



THE KINGDOM WOMEN ENTREPRENEURS VISIBILITY ROADMAP

From Hidden to Heard.
A God-honouring path to influence and impact

ARISE,
SHINE AND
BE SEEN

for God's glory

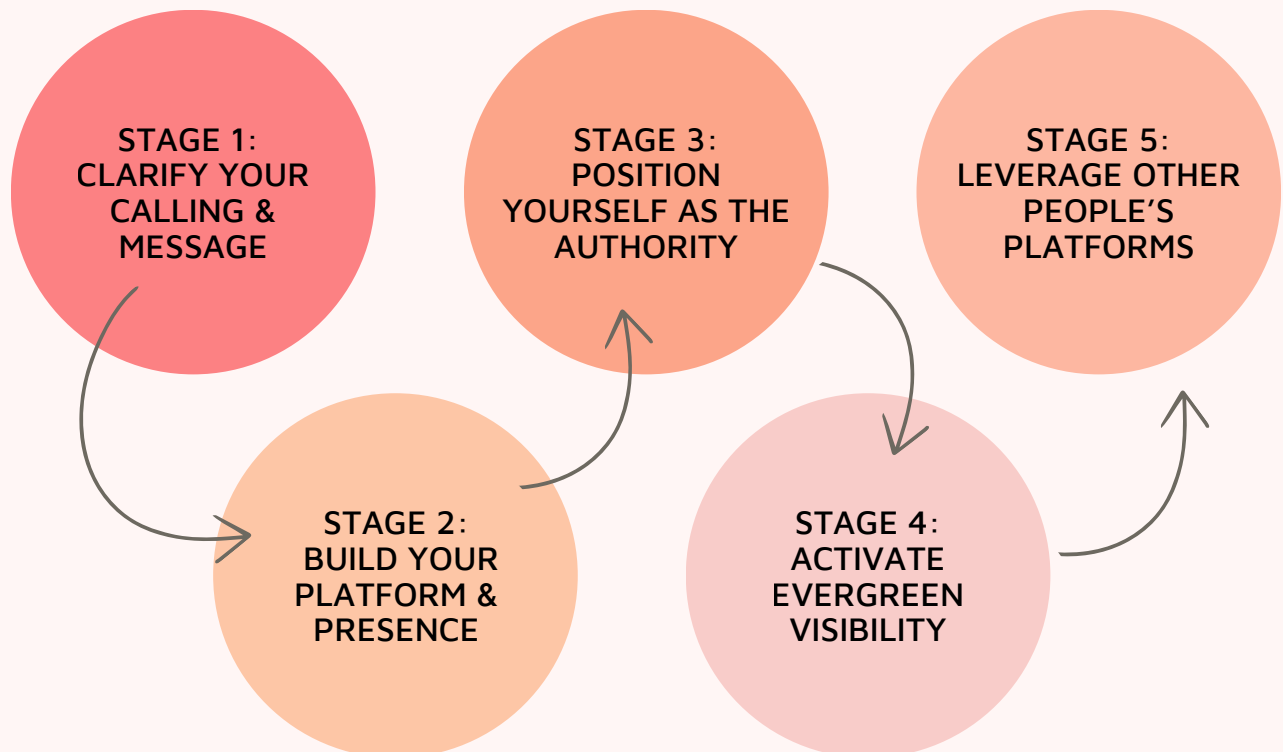
KINGDOM WOMEN ENTREPRENEURS™



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01

CLARIFY YOUR CALLING & MESSAGE

Before you're visible, you must be clear.
Visibility without clarity leads to confusion,
not connection.

Key Tips:

Define your God-given niche

Who are you truly called to serve in this season? Go beyond demographics; clarify their struggle and desire.

Craft a “conviction-driven” message

What's the deeper “why” behind your work? Anchor your message in Kingdom values and transformation.

Own your story

Identify your unique journey and how it positions you to speak with authority and empathy.



02

BUILD YOUR PLATFORM & PRESENCE

You don't need to be everywhere - just deeply present where it matters most.

Key Tips:

Choose one primary platform

Whether it's podcasting, Instagram, LinkedIn, or YouTube, build consistent visibility in one core space.

Create signature content pillars

Share value consistently around 3–5 key themes that point to your expertise and mission.

Optimize your bio and brand visuals

Make sure your online presence reflects credibility, consistency, and Kingdom alignment.

BONUS tip: Create your OWN platform: a podcast!



03

POSITION YOURSELF AS THE AUTHORITY

God is not calling you to blend in. You've been set apart to lead with truth and purpose.

Key Tips:

Pitch with purpose

Reach out to aligned podcasts, magazines, or summits with a clear message and a heart of service.

Develop your “Signature Topics” list

Create 3–5 talk themes or angles you're known for, rooted in both faith and your expertise.

Gather social proof + media features

Begin collecting testimonials, media logos, and examples of your work to showcase on your site and sales pages.



04

ACTIVATE EVERGREEN VISIBILITY

Visibility isn't a one-time event — it's a stewardship of your voice over time.

Key Tips:

Repurpose your content wisely

Turn podcast interviews, videos, and posts into multiple formats (graphics, reels, blog posts, quotes).

Automate what honours your time

Use tools to schedule and recycle content while freeing your focus for high-touch impact.

Point to a purposeful offer

Visibility should lead somewhere - consistently direct people to a free gift, masterclass, or offer that transforms lives.



05

LEVERAGE OTHER PEOPLE'S PLATFORMS

There are stages, spotlights, and audiences already built and your voice belongs in the room.

Key Tips:

Create a Media Pitch Toolkit

Prepare a compelling speaker bio, headshots, signature topics, and a ready-to-send pitch email.

Seek out aligned platforms

Focus on Christian and values-aligned podcasts, magazines, events, and influencer collabs where your message naturally fits.

Maximize every feature

Promote your appearance, tag the host/publication, repurpose the content, and share the link in your funnel, emails, and social bios.





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