



STRATEGIC VISIBILITY WORKSHOP

WORKBOOK

NATALIE O'SHEA - BUSINESS: SIMPLIFIED

STRATEGIC VISIBILITY WORKSHOP WORKBOOK

WELCOME



Welcome!

This workbook is your action-based companion to the **Strategic Visibility Workshop**. It's designed to help you:

- Identify what's not working in your visibility
- Choose a platform that fits you and your audience
- Start connecting visibility to your sales system

Bring a cuppa, be honest, and let's simplify this together.

Natalie x

WWW.NATALIEOSHEA.CO.UK



**STRATEGIC
VISIBILITY
WORKSHOP**

WORKSHEET ONE

VISIBILITY CHECK IN

Use this space to reflect honestly.
Awareness is your first step to change.

What visibility activities are you doing regularly right now?

What feels aligned? What drains you?

Are you seeing any real growth or leads from this?

CHECKLIST ONE

WHICH OF THESE PLATFORMS DO YOU CURRENTLY USE?



PINTEREST



BLOGGING / SEO



YOUTUBE



FACEBOOK



INSTAGRAM



PODCASTS



EMAIL MARKETING



GUEST COLLABORATIONS (summits, bundles, trainings)

Which ones feel sustainable for you long-term?

Which platforms are search-based (evergreen)?

Do you currently have a lead magnet linked in your bio / content?

YES / NO – If yes, what is it? If no, what's the first step?

CHOOSE YOUR VISIBILITY PATH

Pick ONE primary platform to focus on for the next 90 days:

- What platform feels the most natural to you?
- Where are your dream clients actively searching for help?
- Which platform gives your content longevity (evergreen)?

VISIBILITY TO SALES MAP

Start here: What will your audience find first?

➡ Freebie:

Next step: What welcome emails will they get?

➡ Emails:

Then: What will you offer them?

➡ Paid offer:

Finally: Where do they go if they don't buy yet?

➡ Ongoing nurture / waitlist / downsell:

FINAL REFLECTION

What's the one thing you'll STOP doing today?

What's the one thing you'll START doing instead?

What would be possible for you if your visibility actually led to sales every week?

✦ Ready to turn your visibility into a full, evergreen sales system?

Let's build it together inside **Funnels: Simplified**.

[Click here to find out more about Funnels: Simplified](#)