

A top-down view of a desk with various office supplies. A gold calculator is on the right, a laptop is partially visible, and several pens and paper clips are scattered on a white marble surface. A large, semi-transparent grey square with a gold dollar sign is centered in the background.

Launch Like a Boss

**VISIBILITY PLAN:  
LEVERAGED INFLUENCE**

# LAUNCH LIKE A BOSS

Module 3 | Visibility & Leads

## LEVERAGED INFLUENCE

### 1. Make yourself a desirable guest.

What are you an expert at already?

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How could you increase your expertise?

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What unique ideas can you share?

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What tried-and-true concepts could you improve on and make your own?

Basic concept: \_\_\_\_\_

Improvement idea: \_\_\_\_\_

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Basic concept: \_\_\_\_\_

\_\_\_\_\_

Improvement idea: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Basic concept: \_\_\_\_\_

\_\_\_\_\_

Improvement idea: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What can you **do** to make yourself a more desirable guest?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What could you **create** to make yourself a more desirable guest?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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### 2. Do your research.

Step 1: Find 50 - 100 blogs, podcasts, or other media outlets to potentially pitch.  
*Research tip: find podcasts by searching for keywords in iTunes, or find blogs by Googling topic title ideas.*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
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19. \_\_\_\_\_
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21. \_\_\_\_\_
22. \_\_\_\_\_
23. \_\_\_\_\_
24. \_\_\_\_\_
25. \_\_\_\_\_



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Step 2: Refine your list and organize according to size/popularity.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
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24. \_\_\_\_\_
25. \_\_\_\_\_

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### 3. Have great content ideas.

What makes a great content idea?

- unique
- helpful
- interesting
- well-suited to the prospective audience
- strategically related to your launch

Brainstorm 10+ great content ideas:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_



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### 4. Pitch effectively.

What makes an effective pitch?

- Not too long (2 - 5 short paragraphs)
- Personal
- Clear
- Offers value
- Humble, yet confident

Review the pitch template emails (found in a separate PDF in module 3), then craft your own pitch template below.

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- Send out your pitch emails, starting with the smallest/least popular media channel on your list. Pitch 5x - 10x as many opportunities as you hope to secure.