



The Visibility Plan

How to Market Your Brand Before You Ask for Money

Build public trust before you ask for grants, sponsors, donors, clients, or partners.

THE STRATEGY COUNSEL

FUNDABLE • VISIBLE • COMPLIANT

Welcome: Why Visibility Matters Before Funding

Before anyone writes you a check, awards you a grant, signs a contract, or refers a client — they **search for you**. What they find in those first 30 seconds either opens the door or closes it permanently.

Visibility is not vanity. It is **credibility infrastructure**. It signals that you are organized, established, and trustworthy — the three things every funder, sponsor, donor, and client needs to see before they take a risk on you.

In this webinar, we'll walk through exactly how to build the kind of public presence that makes your ask feel like an obvious yes.

The Core Truth

People fund what they can find, understand, and trust. If they can't find you, they can't fund you.

What We'll Cover

Your website, LinkedIn, social media, email list, content strategy, and the T.R.U.S.T. framework.

What Funders, Clients, Sponsors & Donors See First

Before they respond to your proposal or inquiry, they run a quick background check — and it happens in seconds.



They Google Your Name

Your name, your organization, your brand. What appears on page one is your first impression. If nothing appears — or worse, something inconsistent — you've already lost credibility.



They Visit Your Website

A professional website communicates legitimacy. They look for clarity of mission, professionalism of design, evidence of activity, and proof that you do what you say you do.



They Check LinkedIn

LinkedIn is your professional fingerprint. Funders and clients verify your background, your network, your history, and whether your online presence matches your proposal or pitch.



They Scan Social Media

Your social presence confirms whether you are actively engaged, consistent, and aligned with your stated mission. Silence or inactivity raises red flags about organizational health.

📌 First impressions are now digital. Your online presence is your handshake, your business card, and your portfolio — all at once.

Your Website as a Trust Asset

What Your Website Must Communicate

- Who you are and who you serve
- What problem you solve or what mission you advance
- Proof that you are active, credible, and established
- How to take the next step (contact, donate, hire, partner)
- Social proof: testimonials, logos, press, results

The 5 Must-Have Pages

01

Home

Clear headline, compelling visual, and one primary call to action.

02

About

Your story, credentials, mission, and why you are uniquely qualified.

03

Services / Programs

What you offer, who it's for, and clear outcomes.

04

Proof / Results

Testimonials, case studies, data, and client or community wins.

05

Contact

Easy-to-find form, professional email, and response expectations.

LinkedIn and Professional Credibility

LinkedIn is the single most powerful free trust-building tool available to founders, nonprofit leaders, and service providers. It is where funders verify, clients vet, and partners decide.

Professional Headshot

Your profile photo signals professionalism immediately. A clear, high-quality headshot builds instant trust before a word is read.

Keyword-Rich Headline

Your headline should communicate what you do AND who you serve — not just your title. Make it searchable and specific.

Compelling "About" Summary

Tell your story, name your outcomes, and invite the reader to take a next step. This is your 30-second pitch in written form.

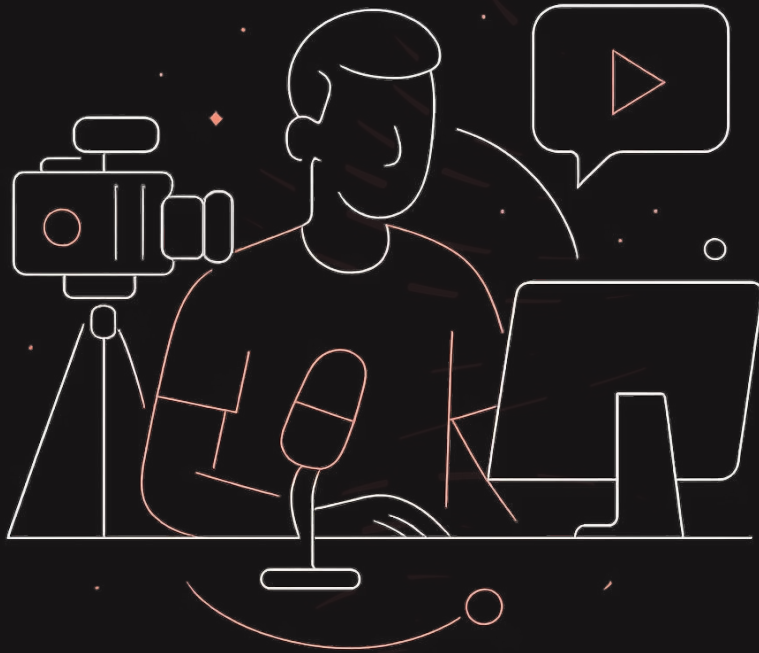
Active Content & Posts

Regular posting on LinkedIn signals that you are engaged, thoughtful, and current — all signals that funders and clients look for.

Recommendations

Written endorsements from clients, colleagues, or partners serve as third-party proof of your credibility and effectiveness.

Social Media With Purpose



Purposeful content builds trust over time – even with a small following.

Social media is not about going viral. For founders, leaders, and service providers, it is about **consistent, credible presence** that signals organizational health and community trust.

Platform Priorities by Audience



LinkedIn

Funders, corporate sponsors, professional clients, B2B partners



Instagram / Facebook

Community donors, individual clients, ministry audiences, local support



YouTube / Podcast

Thought leadership, long-form education, evergreen authority content



Post with intent – every piece of content should serve your credibility, not just fill a feed.

Email Newsletter & List Building

Your email list is the only audience you truly own. Social platforms change algorithms. Inboxes are direct, personal, and powerful — especially for nurturing funders and clients over time.



Start With a Lead Magnet

Offer a free resource — a checklist, guide, template, or mini-course — in exchange for an email address. Give value first, then build the relationship.



Educate, Don't Just Promote

Mix education, stories, results, and updates. Funders and clients who receive value from your emails are far more likely to say yes when you make your ask.



Send Consistently

Weekly or bi-weekly newsletters build familiarity and trust. Consistency signals that your organization is active, healthy, and worth following.



Track & Grow Your List

Monitor open rates, click rates, and list growth monthly. A growing, engaged list is proof of community trust — a powerful signal to funders and investors.

Testimonials, Photos & Proof

Credibility is not self-declared — it is demonstrated. Testimonials, professional photography, and documented results are the evidence that converts skeptics into supporters.

Client & Participant Testimonials

Collect written quotes, video testimonials, and star ratings from the people you've served. Display them prominently on your website, proposals, and social channels.

Professional Photography

Invest in a professional headshot and event/program photos. Blurry or casual photos signal unpreparedness. High-quality images signal investment and seriousness.

Impact Data & Metrics

Numbers tell a compelling story. How many people served? What outcomes were achieved? Quantify your impact and use it across all your visibility platforms.

Logos, Awards & Features

Media coverage, partnerships, awards, and featured logos create "social proof by association" — one of the most powerful trust accelerators available.



Authority Signals & Public Presence

Authority signals are the external markers that tell the world — and your funders — that you are a recognized leader in your field, not just a self-proclaimed expert.



Speaking Engagements

Speaking at conferences, webinars, panels, and community events positions you as an expert. Even a local workshop appearance builds meaningful authority over time.



Media Features & Podcast Appearances

Being featured in an article, interviewed on a podcast, or quoted by a news outlet signals third-party validation — one of the most credible forms of authority.



Published Articles & Thought Leadership

Writing for industry publications, LinkedIn articles, or your own blog positions you as a subject matter expert and builds searchable, evergreen credibility online.



Board Memberships & Affiliations

Serving on advisory boards, community organizations, or professional associations signals civic engagement, peer recognition, and leadership depth.

Your Brand Message

Before you can be visible, you must be **clear**. A muddled brand message is the number one reason great organizations are overlooked. Funders and clients can't support what they can't understand.

Who You Are State your name, your organization, and your professional identity with confidence and consistency across every platform.	Who You Serve Name your specific audience. The more specific you are, the more instantly relevant you become to the right people with the right resources.	What Problem You Solve Articulate the specific pain, gap, or need that your work addresses. Lead with the problem before you lead with your solution.
What Makes You Different Your unique approach, lived experience, methodology, or track record. What do you offer that no one else can replicate in quite the same way?	What You Want Them to Do Every message needs a clear call to action. Donate. Schedule a call. Apply now. Subscribe. Make it obvious and make it easy.	

Your 30-Day Visibility Rhythm

Visibility is not a one-time launch — it is a weekly discipline. The most fundable brands are the most consistently visible ones. Here is a sustainable, repeatable rhythm you can start this week.

Week 1: Audit & Align

Review your website, LinkedIn, and social profiles. Update bios, headshots, and links. Ensure your brand message is consistent across all platforms.

1

2

Week 2: Create & Schedule

Draft 3–5 pieces of content using your four content pillars. Schedule posts in advance using a free tool like Buffer or Meta Business Suite.

3

Week 3: Engage & Amplify

Respond to comments, engage with others' content, and share one piece to a new platform or community to expand your reach intentionally.

4

Week 4: Measure & Adjust

Review your analytics. What performed well? What got the most engagement? Double down on what works and refine what didn't land as expected.



Consistency over perfection. Showing up imperfectly and regularly beats a perfect post once a month.

Education Content



Educational content is the **highest-trust content you can produce**. When you teach your audience something useful, you position yourself as the expert they will think of first when they're ready to act — or fund.

Education Content Examples

- "5 Things Every Nonprofit Should Know Before Applying for a Grant"
- A short tutorial video on a common pain point in your field
- A free downloadable guide, checklist, or template
- A FAQ post addressing your audience's biggest questions
- A LinkedIn article sharing your professional insight or expertise

Frequency goal: 40–50% of your total content output should be educational.

Teach generously. The more you give, the more trust you build.

Proof Content

Proof content answers the single most important question every funder and client is silently asking: ***"Does this actually work?"*** Show them the evidence.



Case Studies & Success Stories

Walk through a real example: who you helped, what challenge they faced, how you supported them, and what changed as a result. Specificity builds believability.



Impact Numbers & Metrics

Turn your results into shareable data points: "We've served 300+ families," "87% of our clients secured funding within 90 days." Numbers are memorable and persuasive.

66

Testimonials & Reviews

Share written or video testimonials from real clients, participants, or community members. Quote them directly. Use their words — not yours — to prove your impact.



Media & Recognition

Share features, podcast appearances, awards, and press mentions. Being recognized by others is one of the fastest ways to build credibility with new audiences.

Story Content



People don't connect with organizations — they connect with **people and stories**. Story content humanizes your brand, builds emotional resonance, and makes your work memorable in a way that statistics alone never can.

Story Content Formats



Your Founder Story

Why did you start this? What moment, pain, or purpose drove you to build what you built?



Behind-the-Scenes Moments

Show the work in progress. A meeting, a planning session, a community event. Real and relatable builds trust.



Community & Participant Stories

With permission, share the stories of the people you've impacted. Their journey becomes your most powerful proof of mission.

Frequency goal: 20–25% of your content should tell a story.

Offer Content

You've taught. You've proven. You've connected through story. Now it's time to **invite your audience to take action**. Offer content is your direct, confident call to engage — and it should never feel like an apology.



Services & Programs

Describe what you offer clearly, name the investment, and explain the outcome. Make it easy to say yes.



Free Resources

Offer your lead magnet, checklist, or webinar. Giving something free first lowers the barrier to engagement and builds your email list.



Discovery Calls

Invite your audience to book a call, consultation, or strategy session. Make it visible and accessible on every platform.



Donation & Support Asks

For nonprofits and ministries: make your ask clear, specific, and tied to tangible impact. Tell them exactly what their support makes possible.

Frequency goal: 15–20% of your content. Don't be shy — if you don't ask, you don't receive.

Common Visibility Mistakes

Most organizations don't fail because of a lack of effort — they fail because they are investing energy in the wrong places or skipping the fundamentals that funders actually look for.

1

Asking Before Building

Sending grant proposals or partnership decks before establishing a credible online presence is like applying for a job with no resume. Build first, then ask.

2

Inconsistent Branding

Different names, logos, colors, and messages across platforms create confusion. Confused funders don't write checks — they move on.

3

Posting Without Strategy

Random content without a clear purpose, audience, or call to action wastes time. Every post should serve your credibility and move someone closer to action.

4

Neglecting the Website

An outdated, broken, or bare website destroys trust instantly. Your website works for you 24/7 — it must be current, clear, and compelling.

5

No Follow-Up System

Visibility without a follow-up plan leaves money on the table. Warm leads go cold fast. Have a system to nurture every interested connection.

The T.R.U.S.T. Visibility Framework

Every element of your visibility strategy should be built around one goal: earning and maintaining the trust of your ideal funder, client, donor, or partner.

1

T – Thought Leadership

Share your expertise, perspective, and insights publicly. Become the voice people associate with your area of work. Teach, speak, write, and show up as an authority.

2

R – Relevant Proof

Document and share your results, testimonials, case studies, and data. Proof reduces perceived risk and accelerates trust with every potential funder and partner.

3

U – Useful Content

Serve your audience before you sell to them. Provide genuine value through educational resources, tools, and insights that make their lives or work measurably better.

4

S – Strong Presence

Show up consistently across the right platforms with a clear, professional, and aligned brand. Consistency is what transforms awareness into trust over time.

5

T – Timely Follow-Up

Trust is lost in the silence after a first impression. Follow up promptly, stay in touch through your email list, and never let a warm relationship go cold.

Download Included: Visibility Audit Checklist

Your **Visibility Audit Checklist** is a step-by-step tool designed to help you evaluate your current public presence and identify the specific gaps that may be costing you trust, funding, and clients.

What's Covered in the Audit



Website Review

Evaluate your five core pages, clarity of messaging, mobile responsiveness, and calls to action.



LinkedIn & Social Profile Audit

Check your profile completeness, keyword optimization, posting frequency, and engagement signals.



Proof & Credibility Check

Inventory your testimonials, impact data, media mentions, and visual brand assets.

How to Use It

Complete the audit before your next funding ask, client pitch, or partnership conversation. Score each section and prioritize the highest-impact fixes first.

This checklist is designed to take less than 60 minutes to complete — and the clarity it produces is invaluable.



Download link provided in the webinar resource folder and follow-up email.

Download Included: 30-Day Marketing Planner

Your **30-Day Visibility Marketing Planner** takes the strategy from this webinar and turns it into a daily, actionable plan so you know exactly what to do — and when to do it.

Weekly Themes

Each week is organized around one of the four content pillars — Education, Proof, Story, and Offer — so your content has direction and strategic purpose.

Daily Content Prompts

30 ready-to-use content prompts designed for LinkedIn, Instagram, Facebook, and your email newsletter. No more staring at a blank screen wondering what to post.

Platform Tracking Grid

A simple grid to track where you've posted, what performed best, and how your audience engagement is growing week over week throughout the month.

End-of-Month Review

A structured reflection template to assess what worked, what to improve, and how to set your next 30-day visibility goals based on real data.

Book Your Visibility Strategy Session

You now have the framework. You have the tools. The next step is applying it — with expert support tailored specifically to your brand, your audience, and your funding goals.

Work With The Strategy Counsel



Visibility Strategy Session

A one-on-one session to audit your current presence and build your personalized 90-day visibility roadmap.



The Fundable Founder Series

Join our group program for founders and nonprofit leaders who are ready to become fundable, visible, and compliant — together.

People are more likely to fund, hire, sponsor, or support what they can **understand and trust**. Your visibility plan is how you earn that trust — before you ever make the ask.

Your Next Step

Don't leave this webinar without taking one action. Choose the path that fits your season:

- Complete your Visibility Audit this week
- Launch your 30-Day Marketing Planner starting Monday
- Book your Strategy Session today
- Join The Fundable Founder Series

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