

Building *Visibility* Without Burnout

Your Simple Social Media Plan

Section 1 - Your Starting Point

Where are you currently showing up online?

What feels overwhelming right now?

What would 'simple and sustainable' look like for you?

Section 2 - Your Profile (Your Digital Shop Window).

Who are you?

What do you do:

Who do you help?

LinkedIn Headline:

I help _____

to _____

so they can _____

Section 3 - Your Platform

My main platforms:

Why these?

What I'm not focusing on:

Section 4 - What you share

Who will you engage with this week?

- Comment
- Reply to comments
- Start conversations
- Send messages

Post ideas _____

Section 5 - Conversations (Where growth happens)

Who will you engage with this week? _____

