

Visibility is not vanity. It is strategy.

If people don't understand what you do, who's it for, and why they should trust you, more content will not fix that.

01

Get clear before you get loud

Personal branding is not about sounding bigger than you are. It is about making your value easy to understand. People need to know three things fast.

- What problem do you solve?
- Who do you solve it for?
- Why should they trust you over someone else?

03

Your founder story is part of the brand

Your story helps people understand why you care, what shaped your point of view, and why you see the market differently. Most founders hide it. Use it.

- Why did you build this?
- What did you learn the hard way?
- What do you know that others are still getting wrong?

02

One strong message beats five vague ones

Every post, profile, or pitch should communicate one main idea. If you cannot summarise it in one short sentence, it is not clear enough yet.

- What is the one thing you want people to remember?
- What belief are you trying to challenge?
- What do you want people to understand differently?

04

Why founders stay invisible

Usually not because they are bad at what they do. Because they sound like everyone else. The most common traps:

Too generic

Too polished

Too broad

Too much jargon

No real point of view

Saying too much at once

05

Your founder positioning prompt

FILL THIS IN

I help ...

With ...

So they can ...

What I believe that others miss is ...

That last line is often where your best content starts.

Founder Visibility Cheat Sheet

LOW BUDGET. HIGH IMPACT.

01

Use a simple post structure

Every strong LinkedIn post has three parts. Write the main point first, then go back and write the intro.

HOOKLINE

Grab attention. Give context. Spark curiosity. These are the first 3 lines. They decide whether anyone reads the rest.

MAIN POINT

One clear idea. Short sentences. Easy to scan. Specific details, real numbers, real situations. Not generic.

CLOSING

Sum up the takeaway for the people who scroll to the bottom first. Open a conversation with one simple question.

02

Five content angles that work for founders

Myth vs Truth

What does your market believe that is wrong?

X vs Y

Compare two approaches for a clear takeaway

Present vs Future

How things work now vs how they should evolve

Personal Story

What founder lesson changed how you think?

Transfer

Apply an idea from another world to your industry

03

Before you post, check this

- Is there one clear idea?
- Is the first line strong enough to stop the scroll?
- Is the post easy to scan?
- Does it sound like a human wrote it?
- Is there a clear point of view?
- Would someone remember the main takeaway tomorrow?

04

What to do this week

YOUR BELIEF

Write down 1 thing you want to be known for

YOUR STORY

Write down 1 founder story only you can tell

THE GAP

Name 1 thing your competitors all do the same way

YOUR MOVE

Write 1 post you can publish before Friday

- Low budget does not mean low impact
- Be clearer than everyone else
- Be more human than everyone else
- Be harder to ignore than everyone else

"Build where others hesitate. Execute when others debate. Use constraints as fuel for creativity."

ANGELIQUE SCHOUTEN, FOUNDER 10X.TEAM