

IYANUOLUWA ILESANMI

7 Strategic Ways To Build **Visibility** Both Online And Offline



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You people know what visibility is..

So, I won't start defining that.

However, the first thing I want you to put at the back of your mind is this;

Value is the fuel for visibility.

If you look at anyone who has an audience, whether you like what they do or not..

..they are providing something that a particular group of people finds valuable.

And before you even squeeze your face to counter what I just said, just know that ***value is subjective.***

Now, what do I mean by that?

You see, value is contextual. Value is subjective to the recipient.

Something doesn't have to look valuable to you to be valuable to somebody else.

You might look at someone's content and say, "What's this nonsense?"

But if 100,000 people are consistently watching it, commenting, sharing it and coming back for more, then clearly, something is being exchanged there.

It could be entertainment, information, controversy, gossip, inspiration, relatability, shock, or simply the feeling that *"this person gets me."*

Which means that the things you personally consider foolish or distasteful definitely have their own audience because someone values the experience they're getting from it.

And that's why visibility is not necessarily proof that something is good. At best, it (visibility) is proof that something has captured attention.

So, when you see some people online getting the engagements and you check their content and see that what they are posting is not “sensible”.

Don't think they are doing anything special.

They've just consciously or unconsciously discovered what their audience values, and they consistently put it in front of them.

So what does value mean?

First of all, value is not just about teaching. Because that's what comes to most people's mind when they hear the word value.

Ehn eh

So, if you have been teaching and teaching and teaching all these while, maybe.. just maybe.. you've been doing it wrongly. Value can be information.

Well,

Value can be entertainment.

Value can be inspiration.

Value can be your perspective.

Value can be your story.

Value can be your experience.

Value can be your personality.

Value can be your process.

Value can even be your presence.

Sometimes the value is simply, *“I like hearing this person talk.”* Or, *“I like the way this person thinks.”* Or: *“I want to see what happens next in this person's journey.”*

So if you find yourself asking, “what should I post?”

Just start by answering this question, ***“what do I have that somebody else might find useful, interesting, entertaining, inspiring or relatable?”***

Then share it.

Don't wait until you're an expert or until everything is perfect.

Put yourself where people can discover you.

Okay, I digress..

Let's come back.

Yeah..

So, let's get into it.

1. Share What You Know

Teach what you know, explain what you're learning, answer questions, share frameworks, give your perspective.

You don't have to be the world's best expert.

And you don't even need to say something no one has said before.

Just share stuff. In your own voice. In your own understanding. Like as if you're gisting your friend. With no filter.

It's not hard, is it?

Don't hoard your knowledge. Package it and put it where people can find it.

2. Document What You're Doing

You don't always have to create value from scratch.

Sometimes, your journey is the content.

Starting a business? Document it.

Learning a skill? Document it.

Building something? Document it.

Attending an event? Share what you learned.

Working on a project? Show people.

This is powerful because people don't only want to see finished products. They want to see the process. They want to see what you're becoming.

And that means you always have to be in growth mode. Because it's only people that are growing that have something to document.

I'm saying..

Do cool stuff.

Then talk about the cool stuff you're doing (and have done).

3. Have a Point of View

There are thousands of people talking about the same things.

What makes people remember you is often the way you think about the thing.

Don't just say, "Consistency is important."

Tell us why you believe consistency is important.

Don't just repeat what everybody else is saying. You're not an echo.

Your opinions, observations, experiences and frameworks become part of your identity.

And people most of the time, remember you, because of your POV about a subject matter.

Do you get?

4. Engage Before You Expect Engagement

This is where many people get visibility wrong.

They post something and then disappear.

They want people to comment.

They want people to share.

They want people to notice them.

But they aren't noticing anybody.

You see, visibility is relational.

And you have to be where the conversation is already happening.

Comment thoughtfully. Ask questions at event. Compliment people. Walk up to people and introduce yourself.

Respond to people's posts. Join communities. Ask questions. Start conversations. Celebrate other people's wins.

Sometimes the easiest way to become visible is to stop trying so hard to be seen and start trying to see other people.

Clock it

5. Put Yourself in Rooms

This is where the offline part really comes in.

Visibility isn't only Instagram.

Go to events. Attend conferences. Join communities. Volunteer. Speak. Network. Join professional groups. Introduce yourself. Collaborate.

You can meet 20 people in one physical room who would never have discovered you through your Instagram page.

And remember that ***you cannot build visibility from places nobody knows you exist.***

6. Collaborate Instead of Competing for Attention

One of the fastest ways to expand your visibility is leverage other people's visibility.

Find people who are doing complementary things. Do a live session together. Write something together. Host an event. Interview someone. Appear on someone's podcast. Create a project together. Recommend each other.

When you collaborate, both sides win because you're not creating opportunities for both audiences to discover each other.

And this works offline too.

7. Be Consistent Enough to Become Familiar

This, to me, is the most important.

Truth is, you can do everything else and still disappear if you keep showing up once every three months.

Visibility compounds through repeated exposure.

The first time someone sees you, they might forget you.

The fifth time, they recognize your name.

The tenth time, they know what you do.

The twentieth time, they start trusting you.

Eventually, they get to the point where they say, “oh, I know this person,” whenever they see your content.

That's what you're trying to create.

In closing, you've really tried if you read till this point..

Visibility is all about creating value, putting it where people can find it, participating in conversations, entering rooms, building relationships, and showing up consistently.

And just like I have shared..

For online, you need;

- Content
- Conversations
- Communities
- Collaborations

- Consistency

For offline, you need

- Events
- Speaking
- Networking
- Communities
- Relationships

So, sometimes all you need to be visible is to post more.

And sometimes you need to get out of your room and go out to talk to more people.

In all, you need to keep showing up long enough for people to remember you.

I'll stop here.

Hope you learnt something?

Yours,

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