

Session 7: Visibility Modes

Welcome to Session 7

Welcome to Session 7 of the Authority Engine™ Evergreen Visibility System.

By now, you've built your Authority Engine™.

You've identified your ideal audience, created your Authority Asset, selected the right tools, connected your online ecosystem, and aligned your profiles and branding.

Your profiles now work together to communicate a consistent message, reinforce your expertise, build credibility, and guide potential clients toward your Authority Assets.

The question now becomes:

How do people find those Authority Assets?

That's what we'll cover in this session.

Today, we'll explore different Visibility Modes—the various ways you can direct potential clients to your Authority Assets.

And here's the most important thing to understand:

The Authority Engine™ does not depend on constant posting, daily content creation, or being active on every platform.

The Authority Asset is the foundation of the system.

Visibility simply determines how people discover it.

The Traditional Marketing Problem

Many professionals believe they need to constantly create content to stay visible.

Post every day.

Create videos every week.

Be active on multiple platforms.

Always stay in front of their audience.

For many professionals, that's unrealistic.

You have clients to serve.
A business to run.
A life outside of marketing.

The good news is that the Authority Engine™ was designed differently.

Instead of building your visibility around endless content creation, you build it around a valuable Authority Asset that continues working long after it's created.

Your visibility efforts simply point people toward that asset.

Visibility Mode #1: Organic Visibility

You create occasional content and direct people to your Authority Asset.

You create occasional content that supports and relates directly to your Authority Asset, then use that content to guide people toward it.

Think of each post, article, or video as a small piece of a larger conversation.

For example, your Authority Asset may be a webinar called "**5 Common Mistakes to Avoid When Applying for a Work Permit.**" Instead of trying to explain all five mistakes in a social media post, you might focus on just one:

"One of the most common reasons work permit applications are delayed is submitting incomplete supporting documentation."

You provide a helpful explanation of why this happens and what applicants should pay attention to, then invite people to watch the webinar to learn about the other common mistakes and how to avoid them.

The same approach can be used across different platforms:

A LinkedIn post discussing one common work permit application mistake and directing readers to your webinar.

A Facebook post sharing a practical immigration tip and inviting people to access your Authority Asset for more information.

A blog article exploring one aspect of the work permit process and directing readers to the full webinar.

A YouTube video answering a frequently asked immigration question and encouraging viewers to watch the webinar to learn the remaining mistakes to avoid.

The goal is not to constantly create new offers.

The goal is to create small pieces of valuable content that naturally lead people toward your Authority Asset, where they can continue learning and take the next step.

Visibility Mode #2: Organic + Referral Visibility

This is often the most effective strategy for professional service providers.

In addition to occasional content, you leverage existing relationships and referral sources.

Examples:

Referral partners

Strategic alliances

Networking groups

Past clients

Industry contacts

Instead of saying:

"Contact me if you know someone who needs help."

You can say:

"Feel free to share this guide, webinar, or resource with anyone who may benefit from it."

People are often far more comfortable sharing valuable educational resources than making direct introductions.

Your Authority Asset becomes a referral tool.

This allows your expertise to travel further than your personal network.

Visibility Mode #3: Paid Visibility

Paid visibility accelerates the process.

Instead of waiting for people to discover your Authority Asset organically, you actively place it in front of your ideal audience.

Examples:

Facebook Ads

Instagram Ads

LinkedIn Ads

YouTube Ads

Google Ads

Chat GPT Ads

Notice what you're promoting.

You're not promoting a consultation.

You're not promoting a sales call.

You're not promoting your services directly.

You're promoting your Authority Asset.

This is important because most professional service providers are promoting the same thing—a consultation, a discovery call, or their services. When everyone is making the same offer, it becomes difficult to stand out.

By promoting an Authority Asset instead, you create a different experience. You become more memorable because you're leading with value, education, and expertise rather than asking for a meeting right away.

Whether it's a guide, webinar, video presentation, resource hub, or educational series, the goal is to invite potential clients to learn from you first.

Your visibility efforts—whether through social media, referrals, email marketing, or paid advertising—should direct people to your Authority Asset, where they can gain valuable information, experience your expertise, and build trust before deciding whether to take the next step.

The Authority Asset becomes the destination, and your visibility activities become the pathways that lead people there.

The guide.

The webinar.

The video.

The educational resource.

This reduces resistance and allows prospects to learn from you before making a buying decision.

Paid traffic works best when it sends people into an Authority Engine™ rather than directly into a sales conversation.

Visibility Mode #4: Hybrid Visibility

Many professionals eventually use a combination of all three approaches.

They:

Post occasionally

Receive referrals

Run paid campaigns when needed

This creates multiple pathways into the same Authority Asset.

The result is a system that remains effective even when one visibility source slows down.

Choosing the Right Visibility Mode

There is no perfect visibility strategy.

The right strategy is the one you'll actually implement.

If you're comfortable creating occasional content, start there.

If referrals are already generating opportunities, strengthen that channel.

If you have a marketing budget and want faster results, consider paid visibility.

All three approaches work.

Choose the one that fits your:

Time

Budget

Skills

Capacity

Comfort level

Remember:

The Authority Asset remains the foundation regardless of which visibility mode you choose.

Today's Assignment

Choose your primary Visibility Mode.

Will you focus on:

Organic visibility?

Organic plus referrals?

Paid visibility?

A hybrid approach?

Then identify three specific actions you can take to direct people toward your Authority Asset.

Remember:

You do not need more content.

You do not need more platforms.

You do not need more complexity.

You simply need more pathways leading people into your Authority Engine™.

And that's exactly what Visibility Modes are designed to create.

In our next session, we'll focus on **Compliance**.

We'll review the key components that most professionals should consider when building an Authority Engine™, including appropriate disclaimers, terms of use, copyright notices, Authority Asset content, and client pathways.

I'll see you in Session 8.