



dis+ ADVANTAGE™ VISIBILITY WITHOUT EXPOSURE™

BE KNOWN FOR YOUR EXPERTISE.
KEEP WHAT MATTERS PRIVATE.

1

YOUR ACCESS SPECTRUM

For each area, choose where you're comfortable. There is no right or wrong answer.

	PUBLIC Comfortable sharing	SELECTIVE Share when it serves a purpose	PRIVATE Keep this off-limits
Expertise and professional opinions	☐	☐	☐
Business journey	☐	☐	☐
Disability or neurodivergence	☐	☐	☐
Personal stories	☐	☐	☐
Behind the scenes	☐	☐	☐
Family and relationships	☐	☐	☐
Faith or beliefs	☐	☐	☐
Health	☐	☐	☐
Home or location	☐	☐	☐
Finances	☐	☐	☐
Daily routines	☐	☐	☐
Struggles and challenges	☐	☐	☐
Celebrations and milestones	☐	☐	☐

2

REFLECTION

Take a moment to reflect.

What do I want to be known for?

What do people need to know in order to trust my expertise?

What have I been sharing because I thought marketing required it?

What parts of my life do I want to protect from becoming content?

When does visibility begin to feel like exposure to me?



www.sybilstewart.com/disadvantage



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THE VISIBILITY MENU

There are many ways to become known. Choose the approaches that fit you.

LOWER PERSONAL EXPOSURE	MODERATE PERSONAL EXPOSURE	HIGHER PERSONAL ACCESS
☐ Writing	☐ Podcast interviews	☐ Personal storytelling
☐ Email / newsletter	☐ Speaking	☐ Daily behind-the-scenes content
☐ SEO / articles	☐ Panels	☐ Lifestyle content
☐ PR / media features	☐ Workshops	☐ Frequent personal video
☐ Direct outreach	☐ Small curated events	☐ Livestreaming
☐ Referral strategy	☐ Professional networking	☐ Open DMs
☐ Strategic partnerships	☐ Professional photography	☐ Personal Q&As
☐ Guest articles	☐ Educational video	☐ Sharing family, home or daily life
☐ Sponsorships	☐ Guest teaching	
☐ Research / thought leadership		
☐ Books / intellectual property		

4

VISIBILITY × EXPOSURE

More exposure does not always mean more visibility.

	LOW EXPOSURE	HIGH EXPOSURE
HIGH VISIBILITY	THE SWEET SPOT High visibility. Low personal exposure.	Intentional only. Be clear about the cost and the benefit.
LOW VISIBILITY	Private by design. That's okay.	Lots of access. Little marketing return.

5

MY VISIBILITY STRATEGY

I want more people to know me for:

I am comfortable becoming more visible through:

I will remain selective about:

I am keeping private:

One way I can increase my visibility without increasing personal exposure:





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MODERATE PERSONAL EXPOSURE

- ☐ Podcast interviews
- ☐ Speaking
- ☐ Panels
- ☐ Workshops
- ☐ Small curated events
- ☐ Professional networking
- ☐ Professional photography
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HIGHER PERSONAL ACCESS

- ☐ Personal storytelling
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