



Seen.: Social Media strategies that turn experts into Leading Authorities and get them seen by their best clients

Ana Rosenberg

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Seen.

Social Media strategies that turn experts into Leading Authorities and get them seen by their best clients

A conversation about social media for modern experts & entrepreneurs with a mission and a message that get them seen as Leading Authorities by their best clients.

In a world that screams to the business owner “Do more. Be in social media. You have to blog. You need to...” Seen invites you to explore a completely different path.

The focus of *Seen* today more than ever is on ambitious simplicity.

It is not on doing more and being in more places and creating more noise. There are enough people teaching that together with tactics and which buttons to press according to the day of the week.

This book is about ambitious simplicity disguised as a conversation about how to be seen. And yes, it does discuss how to leverage social media to position yourself as a Leading Authority in your field so that you can attract your best clients and do business on your own terms, too.

There is a moment of truth in social media: if you are “everywhere” like it is recommended out there but nobody “sees” you, it is a lot of wasted energy. In this book you will find the insights about how to position yourself so that your good work and your message get seen and get a fair chance, instead of being lost in the infinitude of similar messages from people who seem to be doing exactly the same as what you do.

Ana Rosenberg shares a complete social media strategy, including the content strategy that has helped experts around the world position themselves as a Leading Authority in their fields of expertise without ever having to self-proclaim themselves the guru on the top of the mountain.

And yes, it has worked even for those who have been “secret” Authorities until now. You know, those experts that are even better than the famous ones but haven’t been discovered yet.

This book is for you if...

- you feel “invisible” despite all your efforts on social media;
- you are amazing at what you do and sometimes you feel stuck with your marketing and you struggle to connect with your audience and get your best clients;
- you haven’t found a way to stand out in the minds of your future clients lost in an ocean of people who seem to be doing exactly what you do;
- you hear the “I-cannot-afford-it” lament more often than the healthy dose;
- you have been wondering how some colleagues of yours seem to be able to leverage social media to build these wonderful businesses that thrive and others just as talented seem to struggle.

This is what you’ll discover in this book:

- what the main goal of your social media efforts should be;
- what the most common traps are and how to avoid them;
- how to get started creating a social media strategy for experts;
- how people position you inside their minds according to the signals you send out and what signals you should be sending out to position yourself and your work right;
- how to give yourself and your good work a fair chance to be seen by positioning yourself as a Leading Authority;
- the positioning elements that have been used for centuries by celebrity authorities in their field of expertise;
- a social media strategy for experts to build an audience of their best potential clients;
- ...and more!

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