

The Path 1 Playbook

Visibility and Reach

VCAdvisors.org Frameworks & Strategies

Path 1: Visibility & Reach

What This Path Solves

This path is for people who are **good at what they do but are not being seen, noticed, or understood by the market.**

The problem is not effort.

The problem is **misaligned visibility.**

Selling anything else before this is a mistake.

How to Recognize This Problem in Conversation

A prospect likely belongs in this path if they say things like:

- “I’m doing solid work, but growth feels slower than it should”
- “People don’t really understand what I do”
- “I post, but nothing sticks”
- “Referrals are inconsistent”
- “I feel invisible compared to people who aren’t better than me”

This is not about confidence or mindset.
It's about **signal clarity and reach**.

How to Frame the Path (Plain English)

Use language like this:

“Before growth, press, or authority, it helps to understand *why* you're not being seen the way you expect. Otherwise, you risk amplifying the wrong thing.”

Or:

“Visibility problems usually aren't about doing more. They're about correcting what's currently misaligned.”

Do **not**:

- Promise results
 - Talk about algorithms
 - Oversell exposure
 - Push multiple programs at once
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Programs in This Path (Sequential, Not Bundled)

Step 1: Visibility Calibration System

Purpose: Diagnosis

This program identifies:

- Why visibility is breaking down
- What signals are being missed or misread

- What's blocking reach and recognition

Sales rule:

This is the correct starting point when someone is unsure or frustrated.

Step 2 (Recommended): Brand Visibility Jumpstart

Purpose: Correction

This program:

- Rebuilds how the brand shows up
- Aligns messaging with how the market actually responds
- Creates consistency and clarity

Sales rule:

Only recommend after calibration. Never skip diagnosis.

Step 3 (Optional): LinkedIn Growth Lab

Purpose: Amplification

This program:

- Turns corrected visibility into repeat exposure
- Focuses on one platform that compounds over time

Sales rule:

Do not sell growth tools to someone with unclear positioning.

How to Guide the Decision (Relationship-Based)

Do not “pitch.”

Ask one question:

“Does this feel like the problem that’s costing you momentum right now?”

If yes, recommend **one** program.

If no, pause. Reassess. Do not force a fit.

Trust is built by restraint.

What Not to Do

- Do not sell multiple programs at once
- Do not frame this as “quick visibility”
- Do not promise reach, followers, or virality
- Do not assume LinkedIn is always the answer

Your role is to **help them choose correctly**, not buy more.

Internal Standard for Sales Partners

If someone:

- Is unsure where to start
- Feels invisible but can’t articulate why
- Has tried multiple things without traction

Visibility Calibration System is the correct recommendation.

Every time.

