

**VISIBILITY
IS NOT
ARROGANCE.**

**IT IS
RESPONSIBILITY.**

2 THE BLIND SPOT

14 YEARS



Fourteen years of publishing every **Wednesday**.



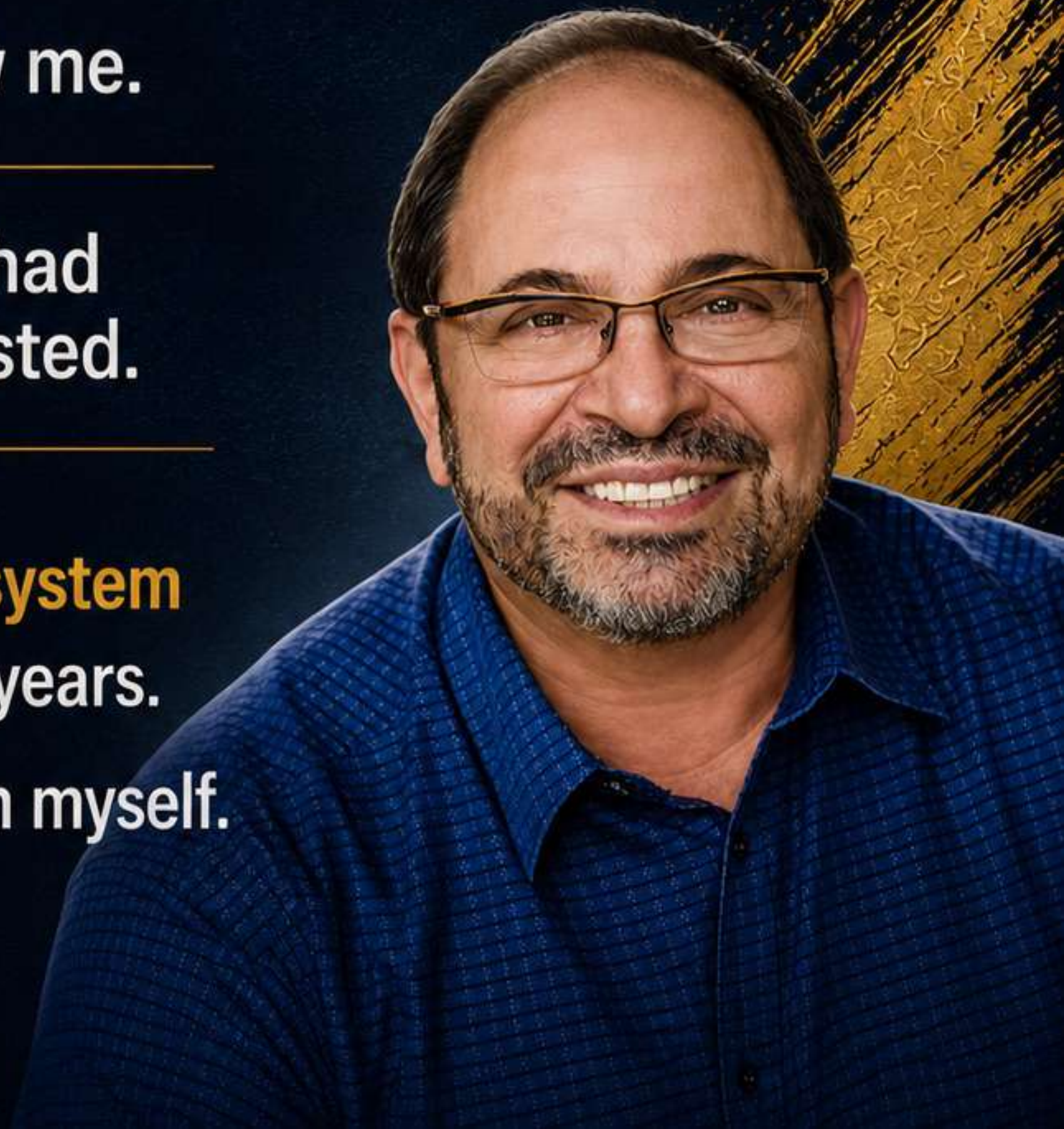
Clients knew me.



The market had **no idea** I existed.

“

I built this exact system for my clients for years. I **never** turned it on myself.



3 THE SCALE PROBLEM

**NETWORKING
WORKS.**

**REFERRALS
WORK.**

**THEY DO
NOT SCALE.**



Intimate visibility is not market visibility.

**LOOK AT THE MOST
VISIBLE CONSULTANTS
AND THOUGHT LEADERS.
EVERY ONE OF THEM
IS A PUBLISHER.**



They publish remarkable content.
On multiple platforms.

THERE IS NO WAY AROUND IT.

**THE MARKET DOES NOT
REWARD**

**THE BEST
EXPERT.**

IT REWARDS

**THE MOST
VISIBLE ONE.**

6 THE NEGLIGENCE REFRAME

**KEEPING YOUR
EXPERTISE
LOCKED AWAY...**

**...IS NOT
MODESTY.**

**IT IS
NEGLECTANCE.**



Somewhere out there is a client
whose business improves
the moment they encounter
what you know.



7 THE DEMONSTRATION

THIS WEEK
I STOP
TALKING ABOUT
VISIBILITY.

I START
DEMONSTRATING IT.



YouTube



Podcast



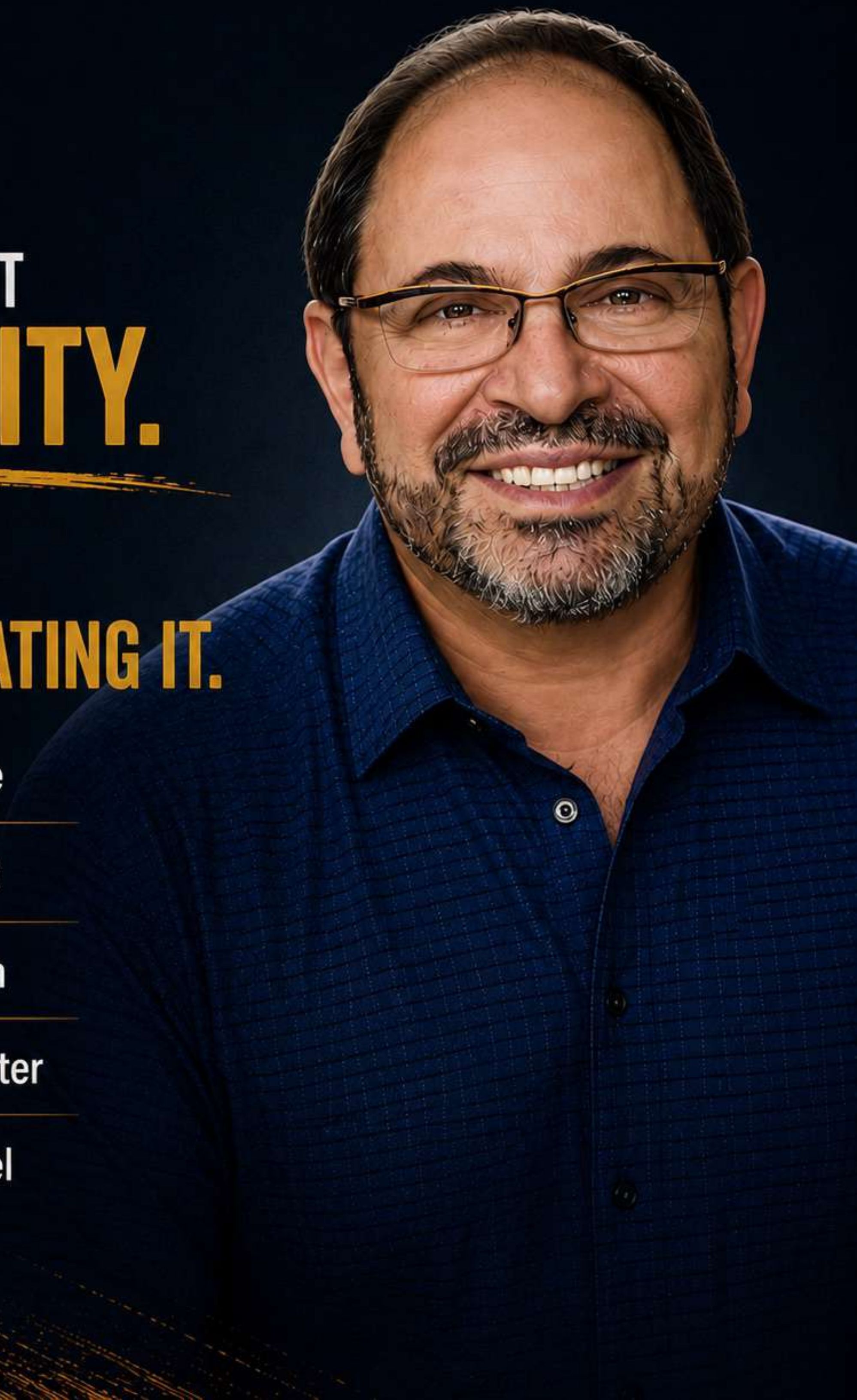
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**VISIBILITY IS
NOT ARROGANCE.**

**IT IS
RESPONSIBILITY.**

**WATCH
WHAT HAPPENS NEXT.**

Chad Barr

Chad Barr

