



Visibility Spotlight

Weekly Goals Worksheet

Week of _____

To reach your visibility goals, you must plan and take consistent action.

Fill this worksheet out prior to the beginning of each week.

Step 1. Research a Keyword to find a compelling topic.

Step 2. Choose a topic for the visibility theme of the week.

Step 3. What offer will you make this week?

Example: If you are a health coach, your theme of the week might be “Health Benefits of Turmeric”. Offer may be “Turmeric Recipe eBook”.

1. Research Keyword: _____

Check off the Resource(s) you will use

- ⇒ www.answerthepublic.com
- ⇒ www.quora.com
- ⇒ www.amazon.com (best sellers table of contents)
- ⇒ www.YouTube.com
- ⇒ www.google.com
- ⇒ Other

2. Topic for Week: _____

3. Offer: _____

Under Goals write out **where** you want to be visible, **what** you will do to be visible and **how** you will get visible. You can use just one platform with different posts or several platforms. Plan **what else** you can post around your weekly topic using the images or videos you’ve created. Make your **offer** in each video or post.

Sample Weekly Goals

Goal	Platform	Platform	Platform
Where	YouTube	Facebook	Instagram
What	Video about Turmeric Health Benefits	Live preparing Turmeric Smoothie	Recipe
How	Zoom Recording	Live from Phone in Kitchen	Recipe Image
What else	Share video on LinkedIn	Turmeric Memes (from Instagram)	Turmeric Memes

Goal	Platform	Platform	Platform
Where			
What			
How			
What else			

*Posting Calendar Week of _____

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

*Use the above calendar to plan and keep track of your social media postings. (Trello also provides monthly calendars)

Evaluate the post performance at the end of each week.

Which post(s) was most popular? _____

How many likes, shares and comments did you receive in total? _____

List of Visibility Goals to Consider

Facebook Live	YouTube Live	LinkedIn Live	Instagram Live	Meme	Video Meme
Quick Tip Video	New Facebook Header	Inspirational Quote	Interview	Testimonial	Product Review
Questions	Poll	Contest	Special Offer	Success Story	Event
Blog	Press Release	Case Study	Gif	Video Ad	Image or Slide Show



Schedule a complimentary consult to get your questions answered.

No obligation ~ Just information

[Click to Schedule now!](#)

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