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ACADEMY

The Visibility Check-In

A short reflection on your why, your what, and what's actually in the way, wherever visibility fits into your story right now.

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Maybe you're looking for your next role. Maybe you're building a business, or trying to become known as the person people go to for something specific. Maybe you're not chasing any of that, you just want people to actually understand what you do. Wherever you're starting from, these questions work the same way. Take your time. There are no right answers here, just honest ones.

BEFORE YOU DIVE IN, TAKE A MOMENT:

In one sentence,

Where are you right now?

And in one sentence, where do you want to be?

Whatever sits in the space between those two answers, that's what the rest of this is for.

PART 1 — YOUR WHY

Visibility means something different depending on where you're standing. None of these are more valid than the others.

WHICH OF THESE FEELS CLOSEST TO YOU RIGHT NOW, ONE OR A FEW?

- *Finding your next role*
 - *Building or growing a business*
 - *Being seen as the go-to person in your field*
 - *Growing your network*
 - *Raising awareness for something you care about*
 - *Something else entirely, and that's fine too*
 - *When did this reason first show up for you? Has it changed since?*
 - *Looking back at how you got here, was visibility ever part of the plan, or did it happen along the way?*
 - *If your reason shifts six months from now, what would that likely mean?*
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PART 2 — YOUR WHAT

Whatever your why is, people still need a simple answer to one question: what do you actually do, and why does it matter?

- *Write your current bio line, tagline, or the sentence you use when someone asks "so what do you do?" exactly as it is today.*
- *Now rewrite it, starting with the problem you solve or the shift you create, not your title.*

- *What's the thing people already come to you for, even before you had the title or the words to explain it?*
 - *What's the version of you showing up here that people already trust, even if you haven't said it out loud yet?*
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PART 3 — WHAT'S IN THE WAY

This is usually not a strategy problem.

- *Where do you notice yourself waiting to feel ready before you act?*
 - *Where does "it has to be perfect" show up for you, not just online, but anywhere in your life?*
 - *Is there a version of "I don't have time" or "it's probably not worth it" you've been telling yourself? What might be underneath it?*
 - *When something you put out there doesn't land the way you hoped, what does that usually mean to you? Is that actually true?*
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PART 4 — ONE SMALL MOVE

Pick one. Just one.

- *Comment on three posts this week, and if you're ready, post one of your own. Start small, once a month is a fine start, grow from there.*
- *Rewrite one line of your tagline, About section, or banner text.*
- *Give yourself permission to change your focus later. Nothing here is permanent.*
- *Next time an idea hits you, in the shower, on a walk, mid-conversation, capture it right away. Voice memo, note, whatever's fastest.*
- *Set a timer before you sit down to write a post. When it goes off, you're done.*
- *If you use AI, use it to sharpen your writing, never to replace your own opinion.*

None of this needs to be perfect. It needs to be started.

If something in here stirred something loose, I'd love to hear from you.