

CHALLENGE

THE 21-DAY VISIBILITY RESET



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If building your personal brand feels overwhelming, you are not alone.

Many midlife women don't struggle with talent. They struggle with focus. With consistency. With the quiet voice that says, "Who am I to put myself out there now?"

This challenge is not about becoming louder. It's about becoming clearer.

For 21 days, you will take one small, intentional step each day toward visibility. Nothing dramatic, nothing exhausting, just steady momentum.

Because clarity does not come from thinking about it for another year. It comes from moving, gently and consistently.

You do not need perfection. You need practice.

How It Works

- 10-15 minutes a day
- One simple action
- No catching up if you miss a day
- No pressure to "go viral"
- Just showing up

You are rebuilding presence, not performing.

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WEEK 1: DECIDE

What Do You Stand For?

This week is about clarity.

Day 1: Write down three topics you care deeply about.

Day 2: Circle the one that feels most energising right now.

Day 3: Write one paragraph about why this topic matters to you.

Day 4: Update your bio to reflect this focus.

Day 5: Share one post explaining why this topic matters.

Day 6: Comment thoughtfully on three posts related to this topic.

Day 7: Reflect – How did it feel to speak up?

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WEEK 2: DEFINE

Refine Your Message

This week is about simplicity.

Day 8: Write one sentence describing who you help.

Day 9: Write one sentence describing the problem you care about.

Day 10: Combine those into a clear message.

Day 11: Remove one thing from your online presence that feels scattered.

Day 12: Share a personal story connected to your message.

Day 13: Reach out to one woman whose work aligns with yours.

Day 14: Reflect – What feels clearer than it did last week?

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WEEK 3: DO

Show Up Consistently

This week is about momentum.

Day 15: Share a practical tip related to your message.

Day 16: Share a lesson you learned the hard way.

Day 17: Record a short video or voice note, even if you don't post it.

Day 18: Re-share or repurpose an older piece of content.

Day 19: Ask your audience one thoughtful question.

Day 20: Review your bio and message again — simplify it further.

Day 21: Reflect — What have you proven to yourself in 21 days?

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This challenge is not about building a massive audience in three weeks.

It is about rebuilding your confidence.

It is about reminding yourself that you can focus. You can be consistent. You can show up – even if you feel unsure.

If you've completed this challenge, notice something important: You already began building momentum.

Imagine what 12 intentional weeks could create.

