



# 50 STRATEGIC **WAYS TO BE SEEN**

NATALIE O'SHEA - BUSINESS: SIMPLIFIED

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50 STRATEGIC WAYS TO BE SEEN



## WELCOME TO YOUR LIST OF 50 STRATEGIC WAYS TO GET SEEN - SIMPLIFIED

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Hi there!

I'm Natalie, and I'm thrilled you're here.

You don't need to be everywhere to grow your audience.

You just need a simple strategy that works — one that feels aligned, sustainable, and built around how people actually find and buy from you.

That's what this list is here to help you do.

These 50 practical long term sustainable visibility ideas are mapped to the S.I.M.P.L.E. Framework. It's the same method I teach inside Funnels: Simplified to help you turn visibility into trust, and trust into sales.

Choose 3–5 that feel good to start.

Focus on quality over quantity.

And remember: visibility only matters if it leads somewhere

Let's do this,

**Natalie O'Shea**

[www.natalieoshea.co.uk](http://www.natalieoshea.co.uk)

## S - Start With Strategy

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Before you start showing up more, make sure you're pointing your visibility efforts in the right direction. Strategy is the foundation of everything — it ensures your content, messaging, and visibility lead somewhere meaningful. This section is all about getting clear on who you're speaking to, what you're offering, and how everything connects so your efforts aren't wasted on random tactics.

- Create a lead magnet **directly linked** to your paid offer
- Clarify your ideal client and **what they're Googling**
- Map your **content topics** to your offer journey
- Audit your Instagram bio / link to support list growth
- Add a CTA to your Facebook personal profile cover

# I - INCREASE VISIBILITY

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Now that you're clear on your strategy, it's time to be seen. Visibility is about making it easy for the right people to discover you, consistently and intentionally. These ideas help you expand your reach through blog content, Pinterest, SEO, and collaborations so you become more discoverable across the platforms your audience already uses.

- Publish a weekly blog post that **solves a key client problem**
- Create **3 Pinterest pins** for each blog post
- **Repurpose** blog content into carousel posts
- Record a “**How To**” **video** and upload to YouTube
- Add **SEO keywords** to your website homepage
- Create a **lead magnet-specific** landing page
- Share a “**quick win**” **tutorial** on Pinterest Idea Pins
- Research **Pinterest trends** and match content to them
- Turn **client FAQs** into blog posts
- Use **IG Stories** to drive freebie clicks

## M - MAKE IT MAGNETIC

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Once people find you, you want to hold their attention. This is where your brand personality, story, and client results come in. Being magnetic means showing up with energy, purpose authenticity and giving your audience a reason to stick around. These tips will help you deepen the connection and build trust fast.

- Share your **journey to “here”** in 5 story slides
- Write a “**why I created this offer**” post
- Share **client results**
- Create a “**how I can help**” IG highlight
- **Go live** on a topic tied to your freebie
- **Share a story** to your email list
- Show **behind-the-scenes** of content creation
- Create a **myth-busting carousel**
- Share **before / after** funnel copy examples
- Record a **mini podcast** or voice note with a key takeaway



## P - PLAN FOR GROWTH

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Consistency doesn't happen by accident. It happens by design. Planning and systems allow you to show up regularly without burning out.

In this section, you'll find tools and techniques to help you stay visible even when life gets busy, from batching to content banks to automation tips that keep everything flowing.

- **Batch Pinterest pins** monthly
- **Schedule blog posts** in advance
- Use **Trello / Notion** to store ideas
- Pick **two themes** to rotate monthly
- Re-use email **templates**
- **Block a CEO day** for content planning
- **Automate** delivery emails
- **Repurpose** top-performing posts
- Define three **content pillars**
- Build a "**visibility bank**" of reusable assets

## L - LEAD WITH VALUE

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People follow, subscribe, and buy from those who help them. Leading with value means sharing useful, relevant content that meets your audience where they are , especially your free content.

These ideas will help you promote your lead magnets in meaningful ways and start nurturing relationships from the first interaction.

- Post three Reels about your **freebie topic**
- Use a **DM automation** for freebie delivery
- Share lead magnet **testimonials**
- **Blog** about your freebie's benefit
- **Pin your lead magnet** in your FB group
- **Email your list** a freebie reminder
- Highlight it on IG with a **"Free Guide" highlight**
- **Share a sneak peek** of the guide
- **Offer it** in relevant FB groups
- **Use a QR code** at events

## E - EVERGREEN EVERYTHING

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You don't need to constantly reinvent the wheel to stay visible.

Evergreen content gives your business long-term reach without the daily grind.

Whether it's a blog post, Pinterest pin, nurture email, or freebie funnel, this section is all about creating assets that keep working behind the scenes, so your visibility builds while you sleep.

- Pinterest → Blog → Freebie funnel
- SEO-optimised blogs linking to freebies
- Turn your welcome email into a nurture series
- Schedule reposts of evergreen content
- One freebie → multiple paths to your offer





## FINAL THOUGHTS

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Visibility doesn't have to mean volume.

You don't need to be everywhere or do everything.

You just need a focused, intentional approach that leads somewhere.

Choose your platform.

Pick a few ideas.

And make your visibility mean something.

Are you ready to build the system that supports it all?

**Funnels: Simplified** is here to help you do exactly that.

**Click here** to find out more information.

**Natalie O'Shea**

[www.natalieoshea.co.uk](http://www.natalieoshea.co.uk)