

BE THE ANSWER

Your 5-minute visibility plan



1 DEFINE IT

What do you want to be known for?

2 ASK IT

What question do you want your name or business to be the answer to?

3 PROVE IT

If you were already known for this, what would you be doing — and what evidence would people find?

One thing I need to **CREATE:**

One thing I need to **CLARIFY:**

One place I need to **SHOW UP:**



SEARCH

ASK

ANSWER

Be clear enough for machines to understand you.
Be interesting enough for humans to remember you.

