SOLUTION BRIEF

Build a **Digital Presence**

Beat the Invisible Filter and Influence Hidden Decision-Makers



Buyers decide who's worth engaging before conversations ever start. Your digital presence is often the first—and only—"meeting" many stakeholders have with you. If your profile and content don't quickly signal relevance and credibility, you never even make it into the real evaluation.

Your Challenge

Hidden decision-makers, AI assistants, and overloaded buyers are scanning you in seconds, not minutes. They're looking for fast signals of risk and value—long before you reach out or get introduced.

Most sellers still treat their LinkedIn profile as a résumé, not a buyer-facing resource. They assume that activity in the feed "shows they're present," but it often looks like generic resharing or self-promotion instead of insight.

If your digital presence doesn't clearly answer "who you help, what outcomes you drive, and why you're credible," cautious stakeholders quietly move on. You're filtered out before you know you were considered.

What's Going Wrong

- You're not being invited into sales conversations you know are relevant to you and your solution.
- Conversations have started, but you're being excluded from them for no apparent reason.

What If You Could...

- Pass a skeptical 30-second credibility scan from both humans and AI?
- Make it instantly clear who you help, what changes, and why you're safe to bet on?
- Reach hidden decision-makers who influence deals without ever meeting you?
- Use simple, sustainable content habits to expand your influence across the buying group—without becoming a full-time thought leader?

If...

- Buyers are checking you out on LinkedIn but not engaging...
- You're getting views, but not conversations or invitations into deals...
- Deals stall because stakeholders you never meet don't trust or understand you...
- Your profile feels accurate, but not compelling from a buyer's point of view...

Then...

You need **Build a Digital Presence**. With science-backed skills, you can beat the invisible filter, signal credibility fast, and earn trust in the places where deals are often decided without you in the room.

What It Is

Build a Digital Presence consists of two core skills:

1 Optimize Your Profile

Turn your profile from a recruiter-focused résumé into a buyer-facing resource.

- Reframe your presence around who you help and what outcomes you drive, not just roles and responsibilities.
- Write buyer-first headlines that follow a simple formula—action + who you help + outcome—so humans and AI can instantly understand your value.
- Structure your About summary as hook insight proof call to action to grab attention, add perspective, and make next steps easy.
- Apply a credibility signal model: use concrete proof—results, recommendations, experience, and visible network strength—to reduce perceived risk.
- Tune the first-impression hierarchy (photo, banner, headline, opening line) so each element works together to say, "This person is relevant, credible, and safe to involve."

2 Expand Your Influence

Make your thinking extend beyond your immediate contacts to the full buying group.

- Build a targeted network using a practical, four-pronged approach—connecting where it genuinely supports the account markers and roles you sell to.
- Use Social Plays to start connections that feel reasonable, not salesy, anchoring in specific, verifiable common ground.
- Show up in the feed with insight-led content, not random bursts of activity:
  - Reshare with a clear point of view and question,
  - Use AI to accelerate drafts you then tighten into one insight, one implication, one question,
  - Add high-value comments that advance conversations in others' posts.
- Apply visibility principles—targeted keywords, clean experience entries, proper organization tags, and visible profile viewing—to make it easier for the right buyers and AI tools to discover and summarize you accurately.

Together, these skills ensure you're not just visible, but credible and influential early enough to shape how decisions get made.

What You Gain

- Profiles that pass a 30-second human + AI credibility scan, instead of being quietly filtered out
- Clear, buyer-first positioning that tells stakeholders exactly who you help and what changes with you involved
- A repeatable system for growing reach, familiarity, and trust with the broader buying group—including hidden decision-makers
- More invitations into real opportunities because your digital presence signals, "This is someone worth bringing into the conversation"