

THE 15-MINUTE
METHOD

**BECOME
MORE
VISIBLE**

SAM BENNETT

Visibility

You may have noticed that you have a bit of internal conflict around being more visible.

You have a natural desire to be seen, recognized, and validated. At the same time, you have a desire to remain anonymous, private, and safe. This is perfectly natural.

Every culture everywhere, throughout all time, teaches their children some version of, “Don’t think you’re so special/Don’t stand out/Don’t get too big for your britches,” while at the same time encouraging kids to, “Be yourself/Be special/Be successful.”

Exactly how a person is supposed to walk this line is rarely explained, leaving most of us terrified to toot our own horns, and deeply confused about exactly how one is supposed to step into the spotlight without being punished for grandiosity.

I have a thought that might help:

Imagine back to the time when we humans lived as tribal animals. We were just learning to use language and develop cultures and traditions. Since our survival depends entirely on the group, we are aware that we need to fit in. At the same time, we know that groups need leaders. We notice that those who claim leadership roles but do not contribute to the betterment of the group are distained as egotistical. But we also see that those who have skills and talents to contribute but refuse to share them are doing the group a serious disservice.

The key is to remain humble to your work. Share your gifts willingly and feel good about helping the community. You, yourself, stay humble. You are willing to step up and raise your voice in order that your work can help more people, but you do not speak out just to hear your own voice.

As you continue to explore these concepts, you may find that your increased tolerance for visibility just might change your life.

This little book of 15-Minute Method exercises is designed to challenge you, delight you, amuse you, and push you out of your visibility comfort zone.

Loose Instructions:

The idea is that you spend 15 minutes a day noodling on each prompt. You may want to write, to journal, to draw, to sing, to dance - or simply sit and reflect. There is no right or wrong way to do this. You may choose to repeat some exercises and ignore others.

If you get stuck:

Try setting the timer for 90 seconds, and doodling your feelings. Work swiftly - use stick figures, shapes, and colors - don't worry about making it "good" or "artistic." No one will ever see it. Doodle about the stuckness, the anxiety, or the childhood fears. Make some notes about what you notice. Then, think about how you would LIKE to feel, and make another 90-second doodle about that.

You are doing amazing work in the world, and you owe it to your work and to the people you help to be a bit louder and clearer about your offerings.

After all, the world needs your good work.

Please write me back and let me know how these work for you, and what results you see, OK?

I'm always so glad to hear from you.

Sam Bennett
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DAY 1:

MAKE A 90-MINUTE DOODLE ABOUT HOW THE IDEA OF “BEING VISIBLE” MAKES YOU FEEL, AND THEN A SECOND DOODLE ABOUT HOW YOU WOULD LIKE IT TO FEEL. MAKE NOTES ABOUT WHAT YOU NOTICE.

DAY 2:

LIST AS MANY OF YOUR ACCOMPLISHMENTS AS YOU CAN THINK OF, BIG OR SMALL. AIM FOR AT LEAST 50.

DAY 3:

GET FANCY. WHAT CAN YOU UPGRADE TODAY? WHAT OSTENTATIOUS TOOL OR ACCESSORY MIGHT YOU LIKE TO FLAUNT?

DAY 4:

PEOPLE GET FAMOUS WHEN THEY MAKE A DIFFERENCE IN THE WORLD.
WHAT WOULD YOU BE WILLING TO TO BE FAMOUS FOR? WHAT WOULD
YOU BE EXCITED TO BE FAMOUS FOR?

DAY 5:

ACCEPT A COMPLIMENT WITH A SIMPLE, "THANK YOU." NO DENIAL, SHRUGGING OFF, OR AUTOMATIC RETURN WITH ANOTHER COMPLIMENT. PRACTICE WITH A FRIEND IF YOU NEED TO.

DAY 6:

MAKE YOUR DESIRES KNOWN. FIRST TO YOURSELF, THEN TO OTHERS.

"BECAUSE I WANT TO," OR "BECAUSE I DON'T WANT TO," CAN BE REASON ENOUGH.

DAY 7:

CHECK YOUR GOOGLE ANALYTICS, YOUR EMAIL LIST SIZE AND YOUR SOCIAL MEDIA STATS. HOW BIG IS YOUR REACH? HOW COULD YOU INCREASE YOUR NUMBERS BY 1% TODAY?

DAY 8:

WHO IS THE MOST VISIBLE PERSON IN YOUR FIELD? RESEARCH THEM TODAY. ARE THEY DOING ANYTHING YOU WANT TO EMULATE?

DAY 9:

MAKE A LIST OF 25 BOLD MOVES YOU COULD MAKE TODAY, THEN PICK ONE AND DO IT.

DAY 10:

MAKE A LIST OF POSSIBLE TITLES FOR YOUR REALITY TV SHOW. REMEMBER TO HAVE FUN WITH THIS, OK?

DAY 11:

WRITE A PRESS RELEASE ABOUT SOMETHING YOU ARE INVOLVED IN THAT COULD BE NEWSWORTHY. FOR BONUS POINTS, SUBMIT IT TO YOUR LOCAL MEDIA.

DAY 12:

MAKE A LIST OF 10 WAYS IN WHICH YOU ARE "PLAYING SMALL" AND A CORRESPONDING LIST OF WHAT A 1% ADJUSTMENT TO "BIGGER," "BETTER," OR "MORE SATISFYING" MIGHT BE.

DAY 13:

DRAW YOUR NUDE BODY. I MIGHT SUGGEST STANDING NUDE IN FRONT OF A MIRROR AND MAKING A SWIFT SKETCH, BUT WORK IN WHATEVER WAY WORKS FOR YOU. THIS IS AN EXERCISE IN BECOMING MORE VISIBLE TO YOURSELF.

DAY 14:

IF MONEY WERE NO OBJECT, WHAT EXTRAVAGANT GIFT WOULD YOU BUY FOR YOURSELF? LET YOUR MATERIAL DESIRES BECOME VISIBLE TO YOU.

DAY 15:

MAKE SOME 5-MINUTE ART ABOUT SHAME. BE GENTLE, AND LET THAT WHICH HAS BEEN HIDDEN AND LOCKED AWAY BECOME VISIBLE.

DAY 16:

HOW DOES BEING VISIBLE GET TREATED IN YOUR FAMILY OR COMMUNITY?

WHAT WORDS OR PHRASES GET SAID WHEN SOMEONE SUCCEEDS

PUBLICALLY?

DAY 17:
IS IT OK WITH YOU IF YOU GET FAMOUS?

DAY 18:

HOW COULD YOU SUPPORT SOMEONE ELSE'S VISIBILITY TODAY? WHAT LIGHT CAN YOU SHINE, AND ON WHOM?

DAY 19:

PRACTICE BEING INTERVIEWED TODAY. MAKE A SHORT LIST OF WHAT QUESTIONS YOU WOULD LIKE TO BE ASKED. CONSIDER PLACING THOSE FAQs ON YOUR ABOUT US PAGE OR IN YOUR BIO.

DAY 20:

MAKE MONEY MORE VISIBLE BY GETTING REAL ABOUT YOUR NUMBERS.
WRITE OUT YOUR ACTUAL MONTHLY BUDGET.

DAY 21:

MAKE IT A HABIT TO NOT PRAISE LITTLE GIRLS FOR BEING PRETTY OR CUTE. INSTEAD, MAKE A POINT OF NOTICING THEIR BEHAVIOR OR QUALITIES OF CHARACTER, RATHER THAN THEIR APPEARANCE. LET THIS AND OTHER EXAMPLES OF SEXISM BECOME MORE VISIBLE TO YOU.

DAY 22:

ADORN YOURSELF WITH SOMETHING FLAMBOYANT AND ATTENTION-GETTING TODAY.

DAY 23:

LIST 5 OF YOUR FAVORITE FAMOUS PEOPLE. HOW DO THEY MANAGE THEIR VISIBILITY? WHAT ARE THEY DOING RIGHT?

DAY 24:

HAVE AN ORGASM WITH THE LIGHTS ON. ALLOW YOUR SEXUALITY TO BECOME MORE VISIBLE TO YOURSELF.

DAY 25:

CREATE A LIST OF PEOPLE WHO ARE OFTEN MADE TO FEEL INVISIBLE (OLDER PEOPLE, HOSPITAL PATIENTS, IMMIGRANTS, THE HOMELESS, SHY PEOPLE....) AND TAKE ONE INSPIRED ACTION.

DAY 26:

REVISE YOUR BIO SO THAT IT OVERSTATES YOUR ACCOMPLISHMENTS AND MAKES YOU SEEM LIKE A REALLY BIG DEAL. FOR BONUS POINTS, POST IT ON YOUR WEBSITE OR IN YOUR LINKED IN BIO.

DAY 27:
DESIGN YOUR DRAG QUEEN PERSONA TODAY.

DAY 28:

WHICH OF YOUR CHARACTER TRAITS ARE LIKELY TO HELP YOU SUCCESSFULLY MANAGE BEING MORE VISIBLE? WHICH MIGHT GET IN THE WAY?

DAY 29:

WABI-SABI IS THE JAPANESE CONCEPT OF THE BEAUTY FOUND IN IMPERFECTION, RUSTICITY, DECAY, AND IMPERMANENCE. HOW CAN WABI-SABI PLAY INTO YOUR VISIBILITY TODAY?

DAY 30:

YOU MAY HAVE HEARD THE OFT-QUOTED (AND AS NEAR AS I CAN TELL, APOCRYPHAL) ANECDOTE, THAT "AN INTERNAL REPORT AT HEWLETT-PACKARD REVEALED THAT WOMEN ONLY APPLY FOR OPEN JOBS IF THEY THINK THEY MEET 100 PERCENT OF THE CRITERIA LISTED, WHILE MEN APPLY IF THEY THINK THEY MEET 60 PERCENT OF THE REQUIREMENTS." WITH THAT STORY IN MIND, WHAT MIGHT YOU "APPLY FOR" OR ATTEMPT TODAY?

DAY 31:

WHAT AWARD WOULD YOU LIKE TO WIN? WRITE YOUR ACCEPTANCE
SPEECH.

CONGRATULATIONS!

You have successfully completed a month of 15-Minute Activities designed to help you look at the concept and practice of visibility.

Feel free to repeat any exercises that feel useful. (I once drew my body every day for a month, and while I am not a skilled visual artist, I found the practice illuminating and I was surprised at how it lessened my self-judgment and increased my self-esteem.)

Please visit us at www.TheRealSamBennett.com and let us know how this work unfolded for you.

We love to hear from you!

Yours,
Sam.

ABOUT THE AUTHOR

Originally from Chicago, Sam Bennett is a writer, speaker, and creativity/productivity specialist and the author of the bestselling *Get It Done: From Procrastination to Creative Genius in 15 Minutes a Day*, which Seth Godin called, “An instant classic, essential reading for anyone who wants to make a ruckus,” and *Start Right Where You Are: How Little Changes Can Make a Big Difference for Overwhelmed Procrastinators, Frustrated Overachievers, and Recovering Perfectionists* (both from New World Library).

Her most recent book is, *The 15-Minute Method: The Surprisingly Simple Art of Getting It Done* (New World Library).

Working predominantly with highly creative people, Sam has won awards for her innovative digital marketing. She hosts sold-out events and exclusive international retreats. She loves to keynote, and has been a speaker for Harvard University Extension, Pavelka Global, and Keap.

Having spent most of her life working as a professional actor and improviser , she’s worked with with the legendary Second City Theatre in Chicago, ComedySportz LA, LA Theatre Works and appeared on TV shows like *The Drew Carey Show*, *Days of Our Lives* and *Modern Family*.

Sam brings her quick wit to all her work, including the script she wrote for the hit musical *In a Booth at Chasen’s*. Recently, she has leveraged her good-humored and down-to-earth teachings to become a top instructor on LinkedIn Learning with over a million “learners” worldwide.

She now lives happily in an old house with three cats, which is just how she always imagined it might be.

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