

# 7 Days to Get Your Business Seen

## *Without Paying for Ads*

Small daily actions to help the right people understand your business, connect with you and take the next step.

### **Build visibility you can keep working on**

This workbook takes you through seven practical actions: clarify your bio, introduce yourself, share a useful tip, join conversations, tell your story, reconnect and make a clear invitation. Each action builds on the one before it.

Set aside 10–15 minutes for the core task each day. Read the teaching pages in advance if you can. The examples, AI prompts and extra exercises are there when you want more help; you do not need to use every one.

By the end, you will have clearer messaging, three useful post drafts, a small set of meaningful conversations and a plan for what to repeat.

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*Founder of the Women's Business Community*

## How to use this workbook

Being seen is useful when the people seeing you are a good fit for what you offer. This week is about helping those people recognise a need, understand your offer and feel comfortable taking a next step with you.

### A simple approach for the week

- Choose one main social platform where you can already reach or interact with potential customers. You can adapt the work to other platforms later.
- Choose one offer to talk about. Switching between several unrelated offers makes it harder to notice what is working.
- Complete the daily core task first. If your time runs out, stop there and return to the optional work later.
- Use the writing spaces in Word or print the workbook. Replace the example wording with your own details before publishing.

### What progress can look like

A profile visit, a relevant reply, a question about your service or a useful introduction can all be signs of progress. Likes alone cannot tell you whether someone is likely to become a customer. This week is a starting point, not a promise of sales or a particular reach figure.

### Using AI without losing your voice

The prompts work as starting instructions for a text or image AI tool. Replace every bracketed detail. Give real examples of how you speak, ask the tool to use only the facts you supply and read every draft before using it. Never publish invented testimonials, qualifications, results or customer stories.

Keep private customer details out of prompts. Use an anonymous description when asking for help. AI is optional; every exercise can be completed without it.

### Your core daily routine

Read the goal. Choose one small action. Publish or make the update. Record what you did. Return to replies when you are next online, so a new conversation has somewhere to go.

## BEFORE DAY 1

# Choose who you want to reach

A broad message such as “I help everyone feel better” leaves people guessing. Start with a recognisable person, a real situation and an offer you can explain in everyday language. You can adjust this as you learn from conversations.

## Make the message specific

**Service example:** “I help busy local business owners keep their bookkeeping organised with monthly bookkeeping support.” This names the customer, the job and the service without promising a financial result.

**Product example:** “I create personalised gift boxes for people celebrating birthdays from a distance.” This describes a buying situation, rather than only listing what is inside the box.

**The person I want to reach is**

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**The problem or buying situation they recognise is**

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**The offer I will focus on this week is**

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**The next step I want an interested person to take is**

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## Capture your starting point

Record the figures you can easily access. Use “not available” if a platform does not show a metric. You will compare the same measures at the end, without treating a small change as proof of cause.

Date: \_\_\_\_\_ Profile visits: \_\_\_\_\_ Relevant enquiries: \_\_\_\_\_

Main platform: \_\_\_\_\_ Current follower count: \_\_\_\_\_

## Make your bio clearer

Help a new visitor understand who you help, what you offer and what to do next.

### Why this matters

A person who discovers a post may visit your profile before replying. If your bio is vague, they have to work out whether your business is relevant. A clear bio gives that visit a useful direction.

### Build your bio in three parts

Name your audience or buying situation. Describe your offer and its practical benefit. Finish with one next step, such as viewing your range or asking about availability. Include a location if it affects who can buy from you.

### Choose clarity over clever wording

“Making dreams happen” sounds positive but does not explain what you sell. Use words your customers use in enquiries. Include a genuine qualification or useful detail only when it helps them decide. Never add a claim simply because an AI draft suggests it.

### See how it could sound

**Service business:** Before: “Passionate about helping you thrive.”

After: “Monthly bookkeeping for busy small business owners in Cape Town. Keep your records organised. Enquire about monthly support below.”

**Product business:** Before: “Beautiful gifts for every occasion.”

After: “Personalised birthday gift boxes delivered in [your delivery area]. Thoughtful gifting when you can’t be there. View the current collection below.”

The examples are starting points. Use your own facts, service area and wording before publishing.

## Your day 1 action plan

### Your 10–15 minute core task

- Minutes 1–3: Read your profile as someone who has never met you. Can you identify the offer without scrolling through posts?
- Minutes 4–9: Draft a short bio using the formula below. Keep the wording within your platform's displayed limit.
- Minutes 10–15: Update it, open the link and check the profile on a phone. Make sure the destination matches your invitation.

**Writing formula:** I help [specific people] with [specific need] through [offer]. [One clear next step].

#### My bio draft

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#### My destination link and the action it supports

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### Optional AI writing prompt

*Help me write three clear social media bios. My audience is [audience], my offer is [offer], my practical benefit is [benefit] and my location or delivery area is [area]. The next step is [action]. Use a warm, direct tone and only these facts. Avoid hype and invented results. Keep each version within [character limit]. Flag any missing information rather than filling it in.*

**Done when:** Someone unfamiliar with my business can identify my offer, and my next-step link works.

**If you have more time:** Ask someone who does not know your offer well to read the bio and tell you what they think you sell. If their answer is different from your intention, simplify the wording.

# Introduce your business

Write a short introduction that makes it easy for someone to recognise a connection.

## Give people a reason to respond

An introduction is the start of a conversation. A long list of every service you offer can overwhelm someone who is only just getting to know you. Choose the offer you selected before Day 1.

## Use four useful ingredients

Share your name, who you work with, the problem you help with and one question related to that situation. Make the question easy to answer from personal experience. Avoid asking people to share sensitive information publicly.

## Match the space you are posting in

Read a group's rules before introducing your business. Some spaces welcome introductions only in a specific thread; others do not allow promotions or links. Tailor the post to the discussion and do not copy it into several unrelated groups.

## See how it could sound

**Service business:** "Hi, I'm Nandi. I offer monthly bookkeeping for small business owners who want their records organised without spending their evenings on paperwork. I'm based in Durban and work with [actual service area]. Which part of your monthly admin tends to get left until last?"

**Product business:** "Hi, I'm Lerato, the woman behind [business]. I make personalised birthday gift boxes for people who want to celebrate someone from a distance. I love helping customers choose thoughtful details. What makes a gift feel personal to you?"

The examples are starting points. Use your own facts, service area and wording before publishing.

## Your day 2 action plan

### Your 10–15 minute core task

- Minutes 1–3: Pick one suitable place to introduce yourself: your profile or a group thread where it is allowed.
- Minutes 4–10: Write 60–100 words using the formula below. Remove anything that does not help a new reader understand you.
- Minutes 11–15: Publish and record where you posted. Reply to comments when you are next online.

**Writing formula:** Hi, I'm [name]. I help [people] with [need] through [offer]. [One relevant personal detail]. [Easy question].

### My introduction draft

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### Where I will post and when I will check replies

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### Optional AI writing prompt

*Draft a 60–100 word business introduction using these facts: [name, audience, offer, location if relevant, one genuine personal detail]. This will appear in [place and group rules]. Make it friendly and easy to understand. End with one relevant question that people can answer comfortably. Avoid a hard sell, exaggerated claims and invented background. Give me two versions.*

**Done when:** I published one introduction in an appropriate place and included a relevant conversation starter.

**If you have more time:** Save a shorter version for future networking introductions. Adapt it for each setting rather than repeating the exact same message everywhere.

## Share one useful tip

Create a helpful post that solves a small, real problem for your potential customer.

### Start with a question you already hear

Useful content helps someone make a decision or complete a small task. Think about a question people ask before buying, a common mistake you can explain or a way to prepare for your service.

### Teach one thing well

Use a clear opening, two or three practical steps and a relevant next step. A narrow topic is easier to act on than a post promising to explain everything. Keep specialist claims within your knowledge and verify any facts before publishing.

### Make the tip useful on its own

Readers should learn something even if they do not buy. If the next step is your free resource, explain how it builds on the tip. Choose one invitation so the reader does not have to decide between several different actions.

### See how it could sound

**Service business:** “Receipts scattered across your phone? Try this weekly routine: 1. Create one folder for business receipt photos. 2. Save each receipt as soon as you receive it. 3. Set a weekly reminder to send them to your bookkeeper or file them in your system. Which part of keeping receipts organised slows you down?”

**Product business:** “Choosing a birthday gift from far away? Start with three details: something they enjoy, how they like to spend their free time and the date the gift needs to arrive. Check delivery timing before ordering. Save these questions for the next birthday on your calendar.”

The examples are starting points. Use your own facts, service area and wording before publishing.

## Your day 3 action plan

### Your 10–15 minute core task

- Minutes 1–3: Choose one question from a real enquiry or conversation.
- Minutes 4–10: Write a short answer with steps a beginner can follow.
- Minutes 11–15: Publish as a text post or add an existing relevant photo. A new graphic is optional.

**Writing formula:** If you struggle with [specific problem], try [small action]. Here is how: [steps]. [One next step].

### The customer question I will answer

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### My helpful post and its next step

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### Optional AI writing prompt

*My audience is [audience] and they often ask [question]. My answer, based on my own knowledge, is [facts and steps]. Turn this into a short educational post with a clear opening, three manageable steps and one invitation to [action]. Use plain language and my tone: [sample]. Do not invent facts, statistics or outcomes. List anything I should verify.*

**Done when:** My post teaches one clear action and contains only claims I can support.

**If you have more time:** Ask AI to suggest three visual concepts for this tip. Choose the simplest. The bonus image page later in this workbook shows how to turn a concept into a usable image prompt.

## Join meaningful conversations

Leave five thoughtful comments where relevant people are already talking.

### Choose relevance before volume

Comments can help people get to know how you think, but the aim is a real exchange. Look for relevant discussions among potential customers, local networks, complementary businesses or communities you already participate in.

### Add something useful

A good comment responds to a detail in the post. You can share a small practical suggestion, offer a genuine observation or ask a thoughtful follow-up question. You do not need to turn every comment into a pitch.

### Respect the conversation

Avoid dropping your link, inviting everyone to message you or steering someone else's customer enquiry towards your own offer. If someone asks for your service, explain it briefly and follow the space's rules. A public comment is not permission to send marketing messages.

### See how it could sound

**A useful service comment:** Post: "I keep leaving my admin until the end of the month."

Comment: "The catch-up can feel like a big task. One small habit to try is saving receipt photos into a single folder during the week. Is collecting the documents or finding time to file them the harder part for you?"

**A useful product comment:** Post: "I'm trying to send my sister something thoughtful for her birthday."

Comment: "A detail linked to a shared memory can make a gift feel personal. Is she someone who enjoys experiences, keepsakes or practical treats?"

The examples are starting points. Use your own facts, service area and wording before publishing.

## Your day 4 action plan

### Your 10–15 minute core task

- Minutes 1–3: Find five relevant posts you can respond to sincerely. Read the post and existing replies first.
- Minutes 4–12: Write a specific comment on each. Add value without pasting the same response repeatedly.
- Minutes 13–15: Note where you commented and return later if someone replies.

**Writing formula:** Refer to [specific detail]. Add [useful thought or relevant experience]. Ask [a natural question, if helpful].

### The people or spaces where I will look for conversations

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### One comment draft based on a real post

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### Optional AI writing prompt

*Help me improve a comment I have written. Here is a public post with names and personal details removed: [post]. My genuine response is [draft]. Make my wording clearer while keeping my meaning. Do not add a pitch, link, invented experience or a question unless it helps the discussion. Give me two options to adapt myself.*

**Done when:** I left five relevant comments, respected the rules and recorded any conversations to revisit.

**If you have more time:** Notice which discussions you enjoy contributing to. Those spaces may be worth returning to regularly, even when they do not produce an immediate enquiry.

# Tell the story behind your business

Help people understand why your business exists and how that shapes what you offer.

## Choose one moment or motivation

You do not need a dramatic life story. A useful story might explain a problem you noticed, a repeated customer request or a practical frustration that led you to create an offer. Share only what you are comfortable making public.

## Connect your story to the customer

The reader needs to understand what your motivation means for them. If you care about making admin easier, explain how you organise your service. If thoughtful gifts matter to you, explain the choices you help customers make.

## Keep the story grounded

Use real details and avoid turning a difficult experience into a guaranteed success claim. Get permission before naming a customer or sharing their words. A genuine photograph of you or your process can support the story without needing a polished photoshoot.

## See how it could sound

**Service story framework:** “I started [business] after noticing [real situation]. The part that stayed with me was [specific detail]. It shaped how I now offer [service feature]. For my customers, that means [practical benefit]. What would make [relevant task] easier for you?”

**Product story framework:** “The idea for [business] began with [real moment]. I wanted to make [buying situation] feel [quality]. That is why I now [actual product or process choice]. If you were choosing a gift for someone far away, what would you want them to feel?”

The examples are starting points. Use your own facts, service area and wording before publishing.

## Your day 5 action plan

### Your 10–15 minute core task

- Minutes 1–3: Choose one true moment or motivation.
- Minutes 4–10: Write 100–150 words connecting it to one part of your offer.
- Minutes 11–15: Publish with an existing photo, or use text alone. Remove details you would rather keep private.

**Writing formula:** I noticed [situation]. It mattered because [reason]. I created or changed [offer]. This helps my customers by [practical benefit].

### The real moment or motivation I want to share

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### My story draft

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### Optional AI writing prompt

*Help me shape a 100–150 word business story. These are the true details: [moment, motivation, offer and customer benefit]. Keep the tone warm and conversational. Connect the story to the reader without making it a hard sell. Do not invent dialogue, personal experiences or results. If a detail is missing, ask me. End with one relevant question.*

**Done when:** My story is truthful, comfortable for me to share and connected to a benefit my business offers.

**If you have more time:** Choose a behind-the-scenes photo and add a short description for people using screen readers. Do not use an AI-generated photo as evidence of a real customer, result or event.

## Reconnect with someone you know

Send a considerate, personal message to one relevant existing contact.

### Start with context

A previous conversation gives you a reason to reconnect. Think of someone who asked a question, a past customer who welcomed contact or a professional connection you have not spoken to recently. Choose someone who has not asked you to stop contacting them.

### Make the message relevant to them

Refer to the earlier conversation and ask a natural question. Share a useful resource only when it fits their expressed interest. If you want to send it, offer first instead of adding a large attachment or a sales link without context.

### Keep the next step comfortable

Do not assume silence means interest. One thoughtful message is enough for today. If they decline, accept it. An existing connection or a reply does not automatically mean they want to join your marketing email list; invite them to subscribe themselves if relevant.

### See how it could sound

**Following up on a previous question:** “Hi [name], we chatted about [specific topic] at [context]. I remembered you were working on [goal] and wanted to ask how it’s going. I’ve put together [relevant resource]. Would it be useful if I sent you the link?”

**Checking in with a past customer:** “Hi [name], I hope you’re well. I was thinking about the [item/service] you chose for [occasion or need]. How did it work out for you? I’d love to hear when you have a moment.” Only use this if the context is real and contact is welcome.

The examples are starting points. Use your own facts, service area and wording before publishing.

## Your day 6 action plan

### Your 10–15 minute core task

- Minutes 1–3: Choose one person and recall your last conversation.
- Minutes 4–9: Draft a short message that clearly explains why you are reaching out.
- Minutes 10–15: Send it through an appropriate channel and note the date. Let them decide whether to continue.

**Writing formula:** Hi [name]. We spoke about [context]. [Relevant reason for reconnecting]. [One low-pressure question].

### Who I will reconnect with and why it is relevant

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### My personal message

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### Optional AI writing prompt

*Help me draft a short reconnection message. Use an anonymous contact description: [relationship and prior conversation]. My genuine reason for contacting them is [reason]. I want to ask [question]. Keep it personal, respectful and low pressure. Do not imply we are closer than we are, add urgency or treat them as subscribed to marketing.*

**Done when:** I sent one relevant personal message and recorded any agreed next step without adding pressure.

**If you have more time:** If someone expresses interest, ask what would help them next. Offer the appropriate next step rather than sending every link and offer you have.

## Make one clear invitation

Tell interested people exactly how to take a useful next step with your business.

### Match the invitation to their readiness

Someone discovering you for the first time may prefer a useful free resource. Someone already asking about prices may need your service details or booking link. Choose one action that fits the post and your business goal.

### Explain what happens after the click

“Click here” gives little context. “Enter your email to receive the checklist” or “View the available gift boxes” helps someone decide. If the invitation leads to a paid offer, make that clear. Use deadlines or limited availability only when they are real.

### Check the journey yourself

Open the destination on a phone. Test the form or enquiry route with an address you control. Confirm the next page and any delivery email say what you promised. A strong invitation cannot fix a broken link or a confusing destination.

### See how it could sound

**Free resource invitation:** “Not sure where to start with [problem]? My free [resource name] helps you [specific task]. Enter your email at [link] and I’ll send it to your inbox. You can also choose whether to receive future tips.” Use this wording only if it matches your actual signup settings.

**Service or product invitation:** Service: “Want to see what monthly support includes? View my packages at [link], then enquire if you would like to discuss the right fit.”

Product: “Choosing a birthday gift? Browse the current boxes and delivery details at [link].”

The examples are starting points. Use your own facts, service area and wording before publishing.

## Your day 7 action plan

### Your 10–15 minute core task

- Minutes 1–3: Choose one destination and the action you want readers to take.
- Minutes 4–9: Write an invitation that names the benefit and explains the next step.
- Minutes 10–15: Test the route, fix any issues and publish.

**Writing formula:** Want help with [specific need]? [Offer or resource] helps you [task]. [One action] to [what happens next].

### My invitation and destination link

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### What a visitor should experience after taking action

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### Optional AI writing prompt

*Write three clear calls to action for [offer or free resource]. My audience is [audience], the relevant benefit is [benefit] and the next step is [action and destination]. After they click, [actual process]. Keep the invitation friendly and specific. Do not add scarcity, guarantees, discounts or deadlines unless I supply them.*

**Done when:** I published one clear invitation and tested the full route a visitor will follow.

**If you have more time:** Ask someone to follow the link and explain what they expect to happen. If their expectation differs from the actual process, make the wording clearer.

## Create visuals that support your message

An image should make your message easier to understand. You can complete this whole week with text posts and existing photographs. Use AI images when you need an illustration or mood image, and real photos when the viewer needs to see your actual product, work or business.

### Choose the right visual

- For a helpful tip, use a simple graphic with one clear idea and large readable text added in your design editor.
- For your business story, choose a genuine portrait or behind-the-scenes photo when you have one.
- For a product invitation, show the actual product. AI can misrepresent colours, packaging, size and details.

### A useful image prompt structure

Describe the subject, setting, style, colours and composition. Specify the shape you need and leave empty space for a heading. Add your final words and logo afterwards so you can check spelling and readability.

### Prompt for a helpful tip background

*Create a clean square editorial illustration for a post about organising business receipts. Show a tidy desk with a notebook, plain folders and a phone with no readable screen content. Use soft cream, warm pink and black accents, natural light and a calm practical mood. Leave the upper third uncluttered for a heading I will add later. No text, logos, watermarks or recognisable brands.*

### Prompt for an organic visibility graphic

*Create a portrait illustration for a women in business post about building visibility through conversation. Show two adult women entrepreneurs having a relaxed conversation in a bright workspace. Use a warm contemporary illustration style, cream and pink accents, clear shapes and generous empty space at the top. No text, logos, testimonials or implication of a real event. Compose for a 4 to 5 width to height ratio.*

### Check before posting

Make sure the image supports the tip, looks clear on a phone and does not imply proof of a real result or customer experience. Use assets you have permission to use. Check people, hands and objects for obvious errors. Add a brief image description where the platform allows it. Avoid generated text; add important wording yourself.

## REVIEW

# Notice what changed this week

Review the actions you completed before judging the numbers. Organic visibility usually needs repeated effort. A quiet week can still show you where your wording or invitation needs work.

## Your seven day action tracker

| Day | Action completed                | D |
|-----|---------------------------------|---|
| 1   | Updated bio and checked link    |   |
| 2   | Published introduction          |   |
| 3   | Shared one useful tip           |   |
| 4   | Left five thoughtful comments   |   |
| 5   | Shared business story           |   |
| 6   | Sent one reconnection message   |   |
| 7   | Published and tested invitation |   |

## Record useful signals

Week ending: \_\_\_\_\_ Profile visits: \_\_\_\_\_ Relevant enquiries: \_\_\_\_\_  
New conversations: \_\_\_\_\_ Resource signups or other chosen action: \_\_\_\_\_

Compare with your starting point where the same figures are available. Ask new enquiries how they found you when appropriate. A change over seven days does not establish which action caused it.

## Which action led to a useful conversation or question

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## What will I repeat or change next week

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## KEEP GOING

# Build a routine you can repeat

You now have the beginnings of a clear profile, useful content and a way to invite people closer. The next step is to make those actions part of a realistic routine rather than starting from a blank page every week.

## Plan a manageable next week

- Choose one customer question and answer it in a useful post.
- Share one genuine story, process detail or offer explanation.
- Set aside two short sessions to join relevant conversations and respond to replies.
- Make one clear invitation and check that its link still works.
- Review what people asked you. Use their questions to plan the following week.

## My next helpful post will answer

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## The two times I will make space for conversations are

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## My next invitation will be

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## Grow alongside other women in business

Putting ideas into practice can feel easier when you have somewhere to ask questions, share progress and connect with people who understand the work of building a business.

The Women's Business Community on Skool is a supportive space for women growing their businesses organically. Come and explore the community, connect with other business owners and see whether the membership is the right fit for you.

[Explore the Women's Business Community membership plans](#)

Membership options and current pricing are shown on the plans page. Joining the community is optional; you can keep using every action in this workbook on your own.

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