

# Making Conversations Count

Guest Resource



# Heidi Medina – Visibility Coach

TALK TO HEIDI'S QUICK START VISIBILITY GUIDE

## THE 5 C'S FOR GETTING YOU SEEN

Drop the BS and create your visibility & marketing  
recipe that gets you SEEN by the RIGHT people quickly  
and easily when you use the 5 C's paired with  
DELIBERATE ACTION.

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## 1. CLARITY

To create your ACTION plan, you need clarity on your building blocks - your goals, offers, and ideal client so that you know what DELIBERATE ACTIONS you need to achieve your goals.



**ACTION STEP:** Write down your goals, offers, & ideal client, so you have a clear picture of what you're trying to achieve, what you're selling, and who it's all for.

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## 2. CONVERSATION

While both are needed, engagement is MORE important than content when it comes to visibility. It allows you to connect, have CONVERSATIONS, build relationships, keep the algorithms happy, and create content while allowing you to show up in MORE places.

**ACTION STEP:** Start engaging 15 minutes per day on each social platform you use. While you can do more, make sure the 15 minutes is exclusively for your business.

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### 3. CONTENT

Speak directly to your ideal client in ALL your content, communicating a compelling message that delivers the transformation you help your clients with. Use a mix of content types: written, video, visual, etc. to create interest and attract the RIGHT people to your communities.



**ACTION STEP:** Create and post 1 piece of content - 3 to 5 days - each week. Don't forget to speak to your ideal client and to mix up the content types.



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### 4. CONNECTION

Don't just connect to connect. Instead, connect to build relationships that support your goals. Nurture your communities to create cycles of influence that help everyone, not just yourself, for networking, collaboration, repeat sales, support, and friendship.

**ACTION STEP:** Send out 5 connection requests to your ideal clients, people connected to your ideal clients, peers, and people you like to talk to or listen to.

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## 5. CONSISTENCY

Showing up consistently is a **MUST** for success when building trust and influence, working with the algorithms, and a successful business. Get and stay consistent in your visibility plan by including your entire life, not just your business schedule.



**ACTION STEP:** Create a visibility and marketing plan that allows you to show up 3 to 5 days a week consistently to engage, post content, and connect to build your communities. Don't forget to make it work with your entire schedule, so you don't have an excuse for not showing up.

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**WHAT ARE YOU WAITING FOR? IT'S TIME TO GET SEEN!**

**LET'S CREATE YOUR NO-BS CLIENT ATTRACTION RECIPE**

TALK *to Heidi*

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If you liked this resource,  
please let us know!

Contact Wendy at –  
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