



THE OPPORTUNITY FINDER MASTER CHECKLIST

Your Roadmap to Visibility Success 🚀

This checklist is your quick-start action plan—designed to help you stay focused, organized, and moving forward. Use it to track each key step of your visibility strategy, from clarifying your goals to making real connections and landing new opportunities.

Pin it, print it, or save it digitally—and revisit often to keep your momentum strong!

STEP 1: CLARIFY YOUR VISIBILITY GOALS + EXPERTISE

- ☐ Define your BIG visibility goal for the next 12 months
- ☐ Identify your unique value + perspective
- ☐ Pinpoint industries/niches you want to connect with
- ☐ Decide your geographic focus (local, national, global)

STEP 2: CRAFT CLEAR MESSAGING

- ☐ Write your professional bio
- ☐ Create an elevator pitch
- ☐ Draft key talking points for outreach + AI prompts

STEP 3: BUILD YOUR OPPORTUNITY LIST

- ☐ Identify 3-5 types of visibility opportunities to pursue
- ☐ Use AI to search for aligned podcasts, conferences, collaborations, etc.
- ☐ Log standout opportunities + note key contacts

STEP 4: SET YOUR SOCIAL SEARCH STRATEGY

- ☐ Choose 1-2 focus platforms
- ☐ Follow 5 hashtags, 5 groups, 5 key brands/creators
- ☐ Commit to weekly engagement: comment, share + connect
- ☐ Add alerts/notifications for keywords + hashtags

STEP 5: CREATE YOUR OUTREACH SYSTEM

- ☐ Draft personalized outreach templates for DMs, emails, LinkedIn
- ☐ Prepare your Speaker Sheet or Media Kit (Browse Canva templates!)
- ☐ Add 3-5 outreach tasks to your calendar (with reminders!)
- ☐ Schedule follow-up reminders 7-10 days after each pitch

STEP 6: KEEP CONNECTIONS WARM

- ☐ Follow key contacts on socials
- ☐ Engage with their content monthly
- ☐ Set quarterly check-in's for top relationships
- ☐ Track your convos + next steps - use your calendar reminders!

STEP 7: STAY CONSISTENT + REVIEW PROGRESS

- ☐ Schedule a monthly visibility review: What worked? What needs adjusting?
- ☐ Celebrate every visibility win - big or small!

🌟 You're Ready. Remember: Visibility grows with consistent, intentional action. Keep this checklist handy, trust your strategy, and know that the connections + opportunities you're building today will open the doors of tomorrow.