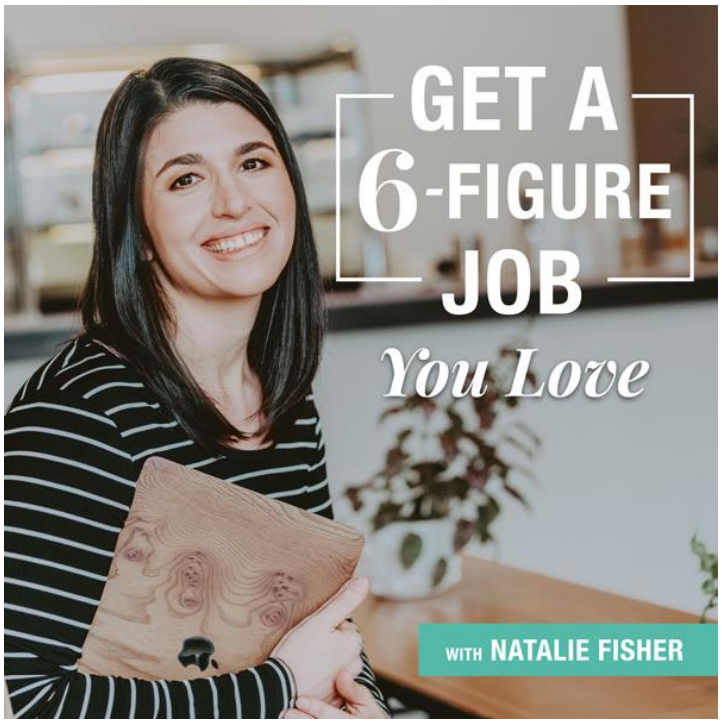
Ep #109: The Visibility Challenge



Full Episode Transcript

With Your Host

Natalie Fisher

Get a 6-Figure Job You Love with Natalie Fisher

Hello, and this is Episode 109, The Visibility Challenge Episode. Hey there, welcome to the Get a 6-Figure Job You Love Podcast. I'm your host, Natalie Fisher. I'm a Certified Career Mindset Coach who also happens to want to skip all the BS and get to what it really takes to create real results for you in your career. On this podcast, you will create real mindset shifts that will lead to big results and big changes in your career and your income. No fluff here.

If you want to get a six figure job you love and create real concrete results in your industry and make a real impact, you're in the right place. Are you ready? Let's go. So we've got a lot of challenges now on the podcast because you all are loving it. Gotten a lot of feedback on the challenges and how they're moving people into action and the results that you're getting. And my real goal with this podcast is to inspire you to action, inspire you to want to do things from a place of joy, confidence, and certainty, and dropping the struggle and the fear and the worry around where you're at right now and moving into a place where you're not even focused on that anymore because you have better or more important things to focus on.

So these challenges have been doing that for you. So I want to continue to share them. And inside my program, we go through them in detail and you get a lot more resources around them and you get support. So this is just a taste of what you get when you join. So the value visibility challenge. Where this started was my clients started doing it and they started getting these results. And I thought, "Wow, this is really great for so many reasons, and I can see exactly why this is working."

So the value that you produce, have produced in the past, will produce in the future is something that people don't see unless you show them, right? So when we go for an interview, for example, we often think on default that it's up to the interviewers to see our value. They're supposed to see it, they're supposed to get it out of us. They're supposed to ask us the questions and then we're supposed to come up with perfect answers in order to prove our value and convince them of it, and this paradigm as I've talked about before is backwards.

It's our responsibility, the person interviewing, it's your responsibility to show them that value and put thought behind how you show them that value. And when we don't do that, it shows up in a bunch of different ways. It shows up with us trying to script answers that we heard someone else say or posted on the internet that we thought sounded good. It shows up with people saying, "Yep, I can do that. No problem."

It comes up in ways that doesn't work. The interviewer is not convinced, they're not inspired. They're not moved. They're just like, "Yay, we've heard that before. Hmm, okay. Nothing special here. Nothing to see here, let's move on." And so with this challenge, this is meant to build the muscle of sharing your value in a way that you're not used to sharing it so that you get really good at it, and you get some feedback along the way because that's another thing that's the problem with the job searches.

We don't get the real feedback, and so we feel in the dark and we feel like we have no power over this. And so this challenge does a whole bunch of things to change that and gets you involved and gets you thinking in a whole new way. So the results from this challenge are several of my clients have landed their six figure roles in Salesforce, project management, business analysis by doing this challenge.

So you're going to want to stay with me on this because I'm going to explain how you can do it too. So why does the problem of the job hunt exists is because we see it as an effort to get, get, get. So most people are in getting mode. They don't want to know it yet, but they're like, "I need to get somebody to hire me. I need to get that job. I need to get more experience, more certifications. I need, I need, I need." and it's completely the opposite of giving, serving, being visible with that, giving service value, all the things you've done.

It's completely putting in the dark all the gold that you have to offer. It's like you've got all this gold and it's in a treasure chest, but it's under your bed at the back. And it's all dusty, and you haven't even looked at that in a while. And you're out being like, "I need this, give me this. I need to get hired. I need this. What do I need to say? What do I need to do to get?" And so in that process, we're not really being seen, and I believe that sometimes we're afraid to be seen because we're afraid to be rejected.

So if you were to pull out that golden treasure chest that you have, and you were to share it with people, you might be afraid that they would be like, "Well, that's not enough." So this challenge brings up all your fears around sharing your chest of golden artifacts, whatever you have in there. I know it's a lot. I know it's valuable. It's going to bring up all the fear you have of sharing that.

So when we're afraid to be seen, afraid to put our value out there, afraid to show who we are, this manifests into a getting, getting, getting thing, and we don't know it. This is very subconscious. We just are in that energy because every time I see somebody post on LinkedIn from desperation, they're like, "They will tell a big sob story." And they'll say, "It'll be about them needing, and they won't talk about their value." And sometimes these posts get a lot of attention.

People are like, "Oh, help this person. Let's get this person hired. Let's do this." Sometimes they'll put in a little bit of like, "I have this much experience and I've done this and this." But the focus of their post is I need, help me, feel sorry for me, pity me enough to help me. Instead of this is all the value that I bring. This is what I can do, instead of totally focusing the post on that, or just posting about that all the time. And that would definitely get better results as I've seen with my clients and the people who have done this challenge.

So the value and visibility challenge is like steroids for conquering your value. It's like the drug that will elevate you to the point of, you're not afraid to talk about your value anymore because you've already been doing it. So when you do this challenge, it'll completely obliterate your fear of showing up in interviews, talking confidently about it because you would've already been doing it and you don't even need to leave your house to do this challenge.

So the reason why we don't do this, the reason why nobody has done this before I think is because they're scared. They're in survival mode, scared of being rejected. They'll be like, "Well, nobody will see what I'm posting anyway, blah-blah-blah." And then it doesn't work. So when you're in survival mode, a fear of being rejected that nobody's going to see it, think you're not enough, whatever it is your fears are. They could be, "I don't have the right kind of experience. I don't have the specific kind of experience. I've been rejected before. They might not want me."

Those fears are all going to surface. When you go to an interview or before you go to an interview or even before you do anything. They're going to be lurking. So this challenge is to bring those up all before. So when you go to the interviews and when you are out there engaging with people, you're not scared anymore. So we don't want you hiding, we don't want you avoiding interviews. We don't want you avoiding things that make you uncomfortable.

So this challenge actually pushes you out of that comfort zone in order to be prepared for whatever it is that's going to happen. And for those of you who love to prepare, this is the best way. So it's not the easiest way. It might be scary for you, might not be, but this is the best way. So when we don't do, and I'm going to talk about the challenge and outline it in just a second. But when we don't do what I'm going to show you how to do right now is we miss many opportunities to get our values seen and heard by the very people who could be astounded by what you're putting out there, who could be really impressed by what you've done, who could really need what you're offering, what you're doing, who could really want to have a discussion with you about it.

When we don't put it out there, nobody knows about it, we can't engage with those people and we stay hidden. So you don't get seen, your value doesn't get seen, you stay in the same place, small movement, very little progress, maybe one or two rejections. And then you get sent back in hiding into the cave. So what ultimately is created is living out of fear and rejection, fear of disapproval from others, fear of not being perfect, fear of losing something, worry and doubt in yourself increases instead of decreases.

So here's the challenge. You basically want to be putting out some samples of your work, samples of you. It doesn't have to be your work. Samples of you, just making yourself visible. So I use LinkedIn and my clients have used LinkedIn, but you can use any platform you want. I had one client who used YouTube and they were able to create, open up their creativity to create from a space of value.

So one of my clients, she started making beginner tutorials on Salesforce for beginners, and she started putting them out there and sharing them with people. One of my other clients started posting valuable tidbits about business processes that she'd worked on and this doesn't have to be perfect. It doesn't have to be anything, just sharing little pieces of information that come from your brain that are valuable to someone else. And you might think, "Oh, nobody's going to want that. Nobody's going to listen to that. Nobody's going to engage with that."

It doesn't matter. The point is that you are putting something out there, it's for you. And when you start giving these free samples over and over, you're going to start creating value for people. And you're going to start to be visible to people. So you want to be posting things so that people can see them. You want to give the opportunity for people to see them. So the challenge is post a piece of something, just some words every single day on LinkedIn.

Post a little tiny piece of value even if it's just a sentence. Even if it's just something that you did. You want to post a story that you accomplished or you want to post a time you made a mistake and what you learned? This is how you can get the feedback for your stories, just sharing them and seeing how people are going to engage. If somebody is drawn to it, the most engagement that I ever get on LinkedIn is from personal stories that I tell.

It connects people and they want to get to know me more, they want to follow me and those who don't, they don't and it repels them, and that's great. So it's basically, you are marketing yourself as a professional by doing this. So you post 30 days, a little tidbit of value for visibility and you get to have fun doing this. And if you're thinking, "Oh my God, this is scary. I don't know what I'm going to post." That is the point.

You're pushing yourself out of your comfort zone so that you can now expand what you're capable of, and I like to think of that, I don't know if you've ever seen the movie James and the Giant Peach, but he's afraid, he's really, really scared of this big rhino coming to get him. And he starts looking at him and all of a sudden, he looks at it from a different angle and the rhino isn't coming right at him anymore. It's going past him. And he's like, "Oh, okay. It's not so scary because he faced it." And he looked at it in a different way.

So I want to suggest that you look at yourself in a different way. Imagine yourself as that person who has ... Think of one of the things you've done that you're very proud of. Think of an accomplishment you've done or a time when you were working in your zone of genius. And what I mean by that is you were working in flow, it wasn't hard for you. You were challenged, you were executing, you were making decisions. You knew what to do next, and you created something really cool or you helped work on something really cool.

Think about those moments and see yourself in those moments and be like, "What would that person want to share with somebody else? What would that person want to share with the world about what they're doing?" And then write that down and then just post it. You're not going to die, nothing bad is

going to happen. I promise you. The worst that can happen is someone could see it and be like, "Oh cool." Like it, maybe want to engage with you. And the more that you do that, the more visible you're going to be and the more value you're going to be putting out.

So you're going to choose a platform of your choice. I choose LinkedIn. In my experience, it will help you more, it will help you with the job because that's where all the people are. That's where all the professionals are, that's where I found is very useful. And you're going to post things about you that are valuable and you don't even have to post work things. They can just be interesting, unexpected things about you.

I don't always post about work things. I post about my life. I post about lessons and you're going to post anything no matter how small it could be, a sentence, it doesn't matter. It can be things that you have done a long time ago. It doesn't matter if it was 10 years ago that you still use today. It doesn't have to be long and drawn out. It doesn't have to be perfect. The whole point is that you are putting something out.

So you could be giving a comment or an insight on something. You don't even have to do your own post. You could comment on something. I actually had people hire me from just reading a comment that I made on a post. You're going to share about an event. You could share about something useful to other people. So if you like to go to networking events or virtual networking events, you could just share that.

You're going to share something that yeah, someone else posted that you found valuable too, and add your own comments to it. And I've had clients who have done this and they've had people coming to them, asking them to apply for jobs. They're like, "Hey, you know what? I saw what you posted. That was really great. I think you'd be really good for this position. Here's the link. Why don't you apply and then I'll put you forward." Or whatever they want you to apply.

They've now seen you because you become visible and you've created value and visibility for yourself, and this puts you completely in control. Instead of being in that getting mode, you're thinking about, "What can I give today? What can I contribute today? What could I share today that would be useful and fun to share?" And the mistake that I want you to watch for is a lot of people will shut themselves down right away and say, "Oh yeah, but that's not useful. Everybody does that. Everybody knows that." How do you really know that's true though?"

Sometimes I post the simplest things and it gets the most engagement. And I'm like, "Really? That's what people needed here today. Interesting." I posted a very simple one. I said, "Repeat after me. I have value." And so many people were like, "I have value." They posted and engaged. And it was the simplest thing. I'm just like, "Well, that's the foundation of what I teach is you've got to find where you're valuable." But don't assume that everybody already knows it.

Don't assume that nobody's going to need it, and who cares? Nobody engages? Whatever. This is not the point of it. So I've had people come, want to work with me on LinkedIn for so many different reasons. A post, a comment, one thing I said from someone sharing something, from someone tagging someone on a post, it happens in all different ways. And so I want to share with you how you can go out there and become visible as a professional who has a lot of value to offer to your industry, to your profession.

And you don't have to wait around or be in that, "I need, I need. Someone help me, I need to get this." You can be in the, "What can I give today? What can I serve today? How can I contribute to my profession to my industry today? Who needs help today?" And by doing that, you will start to attract more people who are like, "Hey, we could really use you for this." "Hey, can you apply for this job?" "Hey, would you be interested in talking to us about this? We need help with this."

So that's how you create an ecosystem of people seeing you as a resource in your industry, not seeing you as somebody who's looking to get a job or looking to get something. And it's very different to do that, consistently do that. Consistently show up doing that than to be consistently showing up in the energy of, "I need help. These are my problems. Can someone please help me? This is what I'm looking for. Do you know of anything?"

It's different, right? You could post that at the end. You can add a huge amount of value and then being like, "Hey, I am available for this type of work." And that's making everyone an offer, telling everybody, "Hey, this is what I do. This is a sample of it. Here's a problem you might have, here's a solution that I figured out or that I worked on. I'm looking for this type of work, hit me up, DM me." That's different.

Instead of when you're just writing a sob story. And I know that you guys on the podcast here don't do that, but I see a lot of LinkedIn posts that are like, "I need help. I need to feed my family. I need this." And it's like, I'm thinking, "Why don't you tell me something about how valuable you are? That would be way better. Tell me something about what you've done." And it's probably because they don't see their value.

They're just so in that desperation and that need that they're not even thinking about what they offer which is sad because they have a lot to offer and that's what actually needs to be showcased. It's like if you had a store and you opened it up and you didn't put anything in the window, you didn't put very good stuff in the window and you were just standing outside the store saying, "Give me money, give me money."

Instead of inviting people into the store to say, "Oh, do you need this? I have this, this and this. How can I help you today?" It's like the complete opposite of wanting to enter the store versus wanting to run away from that store. So would you want to go into a store where the owner was standing outside begging for spare change or would you want to go into a store where the owner is offering you something really cool that you want to come in and check out? Totally different.

So many reasons why this is so useful and why it works is you teach your brain that it's safe to put your value out and that you won't die. It's going to expand. Your brain is going to expand when you challenge it to think of these things. It grabs things from your brain that you didn't expect. You're like, "Oh yeah, I did do that thing. Oh I could share that thing." And you're going to be asking more of yourself than just simply going around asking for things.

It's easy to go around and ask for things. Can you help me? Can you give me this? Versus giving things. So it requires your brain to bring up the fears of insecurity so that you can conquer this insecurity and actually post and share and stop living from the fear of trying to get and make decisions from the place of giving and being of service to your industry and your profession and the people who are of service to their industry and profession to the highest level, they never have to worry about getting jobs.

So I've noticed this in my several years in corporate. There's always a few people in the company that will always excel at being resources outside the organization. So they will do things like offer to write articles for the company blog. They might be like, "Hey, I'd really love to write an article on this problem that I fixed, in the software and how we now run it more efficiently. And I'd love to share that with our customers or our audience." Or they will volunteer to go to events, networking events on behalf of the company.

They will do a whole bunch of different things and it'll be within maybe their comfort zone. Maybe they'll be, "Yeah, writing this article is great. I'm really excited to write this." Or they're going to be like, "Yeah, I'd love to go to that conference and represent the company." Or they help people outside of their company with problems. So I worked with one guy, he was a database administrator and he was very introverted, but he was really well known for solving database problems.

And he was known in other companies for helping them solve these things. And he never had to worry about getting a job. He could phone someone and they could be like, "Oh my God, yeah, we have to bring him on because he was being a useful resource in his community, in his profession among his colleagues, and it wasn't always directly inside the company." So it always comes from adding that value and doing it in a way that works for you, doing it in a way that feels good for you.

And you come up with a new way, absolutely. This is just some ways that some of my clients have done it and they have been majorly successful from doing it. And it's the way that I market my business, and it's great. It works, it works so well. So I know that being valuable or sharing your value because you are valuable and making that value visible are the two key ingredients to having people come to you and be like, "Hey, I need to work with you or can you apply for this job? Can you come and talk to us about this? Looks like you know what you're doing, we need help."

And a very simple formula to post is just, "This is the problem I had and this is how I solved it. This is what I found really interesting." And, "These are maybe the things I did differently. This is what I noticed when working on this problem." And you draw people in through your insights from your brain and as you're doing it, you start to become more confident because you start to see the light bulbs.

You start to shine the flashlight on your value. It's inevitable when you start doing it. Because you're like, "Oh yeah, it did do that. That was pretty good." I remember a coworker told me that was genius or that did solve the problem. We did get a really great result from that. Yeah, and so you get to craft how you communicate it and practice doing that with an audience on social media that really is going to just nothing bad's going to happen from that.

They're either going to not want to talk to you. They're not your people or they're going to be very engaged, they're going to comment. They're going to like, or they're going to DM you. And you do it for 30 days consistently because it takes time for you to become visible. You can't just post once or twice. You've got to be doing it more consistently. So yeah, one post every day. You want to do one every two days. That is the challenge. And by the end of the challenge, you can expect to feel completely differently.

You're going to have a body of valuable things that you've created and put out into the world. What you're going to need to do is assess if discomfort comes up when I talk about this. Are you uncomfortable doing this? Why are you uncomfortable doing this? What do you think is going to happen? What's the fear? And then you need to decide if you want to move forward with that or if you want to let it hold you back.

So inside my program, I teach you how to move forward through your fears so that you can do these challenges and see those results and help you to apply them, give you support along the way, but if you are just going to go and do it, I'd love to hear about how it goes for you. So please, please, let me know and you're going to need the willingness to calm your nervous system down when it doesn't want to do it. If you decide you're going to do it, and then you're like, "Oh, but today I don't want to, I don't have anything."

You're going to have to be onto your brain with all the excuses that it's going to have for not wanting to do this. It's not used to it, it's not normal. This is not normal, and this is not normal. This is not what career coaches are going to teach you to do. They're going to say, "Nope, you've got to structure your resume. We've got to get your resume perfect. We've got to put these words on it and then you've got to send it out." And that is a way.

It is a way, but I want to offer all the ways, and this is a very powerful, very empowering way that I've found with myself and my clients that really helps you conquer through those fears because when you interview, you're going to have to conquer through them anyway. So you might as well start now. You

might as well be doing it all the time so then when you come to do it, it's going to be easy. It's going to be a lot easier.

And when we complain about not getting feedback, it's like, "You know what? There are other ways to get feedback, more accurate ways to get feedback when you offer out problems, solutions, valuable, tidbits, things." When you offer those out to your LinkedIn network, you're going to get feedback. So either nobody's going to engage and that's totally fine. You're going to be like, "Okay, people are not so interested in that." Or you're going to get people commenting, liking, engaging, maybe very low at first, maybe more. Maybe you get a whole bunch.

I had one of my clients who did get a whole bunch and she's like, "Yeah, I shared a personal story about my work situation and something about her kids." And it really resonated. You got a ton of responses and a ton of people commenting say, "Hey, that was really brave. Thanks for inspiring me. That was awesome." And so she learned, "Oh cool, so people are really interested in hearing about this. This inspired people, this added value to people." And that's where you get the feedback. And you can get feedback for telling your interview stories.

If you post your interview stories on to your LinkedIn audience, they're going to either respond or they're not. And you can get so much feedback just from doing that without needing it from a hiring manager or from someone who's not even interested in hiring you. The feedback that you get from this challenge is going to be more valuable than any one person's feedback who wasn't going to hire you anyway. So that's the challenge. It's very clear.

I want you to go and do that and just reward yourself when you're done. And depending on how it goes, some people keep going with it. They keep going with it. They keep doing it and they don't stop. And when you do that, you will never have to worry about getting hired again because you have built up that network so much, that value so much. There's a concept called the value bank which means when you keep putting value into the value bank, you are going to constantly be able to withdraw from it.

And this is one of the ways in which you put value into the value bank in your industry, in your profession for the people who are really needing what you have to offer and what you have to say, and it will get to the right people. So I'm really excited for you to do this. This is what I do every single day, and I wake up pumped to do it. I'm like, "How can I show value today in a different way?"

And I've been posting on LinkedIn for over, I would say over a year and maybe two years now, every single day, and it just gets easier every single time I do it. There's no resistance to how I'm going to add value or what I'm going to say, and it just consistently builds and brings in more and more. And this is available for you too as a professional. As somebody who is good at their craft who loves what they do, who has his own of genius that you work in, who just has things to share that are valuable. They don't have to be anything special.

Don't assume that just because you know it, everybody knows it. Don't assume that because you think it's no big deal and it's just your job, that that's what everybody thinks. It's not true. Promise. All right, that's what I have for you my friends. And if you haven't grabbed the freebie, the eight reasons why you're getting interviews, but no offers, the link to that is in the show notes, grab that today. And of course, you want to join us inside the six figure curriculum because these challenges are all outlined. There are workbooks for them.

You get everything you need to go through them with the support of the group and myself and my head coach who coaches in there with me. You get all the support and it's foolproof. Okay? Because I'm creating all the different ways. There's no way that you could fail. You get to pick what works for you. I encourage people to follow their instincts. I'm not going to be like, "Do this or you're going to fail." No,

it's up to you what you do, but I'm providing you with everything you need to succeed. All right, I will talk to you next week. Have a good week.

I have to ask Natalie, how do you process the dynamics that happened between us on a very quick, within I'm saying 10 days and I got the position and it just happened so fast. When you think about that, "It happened fast."

If I were to sum it up, I would say the most common thing people come to me with is, "I'm going on interview after interview, after interview and I'm not getting the offer. What am I doing wrong?" So I've put together a freebie where you can get this download completely free. It has the eight reasons that this is happening and I break down each reason very specifically and how to fix it.

So to grab that download, the link is in the show notes. You can click on that link, you just have to enter your information. It's called The Eight Reasons You're Not Getting Hired and I will help you figure that out. I will see you in the freebie. Okay, talk to you soon.