

LUMINOUS MORPHIC MARKETING · CHAPTER THIRTEEN

Visibility & PR Through Authentic Presence

Chapter Thirteen of Luminous Morphic Marketing

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THE LICENCE

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Chapter Thirteen of Luminous Morphic Marketing

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Chapter Thirteen of Luminous Morphic Marketing. The whole book, with every chapter, is at business.hautelumiere.life/library/luminous-morphic-marketing (DOI https://doi.org/10.5281/zenodo.23989389).

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ABSTRACT

Visibility is amplified presence, not exposure. You do not perform for attention. You arrive as contribution.

VISIBILITY & FIELD AMPLIFICATION · CHAPTER THIRTEEN

Visibility & PR Through Authentic Presence



Visibility & PR Through Authentic Presence

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Essence

Essence

Visibility is amplified presence, not exposure. You do not perform for attention. You arrive as contribution.

Core Principles

- Contribution before promotion
- Clarity before volume
- Boundaries that preserve your field

Visibility Channels (aligned selection)

- Podcasts and interviews
- Speaking (salons, panels, keynotes)
- Editorial features and quotes
- Strategic collaborations

Practices

- 1-sentence field claim: what do you stand for now?
- Signature story: a true narrative that carries your essence.
- Media container: decide what you will and will not discuss.

Metrics (coherence lens)

- Quality of inquiries
- Depth of conversations created
- Alignment of opportunities

Appreciative Inquiry · A reflection

1. Where does your voice naturally belong?
2. What kind of visibility nourishes you?
3. What is the smallest consistent act that builds inevitability?



A closing plate

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