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MILDRED TALABI

LINKEDIN VISIBILITY COACH

Start Being Visible



90-Day Transformational LinkedIn Coaching Programme

Programme Details

Start Being Visible is a 90-day transformational private coaching programme for female leaders and business owners who want to elevate their personal brand, thought leadership and influence on LinkedIn.

Start Being Visible will help you raise your profile on LinkedIn for the purpose of growing your business or reaching new levels in your executive career.

Using Mildred's tried and tested system for LinkedIn visibility, you will learn how to find and develop your authentic voice and core message; create compelling content that demonstrates your expertise and connects with your target audience; build strong professional relationships with your network, and most of all build your influence and make a lasting impact with your personal brand.

The programme is designed for female leaders and business owners who are either new to LinkedIn or haven't been using the platform to its full potential.

Specific outcomes include:

- Gain clarity on your target audience and brand message
- Build a magnetic profile that pulls in your target audience
- Create compelling content that positions and showcases your expertise and thought leadership
- Learn effective engagement strategies and outreach techniques to find and connect with your target audience
- Host live events that build deeper, meaningful and profitable relationships with your target audience
- Create an authoritative and authentic brand voice that establishes you as the go-to expert in your field
- Build a tribe of excited and loyal fans and followers who will buy into you and buy from you
- Gain the 'know me, like me, trust me' factor of social selling to sell your ideas and services with ease

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Through the Start Being Visible programme, you will be able to build an authentic stand-out personal brand that helps you find more success in your business or executive career.

Programme Outline

Phase 1: Laying the foundation

- Overcome common barriers to being visible
- Identify your target audience
- Clarify your brand message
- LinkedIn profile transformation (done-for-you)
- Content strategy creation + advance content calendar population

Phase 2: Start being visible

4-week implementation period with daily LinkedIn activities focused on:

- Re/introducing your new brand, building engagement and housekeeping
- Building connections and growing your network
- Different forms of LinkedIn content
- Finding and connecting with your target audience

Phase 3: Amplify your visibility

- [x] Advanced LinkedIn strategies and experimentation with different forms of content
- [x] Creation of branded and evergreen content
- [x] LinkedIn goal setting (e.g. network growth goals, engagement goals, business conversion goals)
- [x] ABC (Audience Breakthrough) Challenge
- [x] Introduction of live virtual events for maximum visibility and engagement

Programme Delivery & Added Benefits

- Initial 30-minutes onboarding call
- Two 1-to-1 60-minute coaching sessions per month (bi-weekly)
- Unlimited access via LinkedIn and email for additional questions (Mon-Fri)
- Lifetime access to Mildred's 8 Weeks to Visible online LinkedIn course (worth £497)
- Lifetime membership of Visible Women Tribe – Mildred's membership community for female leaders and women in business (worth £997)

Programme Investment

Time Investment

Outside of the scheduled monthly one-to-one coaching calls listed above, the amount of time you need to invest in the Start Being Visible programme depends on how much work you're willing to put in to get the results you want.

An additional time commitment of at least 3-4 hours a week is recommended for the duration of the programme.

Financial Investment

Please refer to the website for up-to-date figures on the financial investment.

Payment plan options are available.

Client Testimonials

I started my LinkedIn Visibility journey with Mildred and saying ‘yes’ turned out to be one of the best decisions I have made.

Coming from a position of not truly understanding the power of LinkedIn, finding my voice seemed daunting.

Mildred’s coaching style, patience, sense of fun, support and guidance helped me refresh my profile, build my confidence and visibility muscle, whilst challenging me on how to create and package content for my target audience, all the while encouraging me to ‘show up’ in my authentic voice.

I’ve learned so much and formed new habits that serve me and my business. Mildred is so inspirational, and I highly recommend her and her programme for those who need to start being visible on LinkedIn.



JANET HOULIS
– HR Change Management Consultant

I undertook Mildred's LinkedIn programme in a bid to better support my social enterprise, PressPad, and improve my confidence in my own voice, vision and brand.

I was particularly thankful for Mildred's mix of flexibility, positivity, kindness, can-do attitude and tough love. Mildred kept me accountable, enthused, engaged and honest.

I really wanted to learn and form new habits, sometimes just so I didn't let Mildred down. Like a true coach, she tapped into understanding what motivates me and used that to help me progress!

Most importantly, though, I felt she helped me to understand the 'WHY' of using Linkedin, championing both me and PressPad throughout the course, which in turn really helped me to find a voice and 'Start Being Visible'.

Her tips and encouraging reminders will be in my head as I continue to progress with engaging on the platform. I'd definitely recommend her and her course to anyone wanting to step up in this way and who needs a bit of accountability, or a push, like I did!”



OLIVIA CRELLIN (FRSA)
– Social Entrepreneur, Founder of PressPad

Client Testimonials

Mildred's programme was exactly what I needed to get more strategic and add some structure and consistency to my content approach on LinkedIn.

The programme is broken down into workable chunks with activities that are simple and can be done without having to spend hours and hours online - this was ideal as I did the programme at a time when I was 'time poor', dealing with an international move alongside juggling client projects as a new business owner.

Each week, you are clear on what needs to be done and Mildred is right there encouraging and championing you every step of the way. Be prepared to be as committed to the programme as she is committed to seeing you win!

She's always on the lookout for your content and has a genuine interest in what you craft and deliver – the perfect accountability partner. Just when you think you've run out of things to say or even different ways to say it, Mildred manages to get another weeks' (or two) of content out of you with ease!

My increased activity on LinkedIn has definitely brought forward a lot more business opportunities and the way the programme is designed enables you to repeat the relevant tactics, continuing to build on the momentum. I would highly recommend working with Mildred - her energy and enthusiasm is infectious. And the results? Well, they speak for themselves



JOANNA STEELE
– Award-winning Digital Marketing & eCommerce Strategist

I had the privilege to work with Mildred as my Visibility Coach. She's amazing to work with and here's why – she listens to your needs and her recommendations are outstanding and yet easy to do.

Mildred breaks things down into manageable parts so you can be more visible. She's not only gifted, she's FUN and I really appreciate how REAL she is too – very relatable and brings you on to a successful path for your business.

Mildred asks great questions and is super helpful.

I appreciated how she gives you that nudge you need to push past your comfort zone and yet challenges you to think beyond things that hold you back. If you are struggling with being more visible, Mildred's your gal! Thank you Mildred, you're a rock star.



KRIS DIASIO
– Special Education Coach

About MILDRED TALABI

Mildred Talabi has spent more than a decade mastering the art of visibility and personal branding in both her career and business.

She initially trained as a journalist and worked in the media before transitioning first into PR and then later on Communications.

Along the way, Mildred started several businesses, authored four books, and had the privilege of speaking to and training many audiences across different regions and countries, both virtually and in-person.

Mildred is a recognised LinkedIn influencer and 'Top Voice' in the areas of business and careers. She has built an audience of over 50,000 followers on LinkedIn to date, inspiring many women (in particular) to "Start Being Visible" on LinkedIn through her book, workshops, programmes and coaching.

Outside of work, Mildred lives in Kent (UK) with her husband and two daughters, and loves to binge on podcasts, movies and books in her spare time.

Find out more at:

www.StartBeingVisible.com



Mildred Talabi

Your Visibility Coach