



10 Signs You're Ready to Be Seen Be Heard Be Remembered

**Visibility isn't just a marketing strategy.
It's a turning point.**

There comes a stage in your growth when staying behind the scenes no longer feels aligned with who you've become. You've built expertise, delivered results, and earned the right to be taken seriously in your field. The next level is not about learning *more*. It's about letting the world *see* what you already bring to the table.

Publicity is not about ego or self-promotion. It's about *positioning*. When people can easily understand what you do, trust your credibility, and connect with your story, opportunities begin coming *to* you instead of you chasing them. Being seen leads to being sought after.

This quick self-check is designed to help you recognize whether you're media-ready right now. These ten statements reflect qualities producers, hosts, and decision-makers look for when elevating a voice to a bigger audience. If you find yourself nodding "yes," it means you're no longer preparing . . . you're ready.

You don't need to be perfect. You just need to be visible, memorable, and positioned as someone worth interviewing. Because when you become *findable*, you also become *inevitable*.

The world doesn't reward the *best-kept* experts. It rewards the *best-positioned* ones. Your message can't change lives if people can't hear it. This is your time to be seen, be heard, and be remembered. Not someday, but now.

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The Trust Economy: How to Win Hearts, Keep Customers, and Grow Without Chasing Leads

To explore how you can enhance your Influence, Credibility, and Exposure,
schedule a call at TalkAboutPublicity.com

- ☐ **I Can Describe What I Do in One Sentence**
Clarity creates curiosity. Reporters, producers, and audiences need to instantly grasp your focus and value.
- ☐ **I Have a Short, Professional Bio and Quality Photos**
Media teams love people who make their job easy. A clean headshot and 100-word bio position you as interview-ready.
- ☐ **I Have at Least Three Compelling Client or Success Stories**
Stories prove results. They turn abstract claims into tangible evidence the media can quote.
- ☐ **I Know What Makes Me Newsworthy**
Your message isn't just about you. It's about how your insight benefits the public. Identify the hook that connects your expertise to today's conversations.
- ☐ **I Know My Ideal Audience**
Different outlets speak to different tribes. Understanding who listens, watches, or reads ensures your message lands where it matters.
- ☐ **My Online Presence Matches My Message**
Your website and social channels should reflect who you are today. Consistency builds credibility before the first interview begins.
- ☐ **I'm Comfortable Speaking and Sharing on Camera or Mic**
Practice turns nerves into natural flow. Even short videos on your phone build confidence and familiarity with your own voice.
- ☐ **I'm Willing to Share Personal Insights and Lessons Learned**
Authenticity beats perfection. The best interviews sound like conversations, not commercials.
- ☐ **I Have Credibility Anchors**
Awards, certifications, media logos, and testimonials act as shorthand for trust. Collect and display them confidently.
- ☐ **I'm Ready to Be Consistent**
Publicity compounds. One feature opens doors to the next. Commit to showing up regularly, not just once.

How many boxes did you check?

The more you checked, the closer you are to being a Media Magnet.
Let's take your message to the world. Start with a free discovery call at
TalkAboutPublicity.com