

A woman with blonde hair, wearing a black lab coat and glasses, is holding a camera up to her eye. In the background, a large monitor displays a close-up image of a person's lips. The text "The Visibility Scale™" is overlaid on the image.

The Visibility Scale™



Hey! It's great to meet you! We are Rachel & Michael from Girl Director Academy.

We are the leaders for teaching business owners how to make their own video marketing in-house.

From systems to outsourcing, editing, shooting and what video strategies work for your business; we help you to grow from Best Kept Secret to Authority and Influencer, increasing your income and opportunities, stretching you to become what you really want for your business and brand.

We are so excited that you're ready to take your video presence to the next level. Whether you're invisible right now or already have videos and want to take them to a new standard, let's work out where you are right now and where you want to be on The Visibility Scale.

As we go through the scale, think about your personal brand and your company brand. Are they the same or different?

We have helped thousands of clients to move the needle from Invisible to Authority, from invisible to Influencer, Household Name, and some are even working to become Icons in their space.

When it comes to growing your business, it's easy to get caught up in all the detailed stuff like FB ads, groups, YouTube videos and everything else. You can easily lose track of *why* you do what you do in relation to your big vision.

It is time to put ON your virtual goggles and walk with us through each of the stages of The Visibility Scale - to stretch your mind and self image to where you want to be.

By understanding this scale you will be stretching yourself to become clear on what you need to do to move up it. You will see how you're playing right now and know what it required to get where you *really* want to be. You will have a new drive and new inspiration...

INVISIBLE

Pain



ICON

Power

It's time

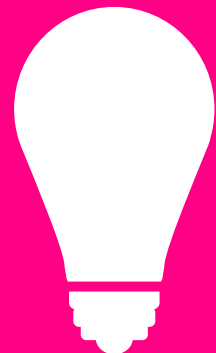
The Visibility Scale™

Where are you now?



INVISIBLE

\$



VISIBLE

\$\$



AUTHORITY

\$\$\$




INFLUENCER

\$\$\$\$



HOUSEHOLD NAME

\$\$\$\$\$



ICON

\$\$\$\$\$\$\$

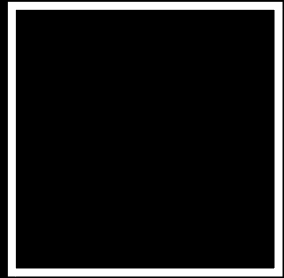
A woman in a black dress is holding a camera, standing on a large circular scale graphic. The scale has a pink upper half and a white lower half. The word "Instructions" is written in white on a black rectangular background in the center of the scale.

Instructions

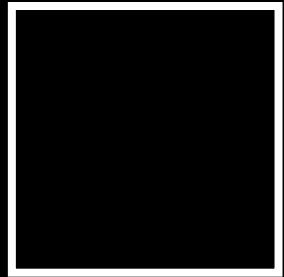
How to use “**The Visibility Scale**”. First look at the scale and write down:

1. **Where you are now on the scale.**
2. **Where you want to be.**

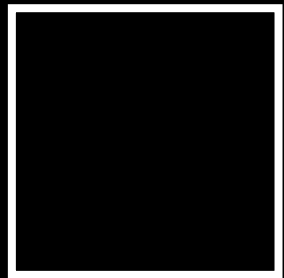
Now go to each section below and you’ll see a checklist on the left and a list on the right. The checklist shows what strategies you need. The list on the right shows the common actions and benefits of the category. Start thinking of what opportunities are hidden from your view. Videos will help you to rise faster up the scale. In just a few months you could be well on your way... Talk to us now to fast track up The Visibility Scale.



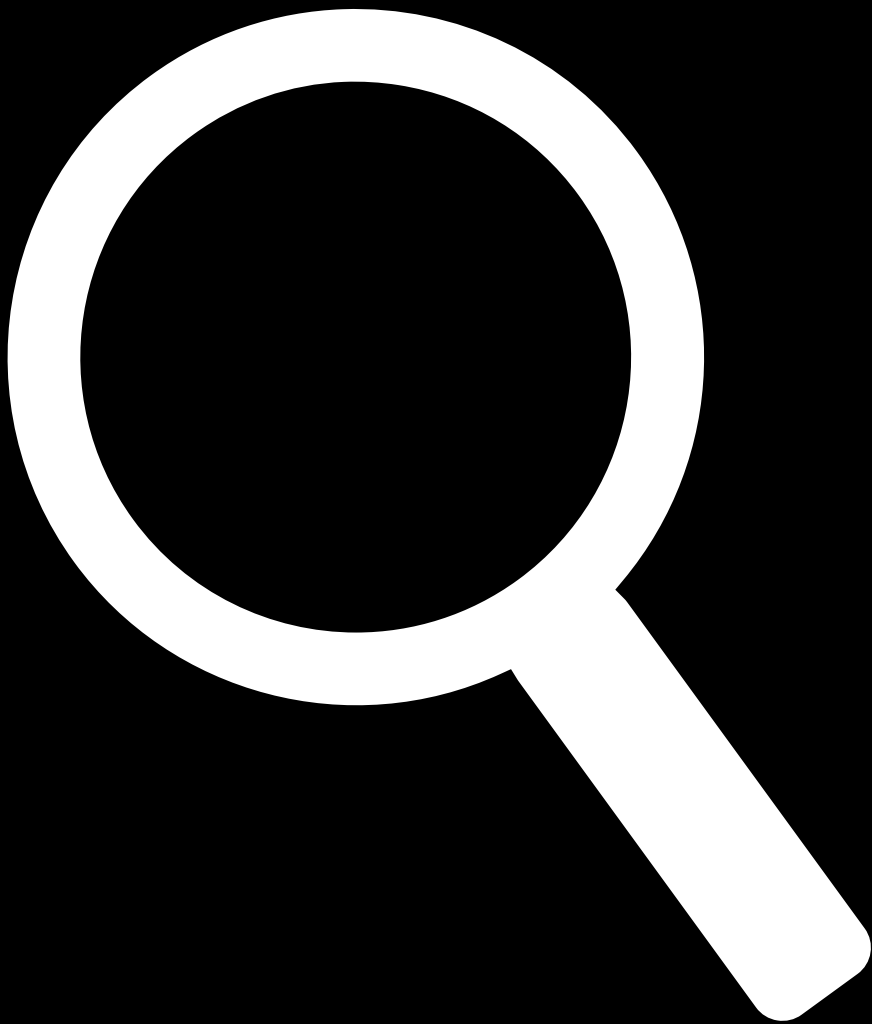
Make a decision
where you want to be



What 3 actions can you
take **NOW** to move



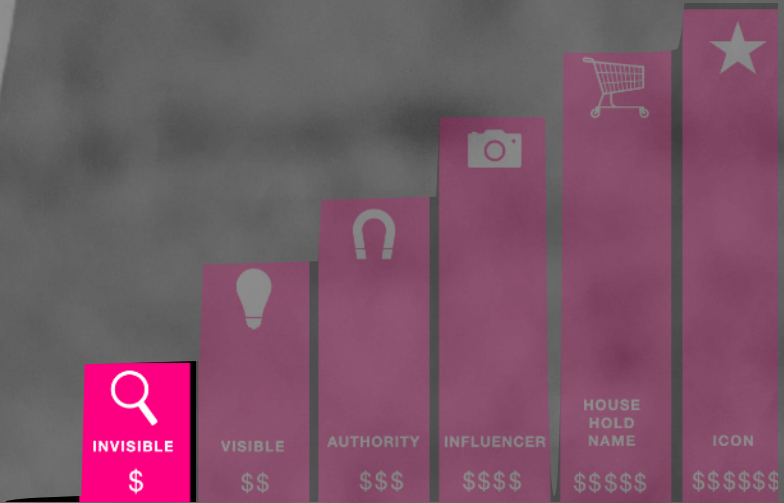
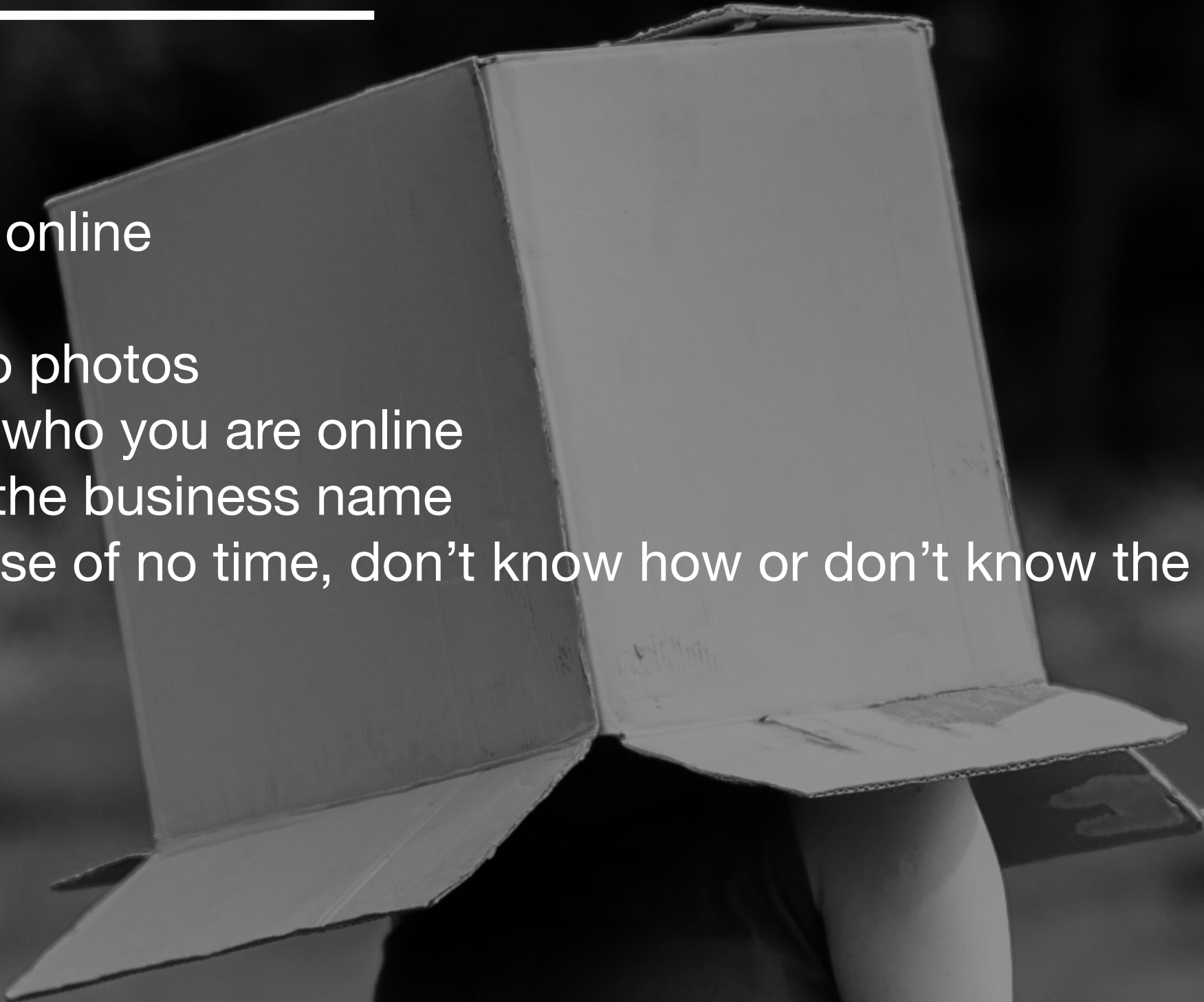
Join our **Video for
Business Leaders
Community**

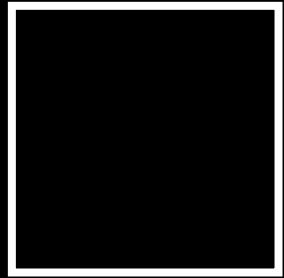


The Visibility Scale™

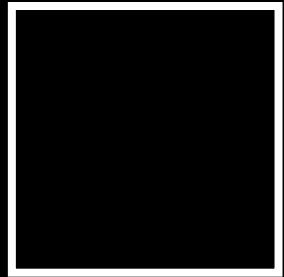
Invisible

- Hardly posting online
- No videos
- Not many or no photos
- No one knows who you are online
- Hiding behind the business name
- Using the excuse of no time, don't know how or don't know the Tech

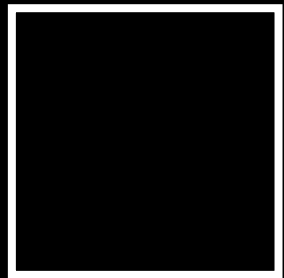




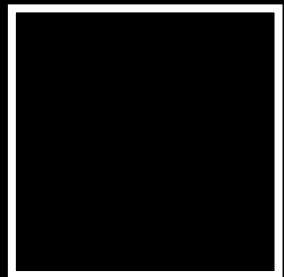
Social Media Plan



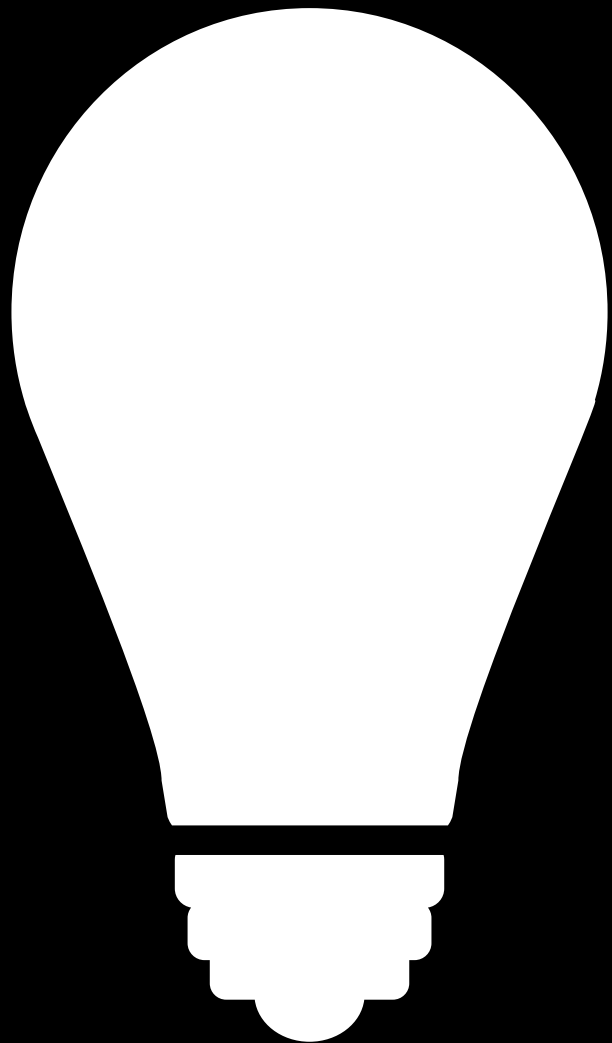
Clear brand message



Simple Funnel
Building Leads



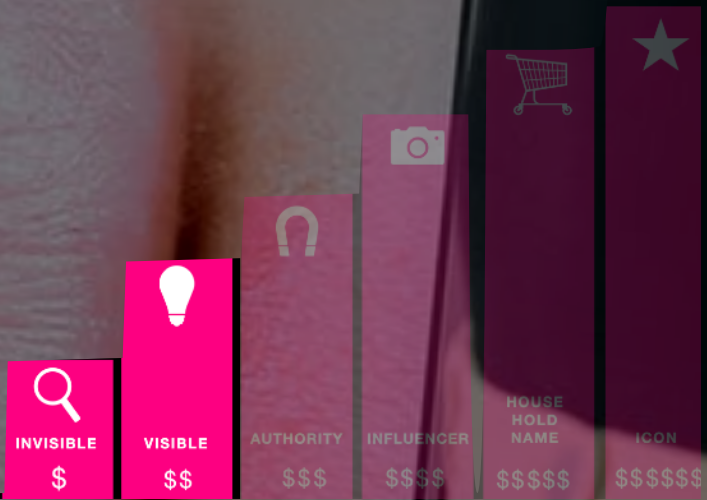
Working on new
Self Image Script

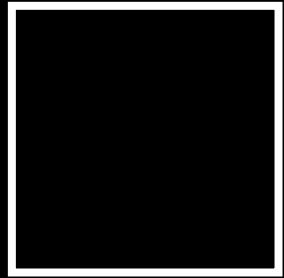


The Visibility Scale™

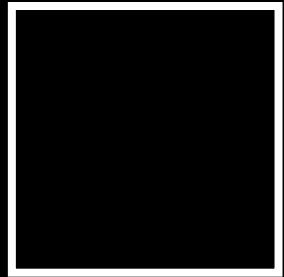
Visible

- Posting regularly
- Starting to share your story
- You know your products / services
- Simple Lead Generation set up
- A growing client list

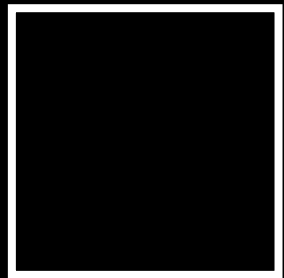




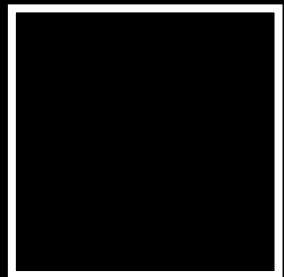
Lead generation



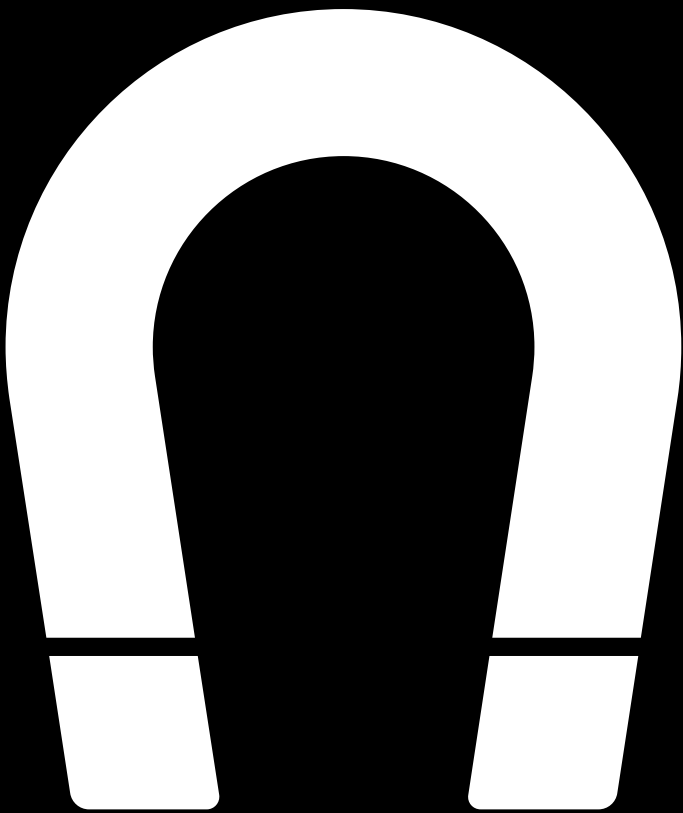
Social Media Plan
Growth Plan



Scaling the business



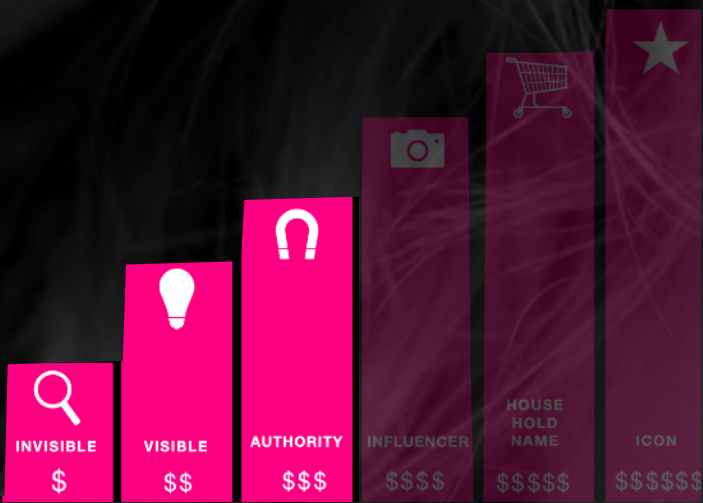
Videos - Share stories

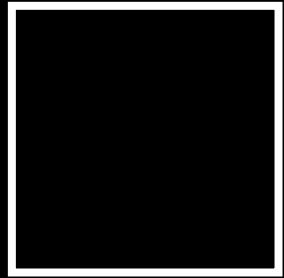


The Visibility Scale™

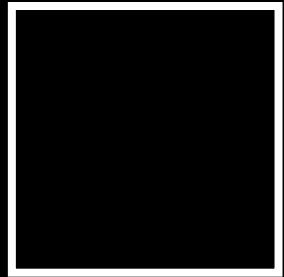
Authority

- Posting regularly
- Share your story on video
- Lead Generation on auto
- Sales team / VA's
- Clear on your message
- May have a book (Bestselling author)
- Keynote speaker / Events
- 10+ years experience
- Clear look and style to your video content
- Work with an image consultant

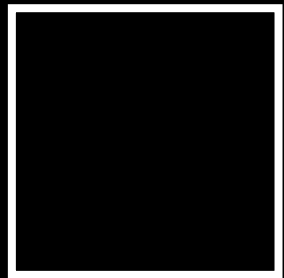




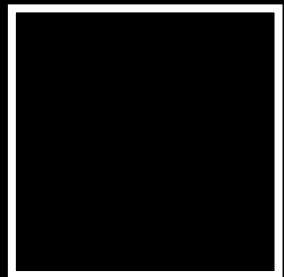
Growing database



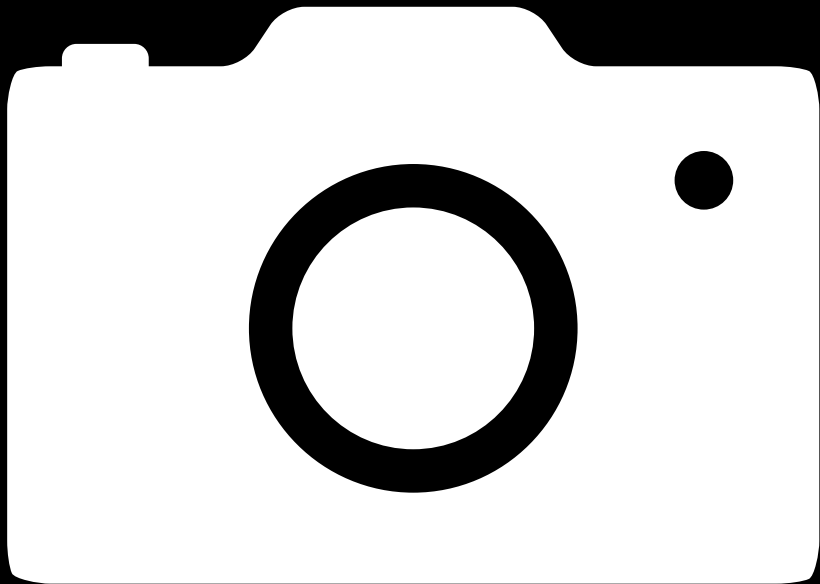
Take a stand for something



Show leadership on social media



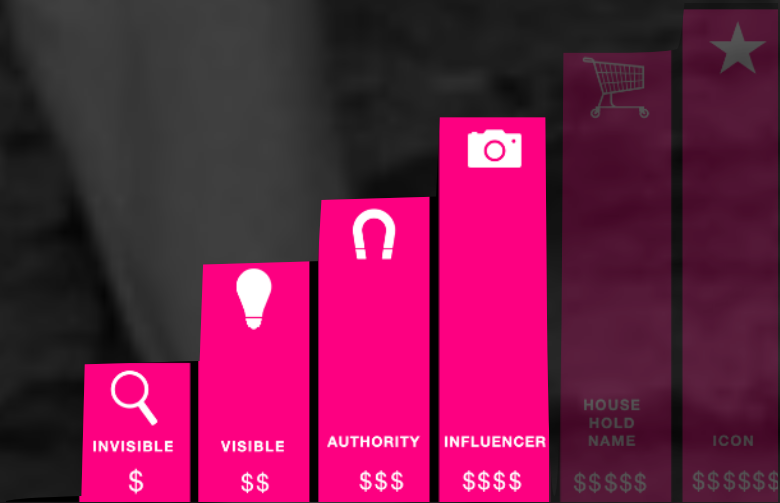
Master one social media channel first

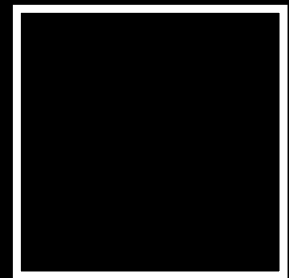


The Visibility Scale™

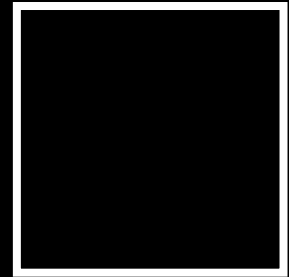
Influencer

- Posting daily / weekly
- Large numbers on social media & database
- Very comfortable on camera
- Create trust and leadership with your presence
- You have a personal brand
- You are influential outside of your network
- You have clout
- People approach you to market their products
- People follow your advice and leadership
- Multiple streams of income

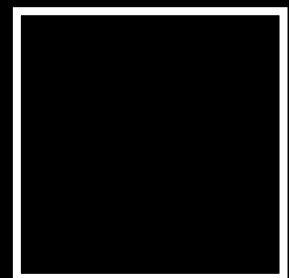




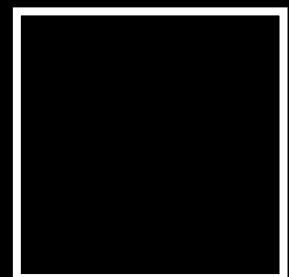
Global teams



In demand



TV, Print and PR



Speaking, sharing
on socials



The Visibility Scale™

Household Name

High percentage of people know this person / product

They own their space

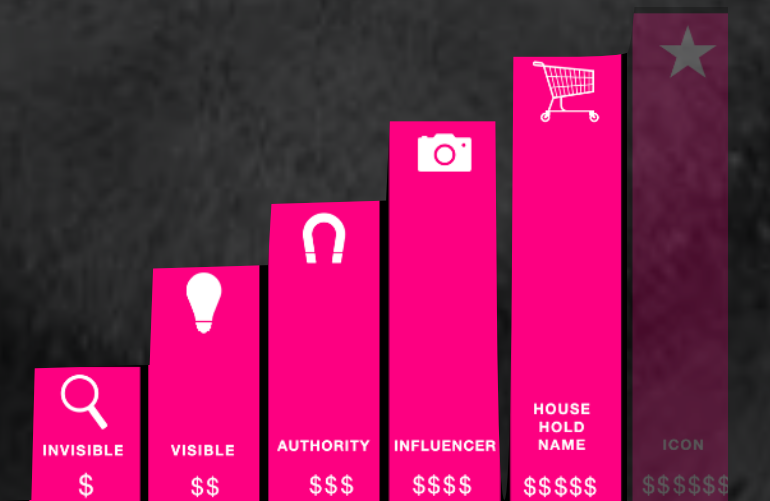
Their marketing is everywhere

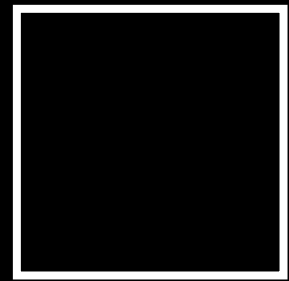
They have usually been around a long time

PR everywhere

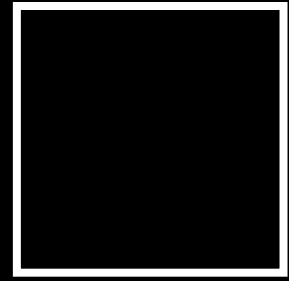
They have a global team

Clever video marketing strategy

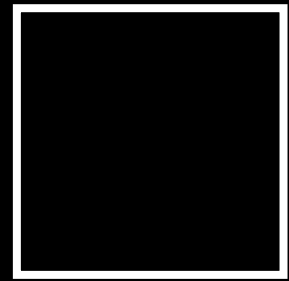




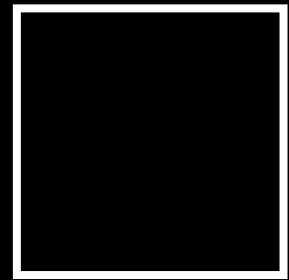
Has a documentary



Keynote speaking



**People share your
content everywhere**



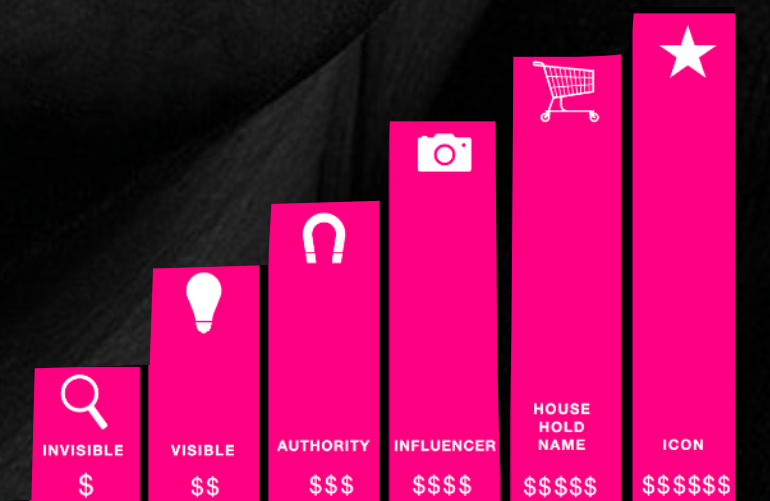
**Multiple Streams
of income**



The Visibility Scale™

Icon

Have the X Factor
Don't follow the trends
Create their own path
They define an industry
Top 1%
PR is easy and everywhere
Totally confident with media, events, video
Multiple social channels and appearances
Multiple streams of income
They take a stand for something
Not scared to show up and talk about hard subjects
Often have a documentary





Make A Decision

Where are you now? Do you have what it takes to get to “**ICON**” status? If you are invisible now it’s time to make a decision and go for what you really want.

Wherever you are in the scale, we will help you fast track. With 30 years of video marketing experience, we know exactly what works in your space and what will help you to get where you want to be. Your life will never be the same again!

[Start The Conversation](#)



girl director