



Visible **IMPACT**

Turn your expertise into greater visibility,
stronger conversions, and scalable growth.

MICHELLE LANGE

Video Business Growth Expert & Marketing Strategist

Coaching • Consulting • Done-for-You Strategy & Content

ABOUT US

Visible Impact helps coaches, consultants, speakers, thought leaders, and business owners turn their expertise into strategic video and marketing that attracts right-fit clients and drives business growth.

We combine brand messaging, video and content strategy, online marketing, launch strategy, coaching, and done-for-you strategy and content to help clients strengthen the full path from visibility to conversion.

Whether you need strategic guidance, personalized coaching, or help developing and executing your content, we create a customized approach based on your goals, stage of business, and internal capacity.

When professional video production is part of the strategy, Visible Impact partners with award-winning director and cinematographer David Hausen of Surreel Films. Michelle leads the strategy, messaging, scripting, and on-camera coaching, while David and his team lead filming and production.

Video is the driver. Messaging is the foundation. Marketing and launches are the system. Conversion is the goal.

WHO WE WORK WITH

We work with coaches, consultants, speakers, thought leaders, entrepreneurs, executive coaches, and expertise-based business owners who want to turn greater visibility into clients, revenue, and meaningful business growth.

Our clients are excellent at what they do, but often need a clearer message and a more strategic way to market their expertise, attract right-fit clients, and convert attention into opportunities.

We're a strong fit for clients who want to:

- Clarify their message, positioning, and offers so their value is immediately understood
- Turn their expertise into compelling video and marketing content
- Build a repeatable system for attracting, engaging, and converting right-fit clients
- Increase visibility beyond referrals and their existing network
- Strengthen webinars, launches, and conversion events to enroll more clients
- Transition from one-to-one services into groups, programs, masterminds, or other leveraged offers
- Establish themselves as a recognized thought leader or speaker
- Receive personalized strategy, coaching, feedback, and done-for-you support—not simply more information



OUR APPROACH

Clear. Strategic. Human.

Our approach blends clear messaging, strategic video, online marketing, and conversion strategy to help you turn your expertise into greater visibility, stronger opportunities, and sustainable business growth.

We connect the pieces of your marketing so your message, content, offers, and launches work together to attract the right audience, build trust, and move more people toward becoming clients.

Clients may engage us to build the full pathway or strengthen the specific pieces that will make the greatest difference in reaching their goals.

1. Clarify Your Message and Market

Turn your expertise into a compelling message that makes the right clients immediately understand why you, why your approach, and why now.

2. Strengthen Your Offer and Growth Pathway

Transform your expertise into clear, compelling offers and map the strategic pathway that moves people from discovering you to working with you and continuing to invest.

3. Build Visibility and Trust

Create strategic video and content that captures attention, shifts beliefs, demonstrates the value of your approach, and positions you as the expert they trust to help them.

4. Convert Attention Into Clients and Opportunities

Turn visibility into measurable business growth by strengthening your calls to action, sales content, webinars, launches, and sales process so more right-fit prospects say yes.

5. Optimize and Scale

Identify what's driving results, strengthen what's underperforming, and build repeatable marketing, sales, and launch systems that generate more predictable growth—with greater leverage and less wasted effort.

OUR SERVICES

We provide coaching, consulting, strategic development, and done-for-you services across the full client journey. Each engagement is customized based on your goals, priorities, and level of support needed.

Brand Messaging, Positioning & Offers

Develop compelling messaging that differentiates you, communicates your value, and tells powerful stories, helping right-fit clients understand why you and why now.

Video & Content Growth Strategy

Build a strategic video and content system that grows your audience, establishes your authority, and moves people from discovering you to trusting you to working with you.

Launch, Webinar & Conversion Strategy

Develop or optimize webinars, challenges, live workshops, and launches with stronger messaging, content, and conversion strategies that attract, engage, and enroll more right-fit clients.

Visibility, Speaking & Thought Leadership

Turn your expertise into a distinctive thought-leadership platform through strategic messaging, positioning, video content, signature talks, speaker assets, and visibility pathways that attract high level opportunities.

Coaching, Consulting & Implementation

Receive personalized strategy, feedback, and hands-on support with your messaging, content, video delivery, offers, sales, launches, and business-growth strategies.

Done-for-You Content & Marketing Assets

Accelerate implementation with professionally developed video scripts, content plans, launch content, sales messaging, speaker assets, website and landing-page copy, and other conversion-focused materials.

Professional Video Production

Create polished videos that communicate your value, strengthen credibility, and inspire your audience to take action.



WAYS TO WORK TOGETHER

Whether you need focused support in one key area or a comprehensive growth strategy, we'll customize the right level of support for your goals and biggest priorities.



Workshops & Training

Build practical skills through accessible, action-oriented workshops such as AI Video Mastery, where you'll learn how to use AI to create stronger video content faster—without losing your unique voice.

Group & Private Coaching

Turn strategy into action with high-touch coaching, personalized feedback, implementation support, and accountability. Programs such as the Video Growth Accelerator help you build a repeatable system for attracting, engaging, and converting right-fit clients through video.

Customized Consulting & Strategic Development

Receive a customized strategy and consulting focused on the areas that will make the greatest difference in reaching your goals—from messaging, offers, video, and thought leadership to speaking, webinars, launches, and client acquisition systems.

Done-for-You Strategy & Content

Accelerate your progress with expertly developed messaging, video strategies, scripts, content plans, launch assets, speaker materials, website and landing-page copy, and other conversion-focused marketing content.

Professional Video Production

Bring your strategy and message to life through professional brand videos, thought-leadership content, sales and launch videos, speaker reels, client-success stories, event coverage, and campaign assets.

ABOUT US

MICHELLE LANGE

Founder, Visible Impact

Video Business Growth Expert & Marketing Strategist



Michelle Lange helps coaches, consultants, speakers, entrepreneurs, and business owners turn their expertise into strategic messaging, video, content, offers, and launches that attract right-fit clients and drive business growth.

Before entering the world of digital marketing, Michelle spent seven years in Hollywood working with screenwriters at The Gersh Agency, Gary Ross's company at Universal Pictures, and Pierce Brosnan's company at MGM. It was there that she learned how to identify the heart of an idea and craft stories that reach hearts and minds and move people to action.

Today, Michelle combines that storytelling foundation with 16 years of marketing and business-growth experience. Through coaching, consulting, and done-for-you content, she helps clients translate complex expertise into clear, compelling messaging, high-converting offers, and strategic content that supports the full journey from visibility to revenue.

Michelle has worked with everyone from first-time founders to multi-seven-figure earners, helping clients generate five-, six-, and seven-figure results through video, messaging, launches, and online marketing.

Her strength lies in identifying the missing strategic links between visibility and conversion and bringing the pieces together into a clear, repeatable growth system. Clients gain more than stronger content. They gain the clarity, strategy, and assets they need to attract the right audience, create demand, convert more clients, and grow with greater consistency and confidence.

VIDEO SAMPLES

When professional production is needed, Visible Impact brings together conversion-focused strategy, messaging, scripting, coaching, filming, and post-production. Our production partnership with David Hausen and Surreel Films gives our clients access to award-winning creative and cinematic expertise.

The samples below reflect the work of Visible Impact & our production partner Surreel Films.

Experts, Consultants, Entrepreneurs & Leaders

Created - Dr. Mike:

<https://vimeo.com/1064836611/fd0967c81f?share=copy>

Created - Babish:

<https://vimeo.com/1065994828/e321b69de0?share=copy>

Created - MKBHD (Marques Brownlee):

<https://vimeo.com/1064805362/a9b222bc66?share=copy>

Created - Casey Neistat Interview:

<https://vimeo.com/1064830043/92207ef284?share=copy>

US Department of State- International Visitor Leadership Program:

<https://vimeo.com/740607395/58e7c7f7d2?share=copy>

Brett Miles- Milestone Inc (Leadership Coaching & Consulting):

<https://vimeo.com/257414019/12325cb7a8?share=copy>

Sybil Henry: - Stylist

<https://vimeo.com/1152110758/2bd18d8903?share=copy>

Amira Suliman - Compassionate Awareness Meditation:

<https://vimeo.com/257419803/80d5c38783?share=copy>

VIDEO SAMPLES

Products

Joules

<https://vimeo.com/365904015?share=copy>

StarMaker App

<https://vimeo.com/184593644?share=copy>

Live Events

José Andrés- BazaarMeat - NY - Restaurant Opening

<https://vimeo.com/1183887603/d405ca6c91?share=copy&fl=sv&fe=ci>

José Andrés - Capital One Landing Opening - LaGuardia Airport

<https://vimeo.com/1169690501/6104d9b4fa?fl=pl&fe=sh>

NYC Pride:

<https://vimeo.com/240886511?share=copy>

NYCFood &Wine:

<https://vimeo.com/154343646?share=copy>

ZConNextGen Sizzle

<https://vimeo.com/1055317545/1786f73034?share=copy&fl=cl&fe=ci>

ZConTED:

<https://vimeo.com/1079644657/e0d154c186?share=copy&fl=cl&fe=ci>

VIDEO SAMPLES

Music Industry

Red Hot Chili Peppers - Stadium Arcadium

<https://vimeo.com/156927500?share=copy>

Metallica: Through the Never:

<https://vimeo.com/156781249?share=copy>

LiveStage:

<https://vimeo.com/133492628?share=copy>

Renée Fleming- Christmas in New Yorkfor PBS:

<https://vimeo.com/105621617?share=copy>

Non-Profit

Inspiring Young Heroes - Jakil:

<https://vimeo.com/356346583?share=copy>

Inspiring Young Heroes - Cash:

<https://vimeo.com/1104537829?share=copy>

Inspiring YoungHeroes - Charlotte:

<https://vimeo.com/133492628?share=copy>

VIDEO SAMPLES

Enterprise & SAAS Companies

Google/YouTube Ad Blitz:

YouTube AdBlitz Promo:

<https://vimeo.com/132986436/854c65c5f4?share=copy>

Adblitz Super Bowl:

<https://vimeo.com/160250165?share=copy&fl=cl&fe=ci>

Adblitz Gravity:

<https://vimeo.com/160249628?share=copy&fl=cl&fe=ci>

HP Indigo Digital Press(Hewlett-Packard)

<https://vimeo.com/1129641507/00a60bfac7?share=copy&fl=cl&fe=ci>

Autodesk:

<https://vimeo.com/1138786036/b23cbb34f5>

HP - Inkspiration Event:

<https://vimeo.com/265015685?share=copy&fl=cl&fe=ci>

Pepsi Mic Pass:

<https://vimeo.com/1065195559/081d6c1c6c?share=copy>

Bentley:

<https://vimeo.com/451173813/ae54540bb0?share=copy>

United TalentAgency (UTA) Ad Week:

<https://vimeo.com/784916127/08d0c284bb?share=copy>

CLIENT SUCCESS STORIES & TESTIMONIALS

Michelle Lange, Visible Impact

Our clients have experienced significant results from our marketing, messaging, and video including:

- Six, multiple six-figure and seven figure sales
 - Greater brand recognition and visibility
 - Increased conversions and accelerated sales cycles
 - Increased brand positioning and differentiation
 - Cold leads quickly becoming hot leads
 - Increased traffic to websites, sales pages, and landing pages
 - Increased number of YouTube subscribers and dramatic increases in views
 - Significant growth in email list size
 - Increased revenues
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Shimon Abouzaglo, Tech Entrepreneur, filled his first-time technology conference to capacity with top level executives from Oracle, IBM, SAP, Adobe, and Salesforce with the messaging and video campaign we created for him.

Kat Gordon, Advertising Executive & Founder of 3% Conference, secured over \$200,000 in corporate sponsorships and filled her first-time national conference with over 400 advertising executives with the messaging and video we created for her. This conference put her on the map as a thought leader, and she has since been written up in Forbes and won awards from Ad Age.

CLIENT SUCCESS STORIES & TESTIMONIALS

Michelle Lange, Visible Impact

Erik Solbakken, Consultant to accountants, worked with us to launch his first online business and online program. We created his messaging and video campaign. He brought in \$100,000 in new business in 90 days.

Andreea Ayers, Product Consultant, generated \$46,000 in an 18 day video launch and grew her list by 1000 with the 4-part video campaign we created with our messaging consulting and video production.

Kristin Adams, Owner (Afterglow Cosmetics), did a 6-figure launch in 30 days with the video strategy and 12-part video series we wrote, directed, filmed, and produced, bringing her a 20 X ROI on her investment.

Diane O'Connell, Book Development Expert, got 52,000 views and over 2,000 new YouTube subscribers from the 10-part video series we created with our messaging consulting and video production.

Nicole Markson, Automotive Expert, landed a featured spot on ABC television with the messaging and video we created for her.

Angelique Rewers, Business Coach, generated multiple 6-figure sales of her year-long coaching programs at her live event using the messaging and videos we created for her. Angelique also said that her brand message video made her sales conversations 70% easier.

Angela Jia Kim, Entrepreneur and Business Mentor, generated \$480,000 in 90 days from her launch of her high-level mastermind groups using the messaging and video we created for her.

TESTIMONIALS

Raph Keene

Co-Founder, Natural Fertility Prescription

"Michelle has helped our team of practitioners immeasurably. She is an exceptional marketer, copywriter, video marketing specialist, consultant and digital marketing expert.

She recently guided us through two major visibility and engagement campaigns that generated over **\$307,000 in revenue**.

Michelle has helped our business in countless ways. I feel very fortunate to have Michelle on our team. I simply cannot recommend her highly enough. All her work is absolutely top notch."



Erik Solbakken

Founder, Accountant Success Formula™

"Michelle rocks! I would have never launched my program and business online without Michelle. She was with me from ground zero and has guided me through everything I've needed. She's a master at branding, messaging and copywriting.

I feel like I've struck gold having her on my side.

Most of all is the amazing work she's done with me on my videos. There are so many nuances to a personal brand but none that connect more with your ideal clients like video. This is where Michelle's brilliance comes out to play.

I've generated over **\$100,000 in new business** as a result of connecting with new clients through my videos and online marketing. And this is just the start."



Andreea Ayers

Founder, Launch, Grow, Joy

“Michelle helped me **bring my first major program to life** — from planning and scripting to filming and messaging. She made the entire process feel achievable and supported me every step of the way, helping me communicate with more clarity and confidence.



The video and content we created together **deeply resonated with my audience** and contributed to **\$46,000 in program revenue**, along with a **significant increase in engagement and interest**.

I was able to grow my list dramatically and create a foundation I have since repeated successfully. I highly recommend working with Michelle — her support made all the difference.”

John Whitt

Founder, Business Whitt

“I had never been able to grow my audience or consistently engage clients through video before working with Michelle.

I tried everything, but nothing clicked — until she helped me communicate my value clearly and create content that truly connects.



Her framework made it easy to share my message authentically, and the clarity she brought to my structure and delivery transformed the results I was seeing.

The work we did together contributed to over **\$37,000 in new client revenue**, plus an **anticipated additional \$15,000 in continuity clients**. I now have a consistent, reliable system for bringing in the right clients.”

Kat Gordon

Founder, 3% Conference

“Michelle was truly gifted at drawing out each interviewee and getting the sound bites that make the video so persuasive.

We just wrapped my video for my conference. The feedback from attendees and sponsors has been so favorable, from people say it “gave them goosebumps” to “perfectly captures the energy of the day.”



As the founder of the conference, I see this sizzle reel as the one asset I can link to in any email and always get an enthusiastic reply. Hiring Michelle was the smartest investment I made in growing my movement into the future.”

Angelique Rewers

CEO & Founder, Bold Haus

"Michelle has an unmatched, uncanny ability to cut through all the fog and get to the true **ESSENCE** of what needs to be said... and then turn that core "thing" into words and positioning that the intended audience resonates with, easily absorbs, and is emotionally affected by.

It is why I have personally trusted her on multiple occasions to help me craft my own messaging, including writing scripts for me and coaching me through video productions. I can't say it enough: **Michelle's talent for messaging is truly her gift.** And when combined with video it is a powerful tool.



One of the biggest payoffs of our work together is that my video has been a primer that gets my prospects excited about working with me even before we ever talk on the phone, **making conversations with potential clients much easier!** It has completely up-leveled my brand and has allowed my expertise to really shine through.”

Angela Jia Kim

CEO & Founder, Savor Spa & Savor the Success

"Michelle is a rock star at creating story and content. She digs deep into who you are to bring out the story that will capture and engage your audience in a way that is **unique and compelling**.

When I worked with Michelle in my Content Marketing VIP day, we planned a video series to promote Rock the World.

· She was amazing at identifying the pain points of my target audience and how my video series could provide the solution to them while entertaining and engaging them. I was impressed by her ability to **create a message that would make a meaningful impact**, telling a story that will entertain and engage my audience... ultimately **compelling them to say yes to working together!**"



Tim Logie

Founder, Exam Hackers

"Michelle is a star. With her in my corner, my audience went from zero to getting over **1,800 people watching my videos**, an amazing feat in a short 1 month period of time, and I **gained 18 new clients**.

Her video coaching transformed my videos, and I couldn't have built my business without her. She coached me on communicating effectively with prospective clients and was instrumental in helping me bring new ones in.

Without her, I'm quite certain I would be nowhere instead of working on a thriving business that is growing leaps and bounds. Her willingness to roll up her sleeves and literally pull her clients up makes all the difference. It's great to see her passion and how much she really wants to help. Quite simply, she cares and does what it takes to help her clients succeed."



David Hausen

Head of Production

Director / Cinematographer

Founder, Surreel



For engagements requiring professional filming and production, Michelle and David combine strategic marketing and messaging expertise with award-winning direction, cinematography, and post-production.

David Hausen is an award-winning cinematographer and director with more than 30 years of experience creating documentaries, brand stories, commercial campaigns, and large-scale video projects for global organizations.

David has worked with Google and YouTube, where his work contributed to the American Express “My Business Story” initiative, a national program that helped small businesses create professional videos to share their stories.

He also created high-impact commercial content for AdBlitz, Google and YouTube’s largest annual program tied to the Super Bowl. The campaign generated more than 3.5 million views and received a Telly Award for Best Branded Content & Entertainment.

In addition to his corporate and commercial work, David has collaborated with artists and public figures including Renée Fleming, Metallica, Red Hot Chili Peppers, Shania Twain, Jon Bon Jovi, Glenn Close, Whoopi Goldberg, Susan Sarandon, and Jude Law.

David brings a calm, collaborative presence that helps real people, not actors, feel comfortable on camera and communicate authentically. From Fortune 500 executives to clinicians, nonprofit leaders, and first-time speakers, he has a rare ability to put people at ease while capturing clear, compelling performances.

His blend of technical expertise, storytelling instinct, and emotional intelligence ensures that each video not only looks exceptional, but also connects with audiences in a meaningful way.

What Clients Say About Our Production Team

Gregory J Morris - Director Stanley Isaacs Center

It is a remarkable thing to meet a team that is talented, passionate, and flexible - Surreel is all that and then some. Here's the story: We run a modest sized not for profit. With just a few days to go before a big event, I make a desperate call for help with a video project. David responds quickly, shares some links to really great work he's done, and expresses genuine enthusiasm about telling our story. His team shoots in a day, helps us to comment on the footage using a cool web-based tool. They edit over a weekend, and voila, we're rolling out this amazing 5 minute video in front of our donors. Best part- David and Jonathan drop by the event and they both get a brief moment to drink in the warm and enthusiastic reaction. That's not the best part- the best part is they just keep telling me how good it would be with more time! One more thing - I watched all of the raw footage of the interviews. Surreel did an incredible job of putting the people on camera (children, young adults, staff, and seniors) at ease instantly. It was a magical sort of thing that happened to us, and I hope we get to work with Surreel again soon. They made us better.

Rebecca Wilson - VeraVis

Surreel in one word: AWESOME!! David and the Surreel Films team were amazing to work with for our Leadership Workshop. David is a creative and phenomenal videography guru who has top-notch equipment and an exceptional team. Leading up to our shoot, though, he showed us that his skills go well beyond videography: he expertly navigated all of the complications and unexpected logistics that emerged when filming in one of New York City's most secure buildings. We were thoroughly impressed with David's professionalism, personality, and willingness to do whatever it takes to get the job done at a very high level. We simply can't wait to work with David and his team again! They took all of the stress out of filming our workshop, so all we had to do was show up and do our thing. The sound and video footage captured was truly first-rate - I cannot imagine a better outcome! One major consideration of whether or not to hire a film crew is: will they alleviate, or add to, the intensity of your project? I know, first-hand, that David and Surreel provide the former and, for that, I highly recommend David and Surreel Films for any of your videography needs!

What Clients Say About Our Production Team

JP Latrille - Oaktree Capital Management

We could not be happier with the wonderful video David and his team produced for us. They guided us every step of the way and they really wanted to get it right - we will be using them again in the future.

Brian Fielding - Open Studio

Positive: Professionalism, Quality, Responsiveness, Value

David Hausen & his team at Surreel Films are simply the best. They are masterful professionals on every level, from negotiating the dates, fees, project requirements to implementing everything throughout the 2-day shoot. They were responsive to every communication, pre, during and post shoot and comported themselves on the shoot with the utmost professionalism. I will hire them again for our next project. Needless to say, highly recommended.

SELECTED PRODUCTION CASE STUDIES

David Hausen, Surreel Films

GOOGLE/YouTube Zoo

EXECUTIVES: John Militello, Christine Allen, Kyle Locke, Mike Yapp

TEAM: David Hausen, Justin Stanley

PROJECT: American Express “My Business Story”

A program for small businesses to tell their stories through video, leading up to the second annual "Small Business Saturday," a day set aside to encourage communities to spend and support local businesses by shopping small.

BACKGROUND: Surreel was asked to bring the "magic" and produce stories about small business for Google's pitch to American Express. "Amex is looking to us to create something that shows our ability to give small businesses the tools, templates, and creative best practices & inspiration, to tell their story about their business..."

RESULTS:

Mike Yapp, Google Managing Director, Media Strategy and Operations, former President of Time Inc. : “Okay team, you did it. You brought the Google magic to Amex this week. You delivered an innovative Google / American Express partnership program to help small businesses connect with their customers online, using Google, YouTube videos and a spark of Google magic. It's not every day I get an email like this one from a global marketing exec like Nancy Smith. Pretty nice way to end the week.”

John Militello, Head of Creative / ECD - the ZOO “Big THANK YOU to you both! More to come.”

SELECTED PRODUCTION CASE STUDIES

David Hausen, Surreel Films

Nancy Smith - American Express - VP Global Media Alliances, Content Development and Social Media Marketing: "We are so thrilled! The partnership work is wonderful!! Thank you for your advocacy and leadership.... It feels magic and groundbreaking...your team is stellar."

Senior VP at Google: "I watched the Chelsea Guitar video and this program has the potential to scale "magic moments" across many small businesses. Well done!..."

GOOGLE/YouTube Zoo

EXECUTIVES: John Militello, Christine Allen, Kyle Locke, Mike Yapp

TEAM: David Hausen, Torrey Liddell, Garrett Kafchinski, Timothy Cooper, James Donahower

PROJECT: AdBlitz YouTube's AdBlitz is the #1 destination to watch, vote and share every "must see" Super Bowl commercial. AdBlitz is the single largest program Google/YouTube produces.

BACKGROUND: Surreel was asked to produce a video/sizzle reel that positioned AdBlitz as the number one Super Bowl commercial destination. The AdBlitz story should be told in a fun informative way that was not too salesy. Our audience - the top CMO's advertisers and agencies, including Chrysler, Audi, Pepsi, Coke, Anheuser-Busch, Samsung, GoDaddy & E*Trade. Needed to resonate with media buyers, tv buyers, brand managers to be used by Google sales teams to open a deck with our video and win Super Bowl budgets.

RESULTS: Google was so pleased with our work they called on us to produce consumer ads for AdBlitz garnering more than 3 million views. Surreel's Adblitz campaign won a Silver Telly (highest honor) for the best Business-to-Business - Branded Content & Entertainment Video and a Bronze for the Consumer spots.

SELECTED PRODUCTION CASE STUDIES

David Hausen, Surreel Films

Christine Allen , Google Producer: “Mike Yapp - (Director, The ZOO, Google | Youtube) loves it, thinks it's really good and is proud of us. Says it is the best thing he's seen from The Zoo in a long time.

I wanted to give you all a big HUG and CLAP and say THANK YOU for making the AdBlitz Video a success. EVERYONE here loves it... and it made ME look good too :-) I do hope we can work again together soon. It was a REAL PLEASURE to meet and work alongside you.”

CONTACT US

We look forward to continuing the conversation and exploring how we can support your upcoming initiatives.

Michelle Lange

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