



CHEAT SHEET

Here are 10 ways to show up, in no particular order:

1) Post short videos of yourself providing valuable tips.

The best form of communication is you talking to your peeps in a video where they can see and hear you. Short videos are less of a commitment for people to make. You can give them one valuable tip in each video. Keep it to under 3 minutes. These short videos can also be done live on your Facebook business page and then turned into FB ads.

Resources: [“How to Make 26 Videos in 30 Days”](#)

2) Start a Podcast

The second best form of communication with your audience is audio, where they can hear you. You can find topics to talk about related to your area of expertise. You can also invite guest speakers to fill in your slots. You can also find other podcasters in your niche and do an exchange guest podcast with each other. You both will get exposure to more audiences.

Resources: [“How to Get Featured on Hot Podcasts”](#), [“Using the Power of Podcasting to Grow Your Business: With Expert Interviews”](#)

3) Start a blog.

If you'd rather write about your topic, blog posting is another great way to communicate with your audience. Posting on your blog regularly will give your website better search engine rankings because they like to see regular updates there.

Resources: ["How to Make Your Blog Posts Convert"](#)

4) Do webinars.

Create a 20-30 minute training that either goes over the basic steps of a process you use. Or you could delve deeply into one of your steps, or any other topic related to your expertise. Then promote it by posting a link to your list, and your social media networks. If you have affiliates, ask them to promote it. The conclusion should lead to one of your products that your affiliates get a commission on.

Resources: ["Plan Your Automated Webinar in a Weekend"](#)

5) Do live videos.

I mentioned doing short videos as live ones on Facebook. But you can also do live videos on other platforms such as LinkedIn and YouTube. And you could do a regular live talk weekly as a live video.

Resources: ["Facebook Live Script Planner"](#), ["How to Leverage Your Facebook Live Videos"](#), ["Beginner's Guide to Live Streaming"](#)

6) Host or take part in speaking events.

Create a signature talk, or use a past webinar and offer to give it at a speaking event. There are many places online that offer speaking opportunities. Start with Women's eSpeakers. There will also be offline speaking opportunities that you can find in your local area.

Resources: ["Keynote & Presentation Speech Planner"](#)

7) Write an ebook.

There are so many ways you can take content you already have and turn it into an ebook---past blog posts, short videos, podcasts. You can even take part of a longer piece of content such as your signature talk, a webinar, or a course. Use the ebook as a lead magnet or content upgrade.

Resources: ["How to Create an Ebook in an Hour"](#) , ["How to Write and Sell an Ebook"](#)

8) Create an online course.

A coach or consultant can only take on so many private clients. But they can supplement their income (and exposure) by offering an online version of their process to those who can't afford private coaching, or want a more consolidated version.

Resources: ["Build Your Successful Online Program"](#)

9) Post daily on social media.

Posting shareable content daily on social media will grow your audience. And with social media, it works whether you are a speaker and want to post live or recorded videos, or you want to write content and post that. They both will get attention from your niche.

Resource: ["10 Ways to Automate Your Social Media Posts"](#), ["Social Media Planner"](#)

10) Email your list.

When you are doing all of these things to show up, you want to connect with your ideal prospects and start to build relationships with them. And although you can do that through each of these methods, building a list of people who you are connecting with, can be a valuable business asset. It will help you get more sales, attract joint venture partners, and possibly make your business valuable enough to sell down the road.

Resources: ["Email Marketing Planner"](#) , ["Email Follow-Up Planner"](#)

So those are 10 ways (with some resources) you can show up to attract your ideal audience, subscribers, leads or prospects, clients, and business revenue. But most importantly, commit to showing up consistently.

	<p>Get our FREE "Coaching Business Blueprint" which covers the 7 essential components of a profitable coaching business at:</p> <p><u>https://iaplifecoaches.org/blueprint</u></p>
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