. 📄
- B The power to effortlessly organize and lead groups of awesome folks. 💪
- C The gift of building a huge network of meaningful connections. 🤝
- D The ability to captivate an audience with content and conversation. ❤️

3.) The thought of being invited to be a summit speaker has you...

- A Searching for the nearest exit - thanks but no thanks! 😓
- B Already opening my slide deck 😎
- C Pumped to meet the other speakers and attendees 🎉
- D Excited, but my nerves are kicking in! 🤦

4.) When you need to share something important, you prefer to...

- A Send an email or post on social 📧
- B Go live so I can chat in real time 🎥
- C Reach out to my network to help spread the word 📱
- D Record a quick podcast or video 🎙️

5.) When you think about your ideal workday, what does it look like?

- A Deep focus sessions, working behind the scenes 🎧
- B Getting to share my expertise and watching people grow! 🙌
- C A day full of meetings, events, and connecting with people directly 🗣️
- D A mix... Some solo time, some collaboration ⚡



CLICK TO SKIP TO YOUR RESULTS PAGE

MOSTLY As

MOSTLY Bs

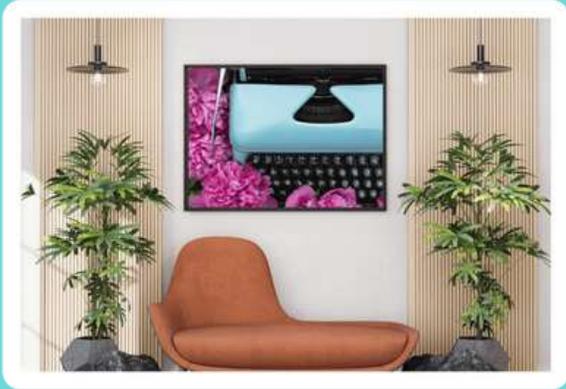
MOSTLY Cs

MOSTLY Ds



MOSTLY As

Introverted Expert



You're the thoughtful powerhouse of the business world, proving that being introverted doesn't mean being any less influential. Your carefully crafted expertise speaks volumes without needing to shout.

While others go for the spotlight, your depth of knowledge is your true differentiator. ❤️

Pep Talk:

Listen up, behind-the-scenes superstar – your power isn't about being the loudest in the room. It's about creating insights so thoughtful that people can't help but stop, absorb, and go "WHOOAAA." Your introvert superpowers are your secret weapon. While others are shouting into the void, you're crafting valuable expertise that makes people feel seen, understood, and empowered.

Your depth creates ripples that turn into waves of impact, often when you're not even watching. That thoughtful analysis or carefully crafted resource? It might be changing someone's business right now. You don't need to be constantly visible everywhere – your expertise does the heavy lifting, creating deep connections that last.

Remember: Your thoughtfulness is a revolution. One perfectly crafted insight can change everything.

Visibility Superpowers:

- Your written content is so good, it gets shared faster than hot gossip at a family reunion
- You can turn complex ideas into digestible, shareable magic that lands in people's hearts
- Your email list isn't just a list – it's a community hanging on your every word
- Your long-form content is your secret weapon – lean into depth over constant noise

Collaboration Magic:

- Guest blogging that builds genuine connection and authority
- Email list swaps with kindred spirits who share your values
- Collaborative writing projects or anthologies that showcase your unique voice
- Behind-the-scenes partnerships that let you shine without the spotlight anxiety



Introverted Expert

Your Simplified Visibility Plan



WEEKLY:

- Write one thoughtful email to your audience (no fancy design needed - your words are the magic!)
- Respond to 2-3 comments or questions in your industry (could be on LinkedIn, in forums, or in email)
- Batch create content when you're feeling inspired instead of forcing daily creation

MONTHLY:

- Create one in-depth resource (blog post, guide, case study) that showcases your expertise
- Reach out to one potential collaborator where you can contribute your wisdom (maybe a guest post or podcast interview where you can prepare)
- Review what content got the most engagement and consider expanding on those topics

QUARTERLY:

- Update one cornerstone piece of content to keep it relevant and valuable
- Analyze what's working and double down on those strategies
- Give yourself permission to eliminate one visibility tactic that drains you

Why this works for your personality:

- You're leveraging your existing strengths rather than trying to be someone you're not
- Your content works for you 24/7, even when you're recharging your introvert batteries
- You're focusing on depth over breadth, which attracts your perfect-fit clients
- This approach builds a sustainable visibility system that doesn't lead to burnout

Focus On...

- Strategic, reusable content
- Thoughtful connections with the right people
- Systems that make your wisdom accessible while you're doing other things
- Depth that creates lasting impact and becomes more valuable over time

your permission slip:

You have my full permission to stop doing all the extroverted marketing tactics that make you want to hide under your desk. Your thoughtful analysis, detailed guides, and careful research ARE your marketing. They're not just good enough—they're exactly what your dream clients are searching for.

While everyone else is making noise, you're making sense. That's your superpower.

Embrace it!
xo,
dd





You're the human equivalent of a confetti cannon - explosive, energetic, and impossible to ignore! When someone says "spotlight," you hear "heck to the yeah!"

Your superpower is transforming information into an experience. Don't just teach - **PERFORM**. 🔥

Pep Talk:

Hey there, spotlight seeker - your magic happens when you're in front of an audience, lighting up the room with your natural radiance. While others might shrink from the stage, you come alive in front of a crowd. That electricity you feel when engaging live with others? That's your superpower activating.

Your high energy isn't just about being loud - it's about creating transformative moments that people remember long after the event ends. In a world of pre-recorded content, your live presence is your differentiator. You're not "too much" - you're exactly enough, and your enthusiasm is what makes your audience lean in.

Remember: Your energy is contagious. When you light up, you give others permission to shine too.

Visibility Superpowers:

- Live speaking is your jam - webinars, summits, workshops? You'll rock them like Shania Twain rocks a fringe jacket
- Hosting events feels as natural to you as breathing - you're not just comfortable center stage, you're **THRIVING**
- You know how to hold a room, captivate an audience, and leave people wanting more
- Your superpower is transforming information into an experience - don't just teach, **PERFORM**

Collaboration Magic:

- Summit speaking opportunities that showcase your expertise
- Hosting group programs or interactive live workshops
- Creating high-energy mastermind experiences that transform businesses
- Leading interactive retreats (virtual or IRL) that create lasting change



In the Spotlight

Your Simplified Visibility Plan

WEEKLY:

- Host one casual livestream or virtual coffee chat (your energy shines even in short formats!)
- Engage with 3-5 people's content with your signature enthusiasm (your comments stand out!)
- Record a quick voice note or short video for your email list (they'll love hearing your enthusiasm!)

MONTHLY:

- Reach out to one podcast or event host where you can showcase your expertise
- Host or participate in one collaborative event where you naturally shine
- Review which live formats got the most engagement and double down there

QUARTERLY:

- Plan one signature event that positions you as the go-to expert
- Eliminate one visibility tactic that drains rather than energizes you
- Consider upgrading your audio/video setup to enhance your natural presence
- Schedule a planning day to map out your next quarter's speaking opportunities

Why this works for your personality:

- You're leveraging your natural charisma instead of forcing boring content creation
- Your energy creates memorable moments that passive content simply can't match
- You're focusing on quality appearances where your enthusiasm converts
- This approach builds visibility through experiences people can't help but talk about

Focus On...

- Creating experiences, not just delivering information
- Strategic appearances that showcase your unique energy
- Partnerships that amplify your message to new audiences
- Genuine connections that convert better than any funnel

your permission slip:

You have my full permission to stop creating all the passive content that feels like pulling teeth. Your live presence, dynamic energy, and ability to captivate a room ARE your marketing. They're not just good enough—they're exactly what your dream clients are craving in a sea of boring pre-recorded content.

While everyone else is hiding behind their keyboards, you're creating unforgettable experiences. That's your superpower.

You Got This!
xo
dd





You're the relationship superhero of the business world - your network isn't just a list, it's your masterpiece! While others chase algorithms, you're building genuine connections that last.

You create community wherever you go. Trust your networking instincts! 🌟

Pep Talk:

Hey network ninja - your superpower is bringing people together in ways that create magic for everyone involved. While others focus on broadcasting, you're busy building bridges. Your ability to connect the dots (and the people) is pure gold in a world where everyone's shouting but few are truly listening.

You instinctively understand that business is fundamentally about relationships. Your natural talent for remembering who needs what and who can help whom makes you the secret ingredient in countless success stories. Your visibility strategy isn't about creating more content - it's about deepening connections that naturally lead to growth.

Remember: Your network isn't just a list of contacts - it's a vibrant ecosystem you've carefully cultivated. That's your masterpiece.

Visibility Superpowers:

- You're the ultimate matchmaker - connecting people in ways that create win-wins for everyone involved
- Your referral engine runs on genuine relationships, not automated systems
- You remember details about people that make them feel truly seen and valued
- Your superpower is turning casual conversations into meaningful opportunities

Collaboration Magic:

- Hosting networking events that feel like reunions, not awkward mixers
- Building referral partnerships based on authentic relationships
- Creating connection-focused masterminds where everyone benefits
- Organizing collaborative projects that showcase multiple experts (including you!)



Connection Catalyst

Your Simplified Visibility Plan



WEEKLY:

- Reach out to one person in your network just to check in (no agenda needed - genuine connection is the goal!)
- Introduce two people who could benefit from knowing each other
- Participate in one community where you can add value through thoughtful engagement

MONTHLY:

- Host one small gathering (virtual coffee chat, networking event, or mastermind session)
- Follow up with 3-5 people you've met recently to deepen the connection
- Look for collaboration opportunities where you can connect your network with others

QUARTERLY:

- Audit your network to identify who you haven't connected with recently
- Plan one larger community-building event that showcases multiple experts
- Review your referral partnerships and nurture the most aligned relationships

Why this works for your personality:

- You're leveraging your natural talent for bringing people together
- Instead of spending your days working in isolation, you're energized by meaningful interactions that light you up
- You're focusing on quality connections rather than quantity of followers
- This approach builds a sustainable network that generates referrals organically

Focus On...

- Meaningful interactions over vanity metrics
- Strategic introductions that benefit everyone involved
- Community building that positions you as the connector
- Creating value through relationships rather than content creation



your permission slip:

You have my full permission to stop creating endless content just because everyone else is. Your ability to nurture relationships and connect the dots IS your marketing. It's not just good enough... it's exactly what makes you the person everyone wants to know and work with.

While everyone else is broadcasting into the void, you're creating an ecosystem of opportunity. That's your superpower.

Trust your instincts!
xo
dd





You have a natural gift for initiating meaningful exchanges that feel genuine and comfortable. Your authenticity makes others feel instantly at ease, turning casual business chats into valuable relationships.

You create space for real dialogue where connections naturally flourish. 🎉

Pep Talk:

Hello, versatile visionary – your superpower is your adaptability and the authentic way you spark meaningful discussions. You've got this beautiful blend of curiosity and warmth that lets you initiate conversations in multiple ways, reading the room and shifting your approach as needed. In a world of one-way broadcasters, you're creating two-way streets.

You don't just share information – you invite people into dialogues, making them feel like they're in a genuine exchange. Your comfort with asking good questions makes you approachable in ways that polished "experts" never could. You're not afraid to mix it up, trying different conversation starters based on what feels right in the moment.

Remember: Your willingness to initiate both light-hearted and deep exchanges creates richer connections than polished performances ever could.

Visibility Superpowers:

- Your content feels like a conversation, not a broadcast – people respond because they feel included
- You can seamlessly shift between written, video, & live formats depending on what the moment calls for
- Your authentic sharing creates a "same here!" effect that builds loyal, engaged communities
- Your superpower is making business personal in the best possible way

Collaboration Magic:

- Co-creating content that showcases multiple perspective
- Podcast interviews where your personality shines through
- Behind-the-scenes collaborations that leverage your versatility
- Community-building ventures that benefit from your adaptable approach

Conversation Starter

Your Simplified Visibility Plan



WEEKLY:

- Ask one thought-provoking question in an online community to spark meaningful dialogue
- Reply thoughtfully to comments on your content when you're feeling more introverted
- Reach out to one person in your network to check in or share a resource that made you think of them

MONTHLY:

- Host one Q&A session or podcast episode where your conversational skills shine
- Pitch yourself as a guest on 1-2 podcasts where you can bring your natural dialogue skills
- Create content that directly addresses questions your audience is asking

QUARTERLY:

- Review which conversation formats brought you the most joy (podcasting, written exchanges, live events)
- Try one new content format that aligns with your current energy levels
- Give yourself permission to pivot your approach based on what feels energizing

Why this works for your personality:

- You're leveraging your natural talent for initiating meaningful exchanges in multiple formats
- Instead of forcing yourself into one rigid visibility strategy, you can follow your intuition about what feels right
- You're focusing on dialogue that invites participation rather than one-way broadcasting
- This approach gives you flexibility depending on your energy levels

Focus On...

- Creating content that feels like the start of a conversation, not the end
- Following your intuition about which tactics bring you joy in each season
- Building connections through authentic dialogue across different platforms
- Allowing yourself to shift approaches as your energy and interests evolve

your permission slip:

You have my full permission to stop forcing yourself into a rigid strategy just because someone said to. Your adaptability and conversation-starting skills ARE your marketing. They're exactly what makes your audience feel included and engaged in a world full of one-way broadcasters.

While everyone else is talking at their audience, you're creating genuine dialogue. That's your superpower.

Keep those conversations going!

xo
dd





That's a wrap! Hopefully your brain is buzzing with fun new ideas for ya and you feel inspired to follow the fun in your business - and connect with people on your terms.

But before you go off making new connections and seeking collaborations, you gotta know the secret to it all.

No one likes a cold pitch with no personality or research. And don't be the friend that only shows up when you want something. Leading with generosity and genuine connection is the only way to go.

It's all about how you **SHARE**:

S - Show Up Authentically

- Be your wonderfully weird self

H - Help and Support Others

- Give value in ways that feel good to YOU

A - Ask to Collaborate

- Create win-wins that grow everyone's business

R - Reach Out Consistently

- Build relationships that turn into opportunities

E - Elevate Each Other

- Rise together instead of hustling alone

And if you want a place to put this into practice...

Check out The Playhouse, a community for collaborations, visibility, and doing business like real humans.

Ok - I'll see ya around!

And email me up if you need anything: deanna@deannaseymour.com



Click here to listen to a quick 5 minute podcast episode about the SHARE Method! 

