



The Visibility formula




Stop feeling invisible!
Be seen by the right people, in the
right places, at the right time.

equestrianbusinessspecialist.com

Introduction

You've got a great business, amazing products or services, and a lot to offer—but if no one knows you exist, none of that matters. The key to consistent growth isn't just being visible; it's about being visible to the right audience.

Why visibility matters

-  Visibility builds trust. People are more likely to buy from businesses they see consistently.
-  Visibility creates opportunities. The more you show up, the more you attract clients, partnerships, and referrals.
-  Visibility drives sales. When your audience knows who you are and what you do, they're more likely to buy from you.

The Visibility Formula will help you get your business in front of the right people so you can attract more customers and clients without feeling like you need to be everywhere, all the time.

Let's get started →

Step 1: Identify your Ideal Client

You can't be visible to everyone—and that's a good thing.

Focus on your ideal clients or customers.

Questions to Ask:

- *Who are they? (e.g., horse owners, trainers, competition riders, etc.)*
- *Where do they spend their time? (Instagram, Facebook, local events, tack shops, etc.)*
- *What do they want or need from a business like yours?*



**Download the messaging Formula
for the ICA (Ideal Client Avatar) builder!**

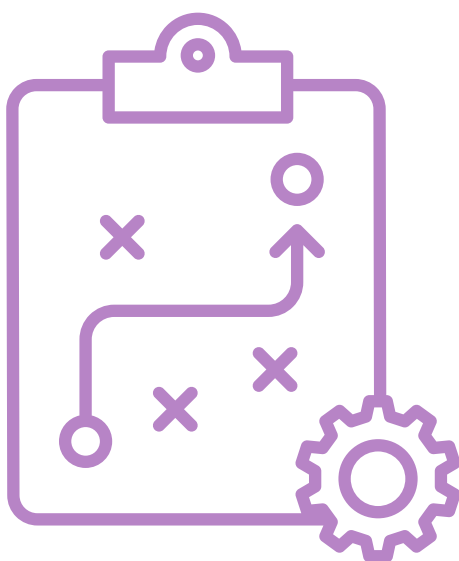
Step 2: Show Up Consistently

I'm also going to contradict myself now.

Don't "just be consistent" for the sake of it.

I know, I know. That's a really weird thing to say in a chapter literally called "Show up Consistently"

But posting random pictures, memes, jokes and silly reels 5x a week every week won't make you sales. Your content needs messaging and a purpose for consistency to work.



Step 3: Engage With Purpose

By now, you might have seen all the “visibility” tips flying around online telling you to engage with other people’s accounts right after or before you post.

I’ll say it again. You need to move strategically.

Visibility isn’t just about broadcasting—it’s about connecting. Engage with your audience to build relationships that lead to sales.

How to Engage:

- Respond to comments and messages promptly.
- Participate in online groups or forums where your audience hangs out.
- Collaborate with other equestrian businesses to reach new audiences.



Step 4: Build Authority

To stand out, you need to be seen as the go-to expert in your field.

This builds trust and positions you as the obvious choice.

How to Build Authority:

- **Share educational content that solves your audience's problems.**
- **Highlight testimonials, case studies, or reviews.**
- **Show your expertise through videos, blogs, or guides.**



The secret's out...

I'm dropping another webinar all about how to build authority and feel and be seen as a trusted expert!

Keep an eye on your inbox!

Quick Wins to Boost Your Visibility Today



Update your social media bios to clearly communicate who you are and what you do.

On most social media, like Instagram your name is searchable. So add your job title here



Share a client success story or testimonial on your feed.

Being visible in various places boosts your credibility, bonus points if your client shares the video!



Create some 'talking head' videos

Video is the best way of connecting with your audience, building trust and being seen.

If a picture paints 1000 words, think how much further a video goes!

Visibility isn't about shouting louder than everyone else; it's about showing up in the right places, at the right times, for the right people. When you use this formula, you'll attract your ideal clients or customers and position yourself as the expert they've been looking for.

About me

Hi, I'm Rhannon Amber

and I'm here to help equestrian entrepreneurs like you craft messaging that truly connects with your audience.



With years of experience working with equine service providers and product-based businesses, I understand the unique challenges of standing out in this industry. Whether you're an equine physio, saddle fitter, or you create amazing products for horse owners, one thing is clear: your messaging needs to reflect the value you bring to the table.

As a guest lecturer at leading equine colleges and someone working toward a Master's in Neuromarketing, I combine practical experience with cutting-edge insights into consumer behaviour. My approach focuses on creating clear, compelling messaging that attracts aligned clients and customers—those who see your worth and are excited to work with or buy from you.

This isn't about chasing trends or throwing spaghetti at the wall to see what sticks. It's about understanding your ideal audience, speaking their language, and showing them why you're the best choice.

Let's make your marketing work as hard as you do!

What's next?

Keep an eye out for my upcoming webinar, where I'll dive deeper into crafting messaging that converts by positioning yourself as the trusted expert and being visible

Want personalised help?

Let's refine your messaging together.

Book a **FREE** consultation with me [HERE](#)

or [Click here](#) to book a Power Hour (£287)

(Or copy this link into your browser

<https://rhiannonamber.setmore.com/services/e9654bf5-c986-4f2a-b72d-3300a62f8e98>)

Keep an eye on your inbox for the webinar!

