

The Visibility Checklist

7 Essentials for Showing Up Confidently Online

For Female Entrepreneurs Ready to Be the Face of Their Brand

Hey there, I'm Allison. A personal brand photographer in Halifax, Canada I work with entrepreneurs (usually 40+ female founders) to elevate their brand visibility..

Let's be real for a second. Your dream clients? They're scrolling, searching, and scouting. If they don't see you, they don't *hire* you.

That's why I created this **Visibility Checklist**—a practical guide to help you show up online with the confidence, clarity, and consistency your business deserves.

Whether you're updating your website, launching a new offer, or trying to stand out on Instagram, this checklist will help you get visible in a way that feels natural and aligned.

How to Use This Checklist

- ✓ Go through each section honestly—check off what you've nailed
- ✓ Highlight areas that need attention
- ✓ Use this as a roadmap for your next brand refresh

Because your brand deserves more than stock photos. It deserves to be seen.

Save it. Print it. Stick it to your office wall. And let it be your guide for showing up like only you can.

Your Brand Visibility Checklist

1. Clear, Authentic Brand Message

- ☒ I know exactly who I help, what I offer, and why it matters
- ☒ My messaging sounds like me—not a corporate brochure

2. Polished, Aligned Online Presence

- ☒ My website and social media bios reflect my current offers and expertise
- ☒ My visuals are consistent and aligned across all platforms
- ☒ I've updated my headshots and brand imagery to match my current business

3. Fresh, Professional Photos

- ☒ I'm not relying on outdated selfies or headshots
- ☒ My photos reflect the business owner I am *today*

4. Easy-to-Access Image Library

- ☒ I've got a folder of brand images ready when I need them
- ☒ I'm never scrambling to find "just one good photo"

5. Strategic Photo Usage

- ☒ I know where, when, and how to use my brand photos
- ☒ I use them in my content, email marketing, and promotions

6. Tools & Templates for Consistency

- ☒ I use simple tools (like Canva or a scheduler) to stay visually aligned
- ☒ I have branded templates that make content creation quick and easy

7. Audience Connection

- ☒ My photos help my audience feel like they know and trust me
- ☒ I get more engagement when I share personal, on-brand images

8. Confidence to Show Up

- ☒ I feel proud and aligned with how I show up visually
- ☒ I'm ready to take up space as the face of my brand