



AMA VISIBILITY STRATEGY CHECKLIST

Betancourt Group

Before choosing your channels, creating content, or pursuing visibility opportunities, get clear on three things: Audience, Message, and Action.

AUDIENCE: WHO ARE YOU TRYING TO REACH?

- ☐ Ask: Who needs to know about me or my organization who doesn't today?
- ☐ Consider where this audience already gets information and who they trust.
- ☐ If you have multiple audiences, do the messaging and action checklist for each one.

MESSAGE: WHAT DO THEY NEED TO HEAR/KNOW?

- ☐ Identify the one thing you want this audience to understand or remember.
- ☐ Ask what matters to them, not only what you want to say.
- ☐ Connect your expertise, story, product, service, or mission to that need.
- ☐ Keep your core message simple enough to communicate consistently.

ACTION: WHAT DO YOU WANT THEM TO DO?

- ☐ Identify the primary action you want your audience to take.
- ☐ Make the next step clear and easy.
- ☐ Match the action to where your audience is in their relationship with you.

NOW BUILD YOUR COMMUNICATIONS STRATEGY

With your AMA defined, ask:

- ☐ Where does this audience spend its time?
- ☐ Which channels and formats will best deliver this message?