



I AM JOSHLOVETT
CONSULTING LLC



7 VISIBILITY MISTAKES

Costing Your Brand Attention, Clients,
and Growth

MEDIA | STRATEGY | GROWTH

MISTAKE #1

Assuming They Know

You know what you do, but your audience doesn't. If they land on your page, they should instantly understand:

- ✓ Who you help
- ✓ What problem you solve
- ✓ Why they should trust you

SOLUTION

Create a message that explains your value in one sentence across all marketing.

MISTAKE #2

Story Isn't Being Told

People connect with stories before services. They want to know your "Why" and your impact.



SOLUTION

Use professional video and interviews to show the human side of your brand.

MISTAKE #3

Inconsistent Content

Posting once every few weeks isn't a strategy. Your audience needs reminders.

📺 Behind-the-scenes

★ Customer stories

💡 Educational tips

SOLUTION

Create content consistently. It doesn't have to be perfect—it just has to be present.

MISTAKE #4

Missing Social Proof

People trust people. Showcase your happy clients and successful events.

SOLUTION

-  Record video reviews
-  Document your wins
-  Take photos of your work

Show them. Don't make them guess.

MISTAKE #5

Idle Website

Websites should generate leads, not just look nice. Every page needs a clear path.

The Next Step:

- Schedule a consultation
- Request a quote
- Download a guide

SOLUTION

Ensure every page answers: "What do you want visitors to do next?"

MISTAKE #6

Ignoring Modern Tools

Leverage tools once only available to large companies.



SOLUTION

Use AI avatars, Podcasting, and cinematic storytelling to stay relevant.

MISTAKE #7

Waiting to be Found

Visibility is rarely accidental. It is built through consistent, intentional action.

-  Build partnerships
-  Network intentionally
-  Create content

STOP WAITING. START CREATING.