

# VISIBILITY INVESTMENT ANALYSIS

	<b>EXPOSURE/VISIBILITY</b>	<b>vs.</b>	<b>SALES/R.O.I.</b>
<b>SHORT TERM</b>	Live events Webinars/Teleseminars Joint venture partners Promotional videos Information brokers Awards / Philanthropy		Speaking engagements Email marketing Direct mail(snail mail)/ postcards Telephone contact Strategy/Discovery sessions Online advertising
<b>LONG TERM</b>	Social media List building strategies Blogging/eZine Podcasting Participation in Forums Networking follow-ups		Corporate campaigns Colleges, schools & universities Military/Government contracts Professional associations Networking follow-ups Referrals

BIGGEST PAST CONVERSION SUCCESSES:

WORST R.O.I. IN THE PAST:

NOT TRIED OR DOING ENOUGH OF YET:

NO INTEREST IN DOING:

# PACING YOURSELF & BUDGETING RESOURCES

**Time and money are the most obvious limited resources.**

**However, so is your physical energy for activities such as Travel/Jet lag, etc.**

**When and in what areas will you be most challenged this year?**

**What planning strategies can you implement to prevent overwhelm?**

**Where will you need to conserve? Where can you afford to expand this year?**

RESOURCES REQUIRED	TIME	MONEY	TRAVEL	OTHER
<b>TOP PRIORITIES FIRST/BIG ROCKS</b> Holidays and family obligations Personal maintenance Needs of family members				
<b>TRAVEL &amp; TRAINING EXPENSES</b> Live conferences & events Memberships & Affiliations Masterminds and continuing education Service providers needed to grow and expand business				
<b>MONTHLY VISIBILITY QUOTAS</b> Product Launches Social Media strategy List building activities Weekly networking outreach Lead generation				
<b>WEEKLY ACCOUNTABILITY</b> Organization Physical health & maintenance Relationships & self care Money management Creative activities & pleasure Legacy & Spirit Check-in				