



# *10 Visibility Boosters for Black Women Entrepreneurs*

LINETTE COTTRELL | [WOCIB.ORG](http://WOCIB.ORG)



## *10 Visibility Boosters for Black Women Entrepreneurs*

### ☐ **Upgrade Your Bio**

Make sure your Instagram, LinkedIn, and website bios clearly say: who you are, what you do, and who you help. Clarity creates confidence.

### ☐ **Pin Your Power Post**

Choose your best-performing or most important post (testimonial, offer, media feature) and pin it to the top of your social feed so it's the first thing people see.

### ☐ **Pitch Yourself for a Feature**

Email or DM one podcast, blog, or IG live host to say, "I'd love to share my story with your audience." One ask can open big doors.

### ☐ **Let Your People Amplify You**

Ask your audience, "If you've worked with me or love my content, would you share one of your favorite posts today?" Let your community speak for you.

### ☐ **Show Your Face**

Post a short video (even 30 seconds) talking about what you do or why you started. Visibility grows when people see and feel your energy.



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### ☐ **Tell Your Why**

Your origin story is your superpower. Share a real, brief story of why you started your business or what keeps you going.

### ☐ **Drop Your Offer (With Confidence)**

Choose one Facebook group, Slack, or LinkedIn thread to genuinely share your service or product. Make it clear, helpful, and bold.

### ☐ **Create a “Start Here” Highlight or Post**

Add a post or IG Highlight that says “Start Here” and explains what you offer, who it’s for, and how to connect. Lead people clearly to your work.

### ☐ **Reconnect With Past Clients**

Visibility isn’t just public. DM or email 2–3 past clients to say thank you, share a new offer, or ask for a testimonial. Quiet momentum builds big wins.

### ☐ **Celebrate Your Wins Out Loud**

Whether it’s a client result, a feature, or personal growth—share it. Own your shine. Your win might be the inspiration another Black woman needs to start.



## *Ready to Be Seen, Heard & Paid?*

You don't have to do this alone.  
WOCIB is a growing community and podcast  
dedicated to supporting Black women  
entrepreneurs on the rise.

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👉 Listen to powerful interviews with women  
building legacy at [YouTube: @wocibpodcast](#)

👉 Get tools, events & resources at  
[www.wocib.org](http://www.wocib.org)

👉 Join the conversation on Instagram  
[@wocib\\_sl](#)

Your voice, vision, and business matter.  
Let's grow—together.



*Thank You!*

I hope you found this checklist helpful for boosting your  
visibility. I'd love to hear about it!  
Come tell me about your bold executions and what worked  
well via the contact details below.

*Linette Cottrell*

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