

HBF-001

The Product-Based Business Visibility Workflow™

A simple, repeatable system that helps product-based entrepreneurs become more visible, build trust, and create consistent opportunities for growth.

Collection: Healthy Business Foundations™

Resource Type: Workflow

Estimated Time: 30–45 Minutes

Perfect For: New and Early-Stage Product-Based Entrepreneurs

Business Made Simple™ Learning Library

Get Around Town Marketing

Welcome

If you have a great product but feel like not enough people know about it, you may be tempted to think:

“I just need more visibility.”

And visibility does matter.

But healthy visibility is not simply posting more often, joining every platform, or constantly telling people to buy.

Visibility works best when people can:

Find you.

Understand you.

Trust you.

Remember you.
Know what to do next.

The Product-Based Business Visibility Workflow™ was created to help you build that kind of visibility in a way that is simple, practical, and repeatable.

You do not have to be everywhere.

You need a clear way to consistently help the **right people notice and understand your business.**

Why This Resource Exists

Many new entrepreneurs approach visibility randomly.

They may:

- post when they remember,
- repeatedly show product photos,
- only promote when they need sales,
- jump between platforms,
- copy what other businesses are doing,
- or assume that simply having a good product will cause people to buy.

That can create activity without creating understanding.

A healthy business approaches visibility with greater intention.

Healthy Business Principle™

Visibility creates opportunity, but clarity and consistency help turn visibility into trust.

Your goal isn't simply to be seen.

Your goal is to become **recognizable, understandable, and trustworthy** to the people your product is designed to help.

Business Made Simple™ Concept

Visibility is more than promotion.

Think about a local storefront.

A business could have the best products in town, but if:

- no one knows the store exists,
- the sign doesn't explain what it sells,
- the windows never show what is available,
- customers don't understand why the products are useful,
- or the doors rarely appear open,

people may simply keep walking.

Online marketing works similarly.

Your product may be excellent.

But your customers still need opportunities to **discover it, understand it, and develop confidence in buying it.**

That's what we're building.

The Product-Based Business Visibility Workflow™

We'll use five simple steps:

CLARIFY → SHOW → TEACH → CONNECT → REPEAT

You do not complete these steps once.

They become a simple visibility rhythm you can continue using as your business grows.

Step 1 — CLARIFY

Know what you want people to notice.

Before creating more marketing, determine what you are trying to make visible.

Trying to promote everything at once often creates confusion.

Choose **one product, product category, offer, or customer need** as your primary visibility focus.

Ask yourself:

What product do I want to highlight?

Who is this product designed for?

What problem, need, desire, or experience does it address?

What is one important benefit customers should understand?

What would I like someone to do after learning about it?

- ☐ Visit my website
- ☐ Learn more
- ☐ Purchase
- ☐ Join my email list
- ☐ Visit my store
- ☐ Follow my business
- ☐ Send an inquiry
- ☐ Other: _____

Your Visibility Focus

Complete this sentence:

This week, I want more people to understand that my _____ helps
_____ by _____.

That's your starting point.

Step 2 — SHOW

Help people see the product in context.

Product photos are useful.

But customers often need more than a picture of an item against a background.

Show them how the product fits into **real life**.

For example, instead of repeatedly showing:

“Lavender Candle — \$22”

you might show:

- the candle being used during an evening routine,
- what the room feels like when it is burning,
- the size of the candle in someone's hand,
- packaging,
- how it arrives,
- how it is made,
- or where a customer might use it.

Now the customer isn't only seeing the product.

They're beginning to **imagine the experience**.

Choose three ways to show your product:

- ☐ Product close-up
- ☐ Product in use
- ☐ Behind the scenes
- ☐ Packaging/unboxing
- ☐ Before and after
- ☐ Product demonstration

- ☐ Customer experience
- ☐ Lifestyle setting
- ☐ Product comparison
- ☐ Other: _____

My three ideas:

1. _____
 2. _____
 3. _____
-

Step 3 — TEACH

Give people a reason to understand the product.

One of the most effective ways to market a product is to **teach around it**.

You don't have to constantly say:

“Buy this.”

Help customers understand something useful.

For example, a natural deodorant business might teach:

- what aluminum-free deodorant means,
- why someone may experience a transition period,
- how to apply the product,
- common mistakes,
- or how ingredients work.

A reusable feminine-care company might teach:

- how reusable products work,
- cleaning and hygiene,
- cost comparisons,
- comfort and fit,
- or how to select a product.

A skincare company might teach:

- ingredient benefits,
- routines,
- application,
- product layering,
- or common skincare mistakes.

Education creates another reason for people to pay attention to your business.

Choose one teaching topic:

Something customers frequently ask:

Something customers may misunderstand:

Something useful they should know before buying:

My Educational Visibility Topic

This week I will teach:

Step 4 — CONNECT

Visibility works better when people experience a person—not only a product.

Healthy marketing includes relationships.

That means creating opportunities for customers to interact with the business.

You might ask a question.

Respond to comments.



Start a conversation.

Share part of your story.

Highlight a customer experience.

Attend a community event.

Collaborate with another business.

Send an email.

Follow up with someone who showed interest.

Visibility isn't simply:

Business → Customer

Healthy visibility also creates:

Business ↔ Customer

Choose one connection action:

- ☐ Ask my audience a question
- ☐ Respond thoughtfully to comments
- ☐ Follow up with a potential customer
- ☐ Share a customer story/testimonial
- ☐ Send an email to my community
- ☐ Participate in a local event
- ☐ Introduce myself to another business owner
- ☐ Create a collaborative opportunity
- ☐ Share part of my founder story
- ☐ Other: _____

My Connection Action

Step 5 — REPEAT

Consistency makes visibility easier to recognize.



One post usually won't establish a business.

One event usually won't establish a business.

One email usually won't establish a business.

People often need repeated opportunities to encounter your message.

That doesn't mean repeating the **exact same post**.

It means reinforcing the same clear ideas from different angles.

For one product you could:

Monday — SHOW

Show the product in use.

Wednesday — TEACH

Explain something customers should know.

Friday — CONNECT

Ask a question or share a customer experience.

Saturday — INVITE

Give the customer a clear opportunity to learn more or purchase.

One product.

One message.

Multiple opportunities to understand it.

That is much simpler than feeling pressured to create something completely new every day.

Your Simple Weekly Visibility Workflow™

Use this section each week.

1. THIS WEEK'S FOCUS

Product:

Customer:

Main benefit/message:

2. SHOW

What will I show?

Where will I share it?

3. TEACH

What useful information will I teach?

Where will I share it?

4. CONNECT

How will I create a conversation or relationship opportunity?

5. INVITE

Every visibility cycle should eventually give people a clear next step.

My call to action is:

- ☐ Shop now
 - ☐ Learn more
 - ☐ Visit the website
 - ☐ Join the email list
 - ☐ Visit us locally
 - ☐ Send a message
 - ☐ Follow for more
 - ☐ Other: _____
-

6. REVIEW

At the end of the week, ask:

What received the most attention?

What questions did people ask?

What seemed to create interest?

What should I repeat or improve next week?

The 1% Better Principle™

You do not need to completely reinvent your marketing every week.

Look for **one improvement**.

Maybe next week you:

- explain the benefit more clearly,
- take a better product photo,
- answer a customer question,

- improve your call to action,
- send one email,
- follow up with one potential customer,
- or repeat content that previously worked.

Small improvements become stronger systems over time.

This week, I will make my visibility 1% better by:

Your Visibility Check

Before you finish, review your current marketing through the eyes of someone discovering your business for the **very first time**.

Can they quickly understand:

- ☐ What you sell?
- ☐ Who the product is for?
- ☐ Why the product may matter to them?
- ☐ What makes the product useful or valuable?
- ☐ How they can learn more?
- ☐ How they can purchase?

If several answers are **no**, your next step may not be more visibility.

Your next step may be **greater clarity**.

Reflection

Take a few minutes before moving on.

What have I been doing to create visibility that I should continue?

Where have I been creating activity without a clear purpose?

What might my customers need to understand better?

Which part of this workflow would make the biggest difference if I practiced it consistently?

Your One Practical Action™

Do not leave this resource with ten new tasks.

Choose **one product** and complete your next visibility cycle:

SHOW → TEACH → CONNECT → INVITE

Your first action:

I will complete it by: _____

That's enough to begin.

Remember

You do not have to be everywhere.

You do not have to post every day.

And you do not have to constantly invent something new.

A healthy visibility system helps the right people repeatedly:



**See your business.
Understand your value.
Build trust.
Take the next step.**

Clarity + Consistency + Connection = Healthier Visibility

Continue Your Learning™

You've completed:

HBF-001 — The Product-Based Business Visibility Workflow™

You have taken an important step toward creating a healthier, more intentional visibility system for your business.

Your next learning resource should build on the question:

Once people see my business, is my message clear enough for them to understand it?

That gives us a natural bridge into your **Marketing Made Simple™** collection and the work we're already doing around **Clarity Before Visibility**.

Continue learning. Continue implementing. Continue growing.

About the Get Around Town Learning Library™

The Get Around Town Learning Library™ provides clear, practical business education for new and early-stage entrepreneurs.

Every resource is designed to help you:

LEARN → IMPLEMENT → REFLECT → GROW



You don't have to understand everything about business at once.

Start with one lesson.

Take one practical action.

Build from there.

Understanding Today. Confidence Tomorrow. Healthy Businesses for Life.™

Get Around Town Marketing

Clear. Simple. Practical.

GetAroundTown.org

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