

POWERFULLY PERSUASIVE PROMOTION

12-Point Visibility Checklist

- 1** Write a series of blog posts focusing on your launch topic and share on social media.
- 2** Optimize 2-3 pins for each blog post and upload to Pinterest
- 3** Share articles with related topics to followers on social media.
- 4** Engage with 10 different posts daily in Facebook Groups.
- 5** Search Twitter for questions related to your launch topic and answer them.
- 6** Interact with 20 different posts on Instagram daily.
- 7** Participate in a weekly in one or more Twitter chats.
- 8** Write a guest post for a popular blog or publication.
- 9** Broadcast a series of Periscopes related to your launch topic.
- 10** Be interviewed for an article or podcast on your launch topic.
- 11** Host a webinar or workshop and share your knowledge relating to your launch topic.
- 12** Create a valuable opt-in offer as an incentive for people to sign up for your mailing list.