

Hello & Welcome

Most leaders, founders, and entrepreneurs think they're showing up.

But often, they're still holding back - blending in when they're meant to be leading. If you're not attracting the right clients, gaining momentum, or being recognised for the depth of what you do, it's rarely about skill or talent.

It's about visibility that no longer matches your evolution. True marketing isn't just content and strategy. It's energy. Presence. Authority.

It's how you occupy space - not just what you post.

This guide will help you see where you've been keeping yourself unseen - quietly, unintentionally - and how to shift into your next level of visibility and leadership. No hype. No louder voice.

Just deeper alignment between who you are and how the world experiences you. Ready? *Let's begin.*

The Energy You Bring Shapes the Results You Get ...



You can have the best marketing, the strongest strategy, and all the right moves - but if your mindset isn't aligned, people won't take notice.

Your brand's success isn't just about what you do - it's about how you show up. **Everything starts with your mindset.** The energy you bring to your business each day determines how you are perceived, how people respond to you, and the results you get.

If you act like the best-kept secret, you stay one. If you move like someone who is already chosen, recognised, and in demand, that's exactly what you'll become.

Step Into Main Character Energy

✓ When you start your day with intention- focused, confident, and clear on your goals? You move with power, attract the right people, and show up as the person who gets chosen.

X But when you wake up reactive- scrolling, doubting, and letting distractions take over? You blend into the background and lose momentum.

Your mindset sets the tone for how you market, how you sell, and how people experience you. You don't just need better marketing—you need a better way of thinking about your brand, your worth, and your visibility.

How to Activate Your Highest-Level Energy

- ✓ Own your morning Move, visualise, or do something that fuels your best energy only you know what this is!
- ✓ Step into leadership Show up as the version of yourself who attracts success.
- ✓ Embody main character energy Carry yourself with the presence of someone people want to follow, work with, and talk about.

Because you don't attract what you want - you attract who you are.

Now, let's begin. It's time to check in with your brand, your visibility, and where you need to Elevate.

01

You're Relying on Wordof-Mouth & Referrals as Your Main Growth Strategy

The Problem: You're waiting for clients to come to you instead of actively attracting them.

You know your work gets results. Your clients love you. But instead of building a strategy to bring in new business consistently, you're relying on referrals and word-of-mouth.

It feels comfortable. Safe. Less salesy. But it's also unpredictable. And if referrals slow down, your business does too.

What to Do Instead: Start owning your expertise and consistently putting your message in front of new people.

The Shift:

Visibility isn't something you wait for-it's something you create. The most in-demand businesses don't rely on being discovered-they take control of their presence.

Ask Yourself: If someone came across my content today, would they immediately know what I do, why I'm the expert, and how they can work with me? If the answer is no, time to change it!

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101 Your Content is Informative, Not Influential

The Problem:

You're sharing valuable content, but it's not making you the go-to authority in your industry.

Your posts are useful. You give great tips. But they don't position you as the leader people want to hire or work with.

People see you as helpful, but not essential. They consume your content- but they're not taking action.

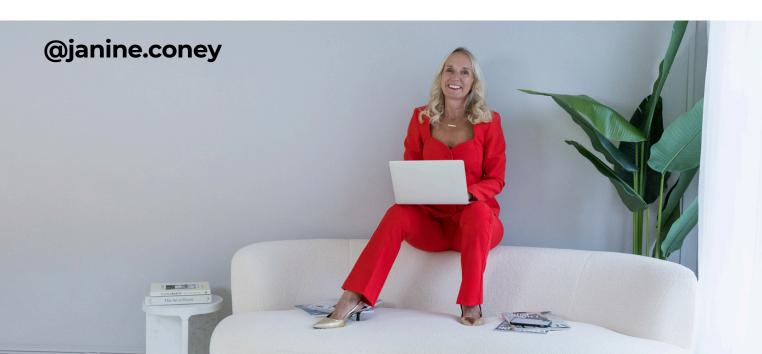
The Shift:

Experts don't just share information - they lead conversations.

- Move from educator to thought leader. Instead of just teaching, challenge the way people think.
- Make people feel something. People don't buy based on logic, they buy based on emotion.
- Create demand, not just engagement. If your content isn't making people want to work with you now, it's not doing its job.

Ask yourself: Does my content make people stop, think, and take action, or just like and scroll past?

What changes do you need to make?







Your Messaging is Focused on What You Do, Not What They Need

The Problem: Your content focuses on what you do - not on what it feels like to work with you. You're telling people about your service, when you should be showing them the experience and outcome of it.

You might be saying things like:

O "I offer 1:1 coaching for female founders."

"I help people lose weight, find their style, grow their wealth, portfolio or their business."

Those lines tell people what you do - but they don't make anyone want it.

The Shift:

People don't just buy the destination - they buy the journey there. They buy the confidence, the calm, the clarity, the luxury, the energy of what it feels like to be in your world. It's not just what changes when they work with you - it's how they change. They're not only buying results. They're buying the experience, the belief, the belonging. Think of it like this: people don't just buy the flight - they buy the champagne, the first class seat, and the sense of feeling "I've arrived."

Ask yourself: Does your messaging make people think, "That's exactly where I want to be and she's the one I want to take me there"? If not - it's not your offer that needs the upgrade It's how you're telling the story of the experience.

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You're Showing Up When You Feel Like It (Not With a Strategy)

The Problem: Some weeks, you're everywhere. Other weeks? Nothing. Your audience isn't keeping track of when you post - but they do notice when you disappear. And if you're inconsistent, you're forgettable. A forgotten brand is an ignored brand.

The Shift:

- Visibility compounds over time. If people don't see you consistently, you're losing momentum with every gap in your content.
- You don't need to post more you need to post better. A high-impact content strategy keeps you present without burnout.
- Your audience should feel your presence even when you're not posting. This is the difference between content creation and brandbuilding.

Ask yourself: Would someone new instantly see me as ian authority and consistently visible - or am I just another voice in the crowd? How can you make it more impactful, memorable, disruptive, exciting to your premium client and audience?

05

Your Marketing is Designed for Engagement, Not Clients



The Problem: You're getting likes, comments, and shares, but nobody's actually buying.

O People love your content, but they don't feel the urgency to take action.

Nou're giving away so much value, 'how to' content that they never feel the need to invest.

Nou're building an audience, but not a pipeline of clients.

The Shift:

The goal isn't to create content people like, it's to create content that makes people want to move, work with you and buy.

- Make your audience move. Every post should lead to an action, whether it's a DM, a signup, or a sale.
- Stop being subtle. If you never talk about your offers, people won't know how to work with you.
- Lead with confidence. People follow certainty. If you're hesitant in your messaging, your audience will be hesitant to buy.

Ask yourself: Is my marketing attracting people who are ready to invest, or just people who enjoy my content?

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Five Ways to Build a Brand Outside of Social Media in 2025 / 26

While social media is powerful, relying on it alone is risky. Here are five other ways to grow your brand beyond the algorithm

✓ 1. Speaking Engagements & Industry Events

- Get in front of the right people in real life. Host a workshop, speak on a panel, or attend highvalue networking events. Visibility isn't just online.
- ✓ 2. **Guest Features & PR** Be interviewed on podcasts, featured in articles, or contribute to industry publications. This positions you as an authority and builds credibility.
- ✓ 3. Email Marketing & Lead Generation Your email list is a direct line to your audience. Grow your list with valuable content, lead magnets, and regular engagement.
- ✓ 4. **High-Impact Collaborations** Partner with aligned brands or industry leaders on joint workshops, Instagram Lives, or events. This gets you in front of a new audience who already trusts the person you're collaborating with.
- ✓ 5. **SEO & Website Content** Make sure your website isn't just a placeholder. Write blogs, optimise for SEO, AI, and create valuable resources that bring people to you long-term.
- Ask yourself: If social media disappeared tomorrow, would my brand still attract clients?





Social Media Tips for 2025 / 2026

Social media isn't just about showing up and it's changed a LOT, so what worked in a few years ago will not necessarily work in 2025, it's not all about building a large following. It's about building a community, and it's about capturing attention fast and keeping it.

In 2025/6, here's what matters most:

- ✓ Post Reels Often Video content continues to dominate. Reels, Shorts, and Video get the highest reach. Prioritise short-form video with storytelling.
- ✓ Grab Attention in 3 Seconds If people scroll past, they stop. Your hook matters more than ever. Get to the point immediately.
- Create Content for Both New & Existing **Followers** – Your regulars need depth connection. Your newest followers need introductory content to quickly understand your brand.
- ✓ Talk to Your Niche General content won't convert. The more specific and targeted your messaging is, the better. Speak directly to the problems, aspirations, and desires of your ideal clients.
- ✓ Be Relatable People buy from people. Show your personality, values, and real moments- this builds trust and keeps your audience engaged.
- ✓ Experiment & Track Social media algorithms change constantly. Try new formats, track what works, and double down on high-performing content that does!
- Ask yourself: Is my content designed to stop the scroll, spark action, and attract the right audience?

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Five (Content) Hooks That Work in 2025/26

Your first line determines whether people read, watch, or scroll past. Here are five high-converting hooks designed for 2025 visibility:

- √ "You've been doing this wrong, here's why..."
 (Creates curiosity and challenges common thinking.)
- ✓ "If you're [target audience] and struggling with [problem], read this." (Directly calls in the right people.)
- √ "Here's what I'd do if I was starting over in [industry] today..." (Expert positioning + practical advice.)
- √ "Nobody is talking about this, but it's the key to [desired result]." (Makes people feel like they're getting insider knowledge.)
- ✓ "I used to believe [common mistake], but here's what actually works..." (Shows growth, expertise, and credibility.)

* Ask yourself: Do my posts make people stop and think, "I need to read this"?



5 Content Prompts to Elevate Your Brand & Visibility

Your content isn't just about showing up, it's about positioning yourself as the go-to expert, building trust, and creating real connections. Use these five content prompts in AI to create posts that spark engagement, establish authority, and attract your ideal clients.

The Expert Advice Post - Give Them a Valuable Shift

- Prompt: "If I could give just ONE piece of advice to [insert your ideal client/audience], it would be..."
- ✓ Share a key insight that helps your audience move forward.
- ✓ Keep it simple and impactful- one strong takeaway is more effective than a long list.
- ✓ Frame it as a lesson learned, a client transformation, or a common mistake to avoid.
- **Why it works:** This positions you as a trusted expert who delivers clarity.

The Bold Opinion Post – Stand Out & Start Conversations

- Prompt: "Most people think [write about a common belief in your niche], but here's why that's keeping them stuck..."
- ✓ Challenge a popular but flawed belief in your niche.
- ✓ Show them a better way of thinking or doing things.
- ✓ Make it bold but back it up with real insights.
- **Why it works:** Thought leadership attracts the right audience while repelling the wrong ones (and that's OK)



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The Trending Topic Post - Stay Relevant & Expand Your Reach

- Prompt: "What [a trending / news worthy topic you can talk about] teaches us about [your niche / field]."
- ✓ Find a hot topic, trend, or industry shift that your audience cares about.
- ✓ Offer a fresh perspective that ties it back to your expertise.
- ✓ Make it timely and engaging speed matters with trends.
- **Mhy it works:** Jumping on a news related topic boosts visibility while keeping your content fresh.

The Success (Brag) Post – Show the Power of Your Work

- **Prompt:** "Here's what happens when you [implement a strategy, take action, shift your mindset]..."
- ✓ Share a real transformation this can be yours or a client's.
- ✓ Show the before and after to make the impact clear.
- ✓ Focus on the process as much as the result- so they can see what's possible for them too.
- **Why it works:** People don't just want to learn, they want proof it works.

The Personal Story Post - Build Connection & Trust

- Prompt: "A moment that changed the way I approach [your niche /area of expertise]..."
- ✓ Share a pivotal experience that shaped how you do what you do.
- ✓ Make it relatable your audience should see themselves in your journey.
- ✓ Show them the lesson you learned and how it applies to them.
- Why it works: Personal storytelling makes you memorable, relatable, and human.



WORK WITH ME.

You're an expert at what you do.



Now it's time for the world to see it.

I'm Janine Coney - I partner with high-level female entrepreneurs, founders, and leaders who are ready to step into the visibility their work deserves. Together, we refine your message, elevate your positioning, and expand your presence - so the right clients, collaborations and opportunities naturally find you.

Through high-impact events, workshops, 1:1 Consulting and Coaching, VIBE Days, and group programmes, I help you become known for what you do best - with the confidence, clarity and consistency that make you undeniably you.

★ Explore ways to work with me here
Your next step starts now.

Visit my website:

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THANK YOU. MARKETING STRATEGY BUSINESS COACHING

