
FREE 7-DAY LIVE PROGRAM · OCTOBER 5–13, 2026

Q4 Visibility Accelerator

Student Workbook

Your geography may shape your starting point. It does not have to become your ceiling.

THIS WORKBOOK BELONGS TO

Seven 90-minute live sessions on Google Meet
Mon–Fri, October 5–9 · Mon–Tue, October 12–13, 2026
shaniaasutherlandco@outlook.com · @shaniaasutherlandofficial

Shania Sutherland Co. · Built here. Seen everywhere.

START HERE

How to use this workbook

You will fill in one section during each live session, then finish the homework before the next one. Bring this workbook to every session.

Two ways to fill it in

PRINT IT

Print on letter or A4 paper and write in the boxes by hand. The faint lines are there for you.

FILL IT IN ON YOUR PHONE, IPAD OR COMPUTER

Save the PDF first (don't fill it in inside your email). Open it in Adobe Acrobat Reader, the Files app (iPhone/iPad) or Preview (Mac). Tap a box to type, tap a square to tick it, then save.

Your seven sessions

DAY	DATE	SESSION	YOU LEAVE WITH
1	Mon Oct 5	The four ceilings	Your visibility score out of 50
2	Tue Oct 6	Myths and borders	Three rewritten beliefs
3	Wed Oct 7	Positioning beyond geography	A positioning statement and new bio
4	Thu Oct 8	Image and presence	Your personal image standard
5	Fri Oct 9	Fitness as discipline	Your Discipline Standard
6	Mon Oct 12	The visibility system	Four content pillars and ten hooks
7	Tue Oct 13	Proof and your 90-day plan	A 90-day plan and your next step

Finish all seven days

Everyone who completes all seven sessions receives a 1:1 consultation with Shania and priority access to the Q4 mentorship, Process and Preparation Before Platform.

My session start time

Google Meet link (from your welcome email)

The four ceilings

Today's idea

The market judges your presentation before your talent, in about three seconds. Four ceilings keep women of the Caribbean and the Global South invisible: **geographic** ("nobody outside my country will hire me"), **myth** ("people here don't pay for this"), **mental** ("who am I to be seen like that?") and **presentation** ("people should judge my work, not my look"). Most women carry two.

Your visibility audit

Open your own Instagram or LinkedIn profile. Score each statement from 1 (not at all true) to 5 (fully true).

#	STATEMENT	SCORE 1-5
1	Positioning. A stranger knows who I help and what result I deliver within 5 seconds of reading my bio.	
2	Positioning. My location supports my story instead of limiting my market.	
3	Image. My profile photo is sharp, well lit and current.	
4	Image. My grid and stories look like one consistent brand.	
5	Presence. I show my face and voice on camera at least once a week.	
6	Discipline. My routine and energy are visible and consistent.	
7	Content. Every post I share has a clear purpose.	
8	Content. I post on a fixed weekly rhythm, not only when I feel like it.	
9	Proof. Testimonials, results and features are pinned or one tap away.	
10	Conversion. There is a clear next step on my profile: a free offer, a booking link or a paid offer.	
Total out of 50		

Under 30: start with the foundations (Days 3–4 matter most for you). **30–40:** your system needs work (Day 6). **Over 40:** you are ready to expand beyond your borders (Day 7).

My lowest-scoring area

My loudest ceiling

☐ Geographic ☐ Myth ☐ Mental ☐ Presentation

When someone visits my profile for 3 seconds, they probably think:

What I want them to think instead:

Homework

☐ I took a screenshot of my profile as it looks today (you'll need it on Day 7)

Myths and borders

Today's idea

Most limits are inherited, not earned. "People will talk" is the most expensive myth in the Caribbean. People talk either way; only visibility pays.

Tick every myth you believe

- | | |
|---|---|
| ☐ I have to leave the island to be taken seriously | ☐ Caribbean clients can't afford premium |
| ☐ International clients won't trust me | ☐ Being visible is showing off |
| ☐ I need a big following first | ☐ My accent sounds unprofessional |
| ☐ I need expensive gear and a studio | ☐ My body has to look a certain way |

Where did my biggest myth come from?

Rewrite 1: "I used to believe ... The truth is ..."

Rewrite 2: "I used to believe ... The truth is ..."

Rewrite 3: "I used to believe ... The truth is ..."

One action this week that proves my new belief:

Homework

- ☐ I posted one story showing my face and saying one thing I believe about my work

Positioning beyond geography

Today's idea

Position by the problem you solve and the result you deliver, not by your postcode. Your origin is a story advantage, not a label, so it goes last in your bio. Bio formula: who you help and the result, then proof, then a call to action, then your location.

Your positioning statement

I help ... (the specific woman or client)

who struggles with ... (the specific problem)

get ... (the measurable result)

through ... (my method)

drawing on ... (my lived edge)

My ideal client in one sentence:

My old bio (copy it here):

My new bio (under 150 characters):

My one proof point:

A number or a named result, e.g. "30+ brands" or "branding for an award winner".

Homework

- ☐ I updated my bio today
- ☐ I posted a story: "New bio. Who's this for?"

Image and presence

Today's idea

Your image is a promise about the quality of your work. It doesn't need to be expensive; it needs to be intentional and consistent. The five standards: grooming, wardrobe, posture, setting and voice.

Rate yourself from 1 to 5

Grooming

Wardrobe

Posture

Setting

Voice

My brand colours (3–5):

Three pieces I will wear on camera:

My filming spot (window light facing me):

My image standard: "I never post content where ..."

Camera-ready in Caribbean heat

Matte or satin base (dewy reads as shine in humidity) · define brows and lashes · match foundation in daylight · one statement feature per look, lip or eye.

Homework

☐ I took a new profile photo in natural light and uploaded it

Fitness as discipline

Today's idea

Fitness builds credibility because it proves self-leadership: you keep promises to yourself, so people believe you'll keep them to clients. The signal is consistency and care, not a dress size. This is for any body.

Movement I enjoy enough to keep:

My weekly Discipline Standard

Move (days/week)

Strength (days/week)

In bed by

Where my discipline breaks down:

The same pattern in my business:

One fitness-to-business lesson I could post:

Homework (over the weekend)

☐ I posted my routine and the lesson it taught me (no body comparisons)

The visibility system

Today's idea

Visibility is a system, not a mood: two platforms, four content pillars and one weekly rhythm you can keep for 90 days. Pillars: **Authority** (teach), **Proof** (results), **Presence** (image and routine), **Perspective** (your point of view).

Platform 1

Platform 2

Posts per week

Authority post idea:

Proof post idea:

Presence post idea:

Perspective post idea:

My ten hooks

Hook 1

Hook 2

Hook 3

Hook 4

Hook 5

Hook 6

Hook 7

Hook 8

Hook 9

Hook 10

Homework

☐ I filmed and posted one reel using my best hook

Proof, your plan and what's next

Today's idea

Visibility gets attention; proof converts it. Your proof stack: numbers, named results, testimonials, third-party signals (features, panels, awards) and owned assets (a site, a free offer, a way to book).

Re-score your audit

#	STATEMENT	SCORE 1-5
1	Positioning. A stranger knows who I help and what result I deliver within 5 seconds of reading my bio.	
2	Positioning. My location supports my story instead of limiting my market.	
3	Image. My profile photo is sharp, well lit and current.	
4	Image. My grid and stories look like one consistent brand.	
5	Presence. I show my face and voice on camera at least once a week.	
6	Discipline. My routine and energy are visible and consistent.	
7	Content. Every post I share has a clear purpose.	
8	Content. I post on a fixed weekly rhythm, not only when I feel like it.	
9	Proof. Testimonials, results and features are pinned or one tap away.	
10	Conversion. There is a clear next step on my profile: a free offer, a booking link or a paid offer.	

Total out of 50

Day 1 score

Day 7 score

The biggest change I made this week:

My numbers

A named result

A testimonial from

My 90-day plan

Days 1–30 · Foundation: my three actions

Gate: audit score 30+ out of 50.

Days 31–60 · Visibility: my three actions

Gate: 12 posts with your face.

Days 61–90 · Expansion: my one opportunity beyond my borders

Gate: one client, collaboration or feature from outside your country.

To do this faster, I need

☐ Feedback on my work

☐ Accountability

☐ A strategy built for me

☐ Women doing the same thing around me

Keep going

Your finisher perk

Completed all seven sessions? You receive a 1:1 consultation with Shania and priority access to Process and Preparation Before Platform. Watch your email for how to book.

Process and Preparation Before Platform · starts Friday, October 16

The Q4 mentorship: eight weeks of positioning clarity, visibility planning, presence training and direct feedback. TT\$1,500. Enrol through the Stripe link on the Mentorship page of the website.

Consultations

Prefer 1:1 support? Choose a single session, a monthly retainer or a quarterly retainer on the Consultations page. Priced in TTD, USD, GBP, CAD and EUR.

Stay connected

Follow the Geography Isn't Your Ceiling™ movement channel on WhatsApp:

whatsapp.com/channel/0029Vb9FeTeEQIaqA7KE7k2X

Email: shaniaasutherlandco@outlook.com

Instagram: @shaniaasutherlandofficial

"I left reminded that geography is not our ceiling — our vision can extend far beyond where we are today."

— Geography Isn't Your Ceiling™ attendee