

THE VISIBILITY RESET

WORK BOOK

Three exercises. Real clarity.
Your first step to becoming impossible to ignore.

◆ GOOD LUCK BRAND

INSTAGRAM · REAL RESULTS

8.6M	139K	672	3,155
8.3M	111K	1,068	1,572
2.9M	45.9K	1,153	350

Views · Likes · Comments · Shares

3 EXERCISES

10 MIN TRAINING

REAL CLARITY

PERSONAL BRAND · OPERATING SYSTEM

BEFORE YOU BEGIN

How to use this workbook.

Complete each exercise as you watch the training. Don't overthink. Don't edit yourself. The most honest answers are always the most useful ones.

01

Watch + Write

Complete each exercise during the video — not after.

02

Be Honest

Write what's true today — not what you wish were true.

03

Take Action

Post one piece of content before you finish this workbook.

BLOCK 01 · THE IDENTITY GAP

Who are you online — really?

Study what makes others magnetic. Then turn that lens on yourself.

Step 1 — Three creators you admire.

For each one: one sentence. Not what they post — but who they ARE online. Their energy, their identity, their thing.

CREATOR 01

CREATOR 02

CREATOR 03

Step 2 — Now do the same for yourself.

One sentence. Who are you online right now? Not who you want to be — what's actually true today.

I AM...

We'll come back to this at the very end.

BLOCK 02 · THE INVISIBLE CREATOR TRAP

Which pattern is keeping you stuck?

Three traps. One is yours. Recognizing it is the moment everything shifts.

01

The Perfection Trap

Waiting until you're ready — until the lighting is better, the strategy is clear, the timing is right. But ready never comes. Every day you wait, someone less qualified is building an audience.

Have you been waiting for the right moment to really show up?

YES / NO — and what exactly are you waiting for?

02

The Imitation Trap

Posting like creators you admire — their formats, aesthetic, captions. Slowly losing your own voice without realising it. The internet already has them. It needs you.

Are you posting in a style that feels more like someone else than yourself?

YES / NO — whose style are you borrowing?

03

The Activity Trap

Posting consistently but without strategy. Feeling productive, but not growing. Activity without clarity is just noise — it keeps you busy but doesn't build anything.

Are you posting regularly but without a clear sense of what each post should do?

YES / NO — what does your content strategy actually look like right now?

MY MAIN TRAP IS:

BLOCK 03 · THE VISIBILITY FORMULA

Your first three pieces of content.

Write the first idea that comes to mind. Don't overthink. The best content always starts there.

01

Attention Content

Stops the scroll. Makes someone think: wait — who is this? Bold opinions, surprising truths, relatable moments said in a way no one else has.

MY IDEA:

02

Trust Content

Makes people come back. Your story, values, perspective — content that makes someone feel like they genuinely know you.

MY IDEA:

03

Conversion Content

Makes people take action. A simple, honest offer or invitation — to buy, follow, or reach out. Works only when trust is already there.

MY IDEA:

WHICH ONE WILL I POST FIRST — AND WHEN:

DIAGNOSIS · COMPLETE

Go back to Exercise One.

You wrote one sentence about who you are today.

Now write a second sentence.

WHO I AM BECOMING:

You are not invisible because you're not good enough.

You're invisible because your identity online hasn't caught up with who you actually are — yet.

[NEXT STEP: GOOD LUCK BRAND](#)

The complete step-by-step system to become visible, build trust, and turn attention into income.

◆ GOOD LUCK BRAND