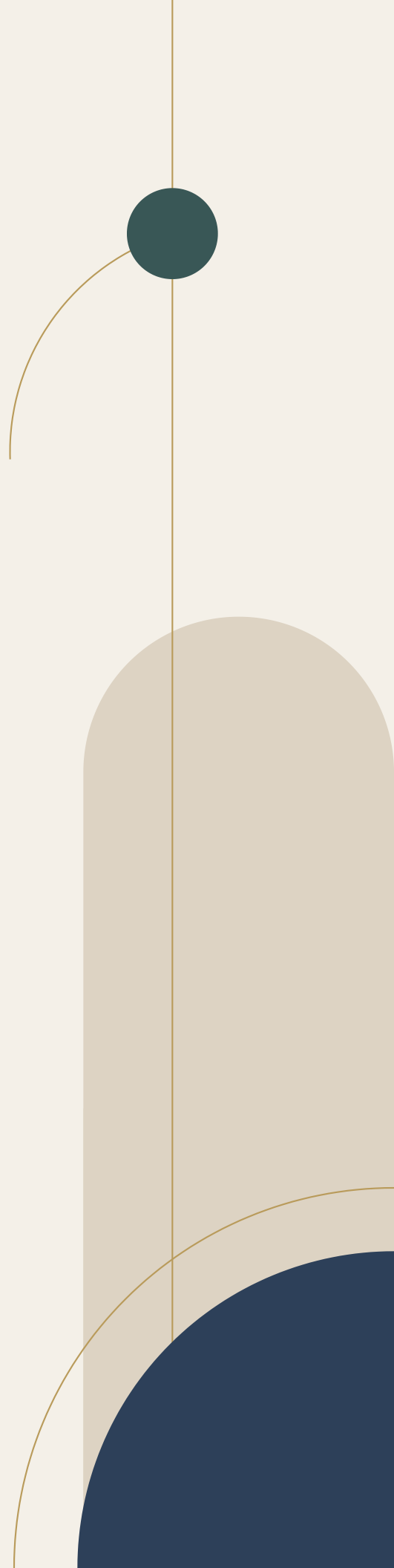


FREE GUIDE · BUILD VISIBILITY

The *Visibility* Starter Kit

A practical guide to becoming findable, credible, and trusted
when AI decides who gets surfaced.

AMIE THOMPSON



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INTRODUCTION

Visibility Is About Clarity

For some business owners, visibility feels like a content problem: post more, show up more, be everywhere. Visibility and activity are different things, and being seen by the wrong people in the wrong places doesn't move your business forward.

Lasting visibility is broader. It comes from clarity, consistency, and being findable by the right people in the right places, including the AI tools they now use to decide who's worth their time.

You don't need to be everywhere. You need to be clear about what you do, consistent across the places people might find you, and recognizable to the systems that now shape who gets recommended.

Visibility means being findable, credible, and trusted by the right people.

This guide is built for that kind of visibility. It's practical and written for people doing serious work who don't want to spend their careers chasing trends. The next page introduces the three layers that make it work, and the rest of the guide walks through each one, with what to do at every layer.

THE FRAMEWORK

What Visibility Means Now

Visibility used to mean showing up at the right events or getting featured in the right publications. Those still matter. The definition has expanded, and so has the opportunity.

Today, visibility works across three layers. Most people focus on one and ignore the other two. The founders and professionals who build lasting opportunity build across all three.

LAYER ONE**Personal brand and content**

What you share, what you say, and how you communicate your perspective: your LinkedIn presence, writing, videos, and newsletter. The thinking you make visible.

LAYER TWO**Your authority footprint**

Your website, bios, and bylines. These are the surfaces you own that AI cross-checks to confirm who you are. It's the version of you that exists when you aren't posting.

LAYER THREE • YOUR EARNED VISIBILITY

Press coverage, podcast appearances, speaking, and mentions from others. It's the reputation that reaches rooms before you do. This layer builds the most over time and carries a lot of weight with AI tools.

This guide builds across all three layers, starting with what you can do on your own this month.

LAYER ONE

Personal Brand and Content

Layer One is the visibility you build by showing up: what you share, what you say, and how you communicate your perspective. It's what most people picture when they hear "visibility," and it's the right place to start.

This is where your voice develops, your audience grows, and the words you use to describe your work get tested in public. The other layers depend on this one. You can't become an authority on a topic you've never written about.

What This Layer Includes

- **Your brand foundation:** what you stand for and how you describe it
- **Your perspective:** the take that's yours
- **Your format:** the way of creating you can sustain
- **Your content lanes:** what you publish week to week

This section walks through each one and ends with what to do this month.

Your personal brand is what people understand about you when they encounter your work.

LAYER ONE • YOUR BRAND

What Your Brand Communicates

Your job title, résumé, and LinkedIn headline tell people where you've been. Your brand tells them who you are: how you think, what problems you're drawn to, and what it's like to work with you.

Before you write a post or update a profile, get clear on three things. Everything else builds on them.

YOUR STRENGTHS

What do you do well without trying? What do people consistently come to you for? What problems do you solve before others recognize them as problems? These are the foundation of a lasting brand.

YOUR VALUES

What matters enough to shape how you work and who you work with? Your values are the filter that keeps your brand consistent across everything you share, build, and do.

YOUR STORY

Your background, including the pivots, the unexpected chapters, and the decisions that didn't go as planned, is part of what makes your brand yours. Credentials tell people what you know. Your story tells them who you are and why you do this work.

Your brand can differ from your title. It has to match who you are. That's what makes it sustainable, and what makes it visible to the right people.

LAYER ONE • YOUR PERSPECTIVE

Lead With Your Perspective

Knowing yourself is the foundation. Next, get specific about what you want to be known for and who you want to be known by. This is where your brand takes shape.

Opinion or Perspective

There's a meaningful difference between an opinion and a perspective. Opinions are everywhere. A perspective is backed by experience, earned by doing the work, and specific enough to be useful to someone.

OPINION	PERSPECTIVE
"Social media is important for business."	"Posting on LinkedIn twice a week brought in most of my new inquiries this year."
A view without experience behind it. Easy to state and impossible to learn from.	Backed by experience. Specific enough to help someone decide where to spend their time.

Your Brand in One Sentence

A clear personal brand statement answers three questions: Who do you help? What do you help them do? What makes your approach different? It doesn't need to be perfect. You need a starting point.

FILL IN THE BLANKS

I help _____ to _____ so they can _____.

Keep it to one simple sentence. The clarity of that sentence sets the clarity of every piece of visibility you build from here.

LAYER ONE • YOUR TURN

Write It Down

Don't overthink this. A rough answer written here is worth more than a perfect one still in your head.

What are three things people consistently come to you for?

What values guide how you work and make decisions?

What perspective do you have that someone with a similar background might not?

How would someone who knows you well describe what makes you different?

If someone searched your name right now, what would they find, and is that the impression you want to make?

LAYER ONE • YOUR FORMAT

Find Your Format *and Stay in It*

One of the biggest mistakes people make when building visibility is trying to be everywhere at once. Choosing one or two formats and staying consistent works better than spreading yourself thin, especially if being everywhere wears you out.

Choose a format that feels natural enough to sustain. Not every format works for every person.

IF YOU THINK IN WORDS • WRITING

LinkedIn posts, newsletters, blog articles, or longer guides. Writing is one of the most durable formats. Search engines and AI tools index it, and it keeps working long after you publish.

IF YOU TALK NATURALLY • AUDIO OR VIDEO

Short recordings, podcast appearances, social video, or live conversations. Video builds trust faster than most formats. If being on camera feels manageable, it's worth starting there.

IF YOU PREFER DEPTH • LONG-FORM AND RESOURCES

Guides, detailed frameworks, in-depth articles, or tools people use. This format builds authority more slowly and creates the most lasting credibility. It's also the kind of content AI tools cite.

How to Choose

Two questions guide the decision. Where are you most comfortable showing up consistently? Where does your audience already spend time? Start where the answers overlap.

LAYER ONE • YOUR LANES

The Three *Visibility Lanes*

Everything you build at Layer One should serve at least one of these three lanes. If you can't say which one a piece serves, it probably isn't worth the time.

1. **Your expertise.** The knowledge, skills, and lessons from your field and experience: posts that teach, guides that explain, and frameworks that help people think through a problem. This lane builds your reputation as someone worth listening to.
2. **Your story.** The behind-the-scenes journey, including the hard parts, the pivots, and the moments that shaped how you work. Stories build trust in a way expertise alone can't, and they make your brand distinctly yours.
3. **Your perspective.** Your honest take on trends, challenges, and ideas in your field: what's happening, what you think about it, and why it matters to your audience. This lane turns followers into people who trust your point of view.

If you create one piece from each lane every week, or rotate through them consistently, you'll build a presence that's credible and human. Many brands stay in one lane. Using all three builds lasting authority.

LAYER TWO

Your Authority Footprint

Layer Two is the visibility that works for you when you aren't posting. It's what someone sees when they search your name, visit your website, or ask ChatGPT about you.

Most people skip this layer, and AI tools lean on it heavily when deciding whether to surface you. Posting more on LinkedIn won't fix a scattered online presence. Layer Two is where you align the surfaces you already own so they reinforce each other.

What This Layer Includes

Your website and what you publish there. Your bios on LinkedIn, speaker profiles, and author bylines. The names of the frameworks, products, or systems you've created. And how consistent all of those surfaces are with each other.

SEO helps people find you. A consistent authority footprint helps AI understand you.

If those surfaces disagree about who you are, your visibility is scattered before anyone meets you. The next pages cover why this matters now, what to fix first, and what to do this month.

LAYER TWO • THE SHIFT

Why Your Website Is No Longer Enough

Many websites work like business cards. They show that you exist, list your services, and give people a way to contact you. For a long time, that was enough.

A business card tells someone you're real. It doesn't show them you're good at what you do.

Today, your website is read by people and by AI. AI tools scan it, interpret it, and decide whether to recommend you. If AI can't clearly understand what you do, it's unlikely to surface you, however good your site looks.

What Changed

People search the same way, and the results look different. In the old model, you searched, got a list of links, and chose one to click. In the new model, you search, AI interprets what you're looking for, and an AI-written answer appears at the top of the page.

Many people read that summary and never scroll further. The question has changed from "Does my website rank?" to "Does AI understand my business well enough to include me in the answer?"

How AI Checks Who You Are

AI tools decide whether you're one credible person by cross-checking the surfaces you own: your LinkedIn About section, your website bio, your speaker profiles, and the byline on anything you write. When those surfaces say the same thing about you in roughly the same words, AI gains confidence. When they contradict each other, it loses confidence and is less likely to surface you.

LAYER TWO • CONSISTENCY

Your Canonical Bio

Consistency across surfaces is the foundation for everything else in Layer Two, and almost no one does it on purpose. Most people write each bio from scratch on whatever form they're filling out. The result is an identity AI can't pin down.

The fix is to write one canonical bio, the one official version, and use it word for word everywhere.

SCATTERED	CANONICAL
A different bio on every surface: a short blurb on LinkedIn, another version on your website, a third on speaker profiles, and a fourth on bylines. AI sees four different people.	One bio used everywhere: the same words on LinkedIn, your website, speaker profiles, and bylines, with the same title, expertise, and one-sentence description. AI sees one credible person.

What Goes In

Your full name, your title, two or three specific areas of expertise, and a one-sentence description of who you serve and how. Keep it to three sentences. Use that exact bio on your website, LinkedIn About section, speaker profiles, media kits, and every author byline.

This is one of the most valuable things you can do for AI discoverability at Layer Two. It costs nothing and takes an afternoon.

LAYER TWO • WHAT TO DO

What to Do This Month

Three concrete actions at Layer Two. None of them requires a designer, a developer, or a budget.

1. **Run an AI self-audit.** Open ChatGPT and ask, “What do you know about [your name]? What topics are they associated with?” Screenshot the answer and compare it to how you want to be seen. The gaps are your to-do list. It’s one of the most useful things you can do at Layer Two, and it’s free.
2. **Write your canonical bio and align every surface.** Pull your LinkedIn About section, website bio, and speaker profiles into one document and read them side by side. Rewrite them to say the same thing in the same words, with the same title, expertise, and one-sentence description. Then update every surface to match.
3. **Publish under your own name.** Make sure your name appears as the byline on everything you write, instead of “Team,” “Admin,” or the company name. Named authorship is how AI connects expertise to a person. Anonymous content carries far less authority.

LAYER THREE

Your Earned *Visibility*

Layer Three is what other people say about you in places you don't own: press coverage, podcast appearances, guest articles, expert quotes, and speaking engagements. It's the reputation that reaches rooms before you do.

Layer Three builds on itself more than anything you publish yourself, and it carries a lot of weight with AI tools. Mentions from trusted sources are the kind of signal those tools read as credibility. A mention on a respected podcast, a guest article in your industry's leading publication, or a quote in a journalist's piece each adds to the case for recommending you.

Why This Layer Is the Long Game

You can't produce earned visibility the way you produce content. You earn it by doing work worth covering, being where journalists and hosts can find you, and pitching consistently enough to land the placements that matter.

The good news is that it builds on itself. The first earned mention is the hardest. Once your name appears alongside other recognized voices, the next mention gets easier, and the one after that easier still.

LAYER THREE • HOW IT WORKS

The Citation Stack

Earned visibility builds as a stack, and each placement strengthens the ones before it.

WHY ONE PODCAST CAN OUTWEIGH TEN LINKEDIN POSTS

A 45-minute conversation creates searchable, citable content on someone else's platform. Many hosts publish a transcript or detailed show notes that AI can index. That content keeps working long after the episode airs, and it carries the weight of appearing on another person's platform.

YOU DON'T NEED TO START AT FORBES

A guest post in a niche publication, a podcast in your industry, or a quote in a journalist's article each adds a mention that makes the next one easier to land. The first earned mention is the hardest. After that, the stack grows.

TRANSCRIPTS ARE THE MULTIPLIER

A podcast appearance without a transcript is a one-time event. With a published transcript, it becomes an indexed, citable asset AI can draw from for years. When you appear on a show, ask the host for the transcript and republish it on your own site under your name.

The goal of Layer Three is a citation footprint that travels with your name.

LAYER THREE • WHAT TO DO

What to Do This Quarter

Layer Three moves more slowly than Layer One. Pitches, replies, and scheduling all take time, so set quarterly goals here instead of weekly ones.

1. **Pitch one podcast in your field.** List three podcasts whose audience matches the people you want to reach. Listen to a recent episode, then send one host a short, specific pitch tied to a perspective you've already developed. One landed appearance is worth more than ten generic pitches.
2. **Respond to one journalist query.** Sign up for Qwoted, Help a B2B Writer, or a similar journalist query platform. Many placements start as a thoughtful three-paragraph reply to a query that fits your expertise. Your answer doesn't have to be long. It has to be useful.
3. **Pitch one guest article.** Find one publication or newsletter in your industry that accepts guest contributions and read their guidelines. Pitch one piece tied to a perspective you've developed. Guest articles are among the most valuable Layer Three assets, because they carry your byline on someone else's site.

PUTTING IT TOGETHER

Where to Spend Your Time

Now that you've seen all three layers, which one matters most? It depends on whether you're asking about your time or about how AI weighs your visibility. Those are two different questions.

FIRST 90 DAYS**Your time split**

Layer One: about 60 percent. Layer Two: about 30 percent. Layer Three: about 10 percent. You have to create content before you have anything to point to, and you have to align your own surfaces before earned media has anywhere to land.

OVER TIME**How AI weighs each asset**

One indexed podcast appearance can outweigh dozens of LinkedIn posts. One guest article can carry more authority than a year of your own blog. A single inconsistency between bios can weaken your visibility everywhere.

Over time, you'll spend less time posting and more time getting cited. That's normal. It means the system is maturing.

The 30-day plan on the next page reflects this. Every week, you'll do something at every layer, even though Layer One gets the most attention at first. Working all three layers at once, even unevenly, is what makes the system build on itself.

PUTTING IT TOGETHER

Your 30-Day Visibility Plan

Every week touches all three layers. The volume is uneven on purpose. Layer One gets the most repetitions because that's where the work builds fastest at the start.

WEEK	FOCUS	ACTIONS
Week 1	Clarify	Write your brand statement using the Layer One template. Run an AI self-audit: ask ChatGPT about your name and screenshot the answer. Pull your LinkedIn About section, website bio, and speaker profiles into one document and check them for consistency.
Week 2	Create	Write or record your first piece from your expertise lane and publish it under your name. Update your LinkedIn headline and About section to match your brand statement, and align your website bio. List three podcasts or publications whose audience matches the people you want to reach.
Week 3	Share	Post three times on your chosen platform, including one piece from your story lane. Sign up for a journalist query platform and respond to one query that fits your expertise. Engage with five people in your network by replying, commenting, or reaching out.
Week 4	Refine	Repeat your AI self-audit. Has the answer changed? What gaps remain? Choose one piece of content to expand into a guest article pitch. Plan your next 30 days with at least one action at each layer.

REFERENCE

A Quick Glossary

Some of the terms in this guide are still new to most people. Here's what they mean.

- **Authority signal:** Anything that tells AI you're a credible source on a topic, like a byline, a published framework, a podcast appearance, or a consistent bio across surfaces.
- **Byline:** The named author credit on content. Use your full name, not "Team" or the company name. AI uses bylines to connect expertise to a person.
- **Canonical bio:** Your one official bio, used word for word everywhere. It's how AI confirms you're one credible person.
- **Citation footprint:** Mentions of your name by others across the internet. More mentions in trusted places send a stronger authority signal.
- **AI summary:** The AI-written answer at the top of many search results. Many people read it and never scroll further. Showing up there takes authority as well as ranking.
- **Earned media:** Coverage on platforms you don't own, like press, podcasts, and guest articles. It carries a lot of weight with AI because it comes from someone else.

YOU'RE READY TO BUILD

This Is Your Starting Point

The most important thing you can do right now is answer the questions in this guide honestly, then take one action at each layer. Choosing a platform or redesigning your website can wait.

Visibility means being clear about who you are, consistent across the surfaces that matter, and findable by the right people.

Start with one piece of content this week. Update one bio this month. Pitch one podcast this quarter. Once you give your visibility something to build on, it keeps building.

ABOUT THE AUTHOR

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Amie Thompson is an entrepreneur and business strategist who helps small business owners and early-stage founders build visibility, sell with confidence, and put AI to work. She's a former CEO with more than 25 years of leadership experience. She's an introvert who learned to sell by doing it.

amiethompson.com/about

FREE TOOL

The Free Page Audit: see how clearly AI understands one page of your site

audits.amiethompson.com

THE FRAMEWORK

The Visibility Alignment System

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