

Get More Clients: How to Make Your Business More Visible Online

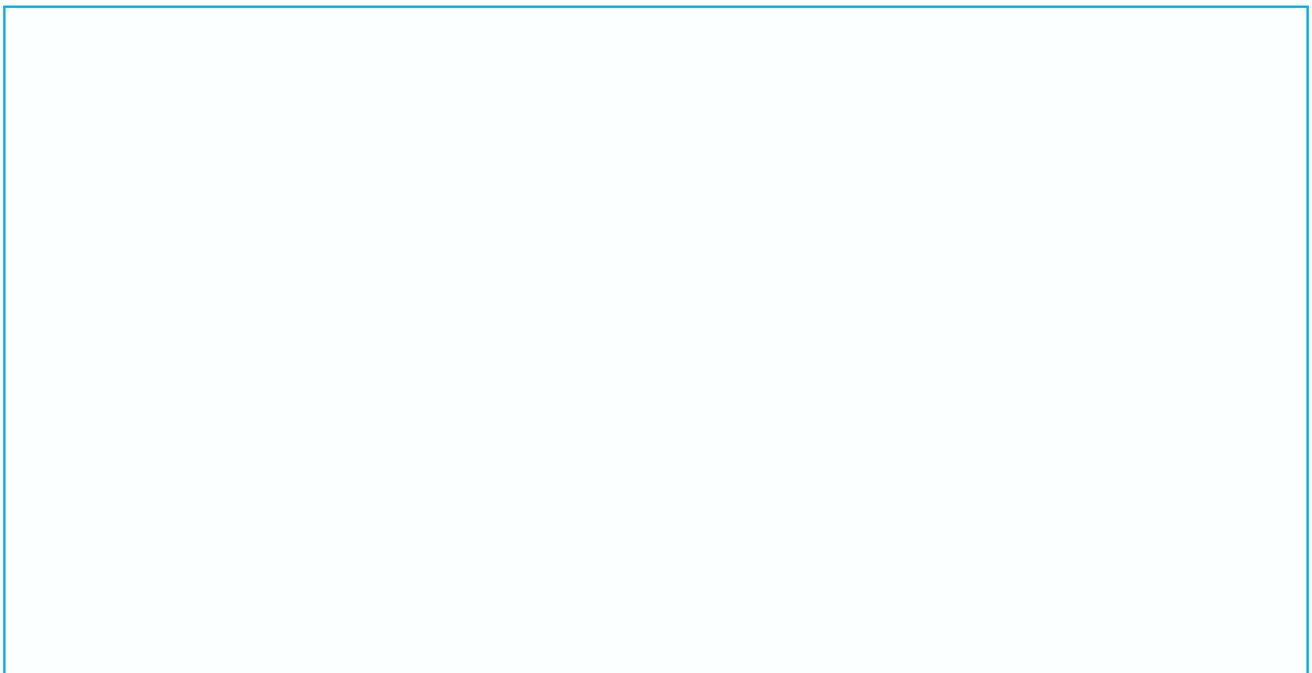
— *workbook* —

BRITTNEE N. SMITH, M.B.A
BRITTNEE SMITH CREATIVE COMPANY
WWW.BRITTNEESMITHCREATIVE.COM

before we get started...

The foundation to a prosperous brand is understanding of **what you have and **why** you have it.**

elaborate on what this means to you:

A large, empty rectangular box with a thin blue border, occupying the lower half of the page. It is intended for the user to elaborate on what the preceding statement means to them.

"You are the light of the world. A city set on a hill cannot be hidden...

Nor do men light a lamp and put it under a peck measure, but on a lamp stand, and it gives light to all in the house...

Let your light so shine before men that they may see your moral excellence and your praiseworthy, noble, and good deeds and recognize and honor...

...and praise and glorify your Father Who is in heaven."

meditate on this...

to build a prosperous brand, you must:

1 operate **in** purpose, **on** purpose and **for** purpose.

2 know **why** you've been sent and **be** a solution.

3 be **seen** because **seen** gets you **sold**.

which one of these resonate most with you?

elaborate on what that means to you:

which one are you?

1, 2 or 3?

1

You're just now trying to create an online presence and have no idea where to start

2

You are currently sharing and posting content and not seeing a return on your investment of time and or money.

3

You've got a good marketing system in place and you want to make it great.

today i am a:

and that's okay!

1 qualities of a visible brand



WHAT ARE SOME OF YOUR
FAVORITE BRANDS?

write them here:

what do you notice and love about their branding?

qualities of a visible brand

**SHOW
UP
CONSISTENTLY**

**COHESIVE
BRAND
IDENTITY**

**SOLVE A
REAL
PROBLEM**

CREATE A
SCHEDULE YOU
CAN SUSTAIN

USE THE SAME
ELEMENTS WHEREVER
YOUR BRAND IS
REPRESENTED

SELL THINGS
PEOPLE ACTUALLY
WANT TO BUY

**do
this**

**IDENTIFY A BRAND THAT IS HIGHLY
VISIBLE TO YOU. LIST SOME OF THE
THINGS YOU RECOGNIZE AS
INTENTIONAL BRANDING.**

identify where in your business you can follow their example

2 create client catching content



WHICH ONE DO YOU PREFER:
BLOGS, PODCASTS OR VIDEOS?

write it here:

why do you prefer this type of content?

create client catching content

DIVERSIFY YOUR CONTENT

SHARE DIFFERENT
CONTENT TYPES TO
KEEP YOUR
AUDIENCE ENGAGED

CLEAR AND EFFECTIVE MESSAGING

USE LANGUAGE YOUR
AUDIENCE USES TO
DESCRIBE THEIR
PROBLEM

OFFER RELEVANT FREEBIES

ATTRACT THE
RIGHT CLIENT WITH
THE RIGHT BAIT

**do
this**

MAP OUT 3 DAYS WORTH OF CONTENT
USING THE LIST OF CONTENT TYPES GIVEN

AND DEVELOP ONE RELEVANT FREEBIE THAT
WOULD BE OF INTEREST AND VALUE TO
YOUR AUDIENCE.

list your 3 content types

day 1

day 2

day 3

what freebie will you develop?



content types

**IG REELS
CAROUSELS
QUOTES
LIVE VIDEOS
RELEVANT ARTICLES
INTERVIEWS
CAPTIVATING PHOTOS
PERSONAL STORIES
HOW-TO/TUTORIALS
RECIPES
PRODUCT OR SERVICE REVIEWS
AND MORE**

freebies

**EBOOKS
WORKBOOKS
AUDIO RECORDINGS
VIDEO TRAININGS
ECOURSES
PRINTABLES
CHEATSHEETS
CHECKLISTS
RESOURCE LISTS
GIFT CARD CONTESTS
SUBSCRIBER SPECIALS
AND MORE**



3 the power of collaboration



NAME 3 WELL KNOWN BRANDS OR CELEBRITIES
YOU WOULD LOVE TO COLLABORATE WITH ON A
NEW PROJECT

collab #1

collab #2

collab #3

the power of collaboration

SWAP AUDIENCES

STRATEGIC
PARTNERSHIPS
ENLARGES YOUR
AUDIENCE AND THEIRS

CO-HOSTING EVENTS

FREE OPPORTUNITIES TO
SHARE YOUR EXPERTISE
AND ADD VALUE TO
YOUR AUDIENCE

POSITION YOURSELF

YOU MUST SHARE
AND TALK ABOUT
WHAT YOU DO,
PERIODT.



**do
this**

LIST 3 PEOPLE YOU COULD SWAP
AUDIENCES WITH RIGHT NOW AND WHY
THEY ARE A GOOD CHOICE FOR
SWAPPING.

swap #1

swap #2

swap #3

4

gather & share social proof



WHAT WORDS DO YOU WANT
PEOPLE TO USE WHEN DESCRIBING
YOUR BUSINESS OR MINISTRY?

list them here:

gather and share social proof

**SHARE
CLIENT
TESTIMONIALS**

WORD OF MOUTH
PUBLICITY IS THE BEST
KIND OF PUBLICITY

**CUSTOMER
LOYALTY &
REFERRAL
REWARDS**

PEOPLE LOVE PERKS,
REWARD YOUR PEOPLE FOR
BEING YOUR PEOPLE AND
SENDING NEW PEOPLE

**SHARING
COMPLETED
WORK**

PEOPLE PURCHASE
SOLUTIONS THEY
CAN SEE

**do
this**

**ASK 3 CLIENTS FOR A WRITTEN OR VIDEO
TESTIMONIAL
AND
POST A PICTURE, OR LINK OF SOME OF
YOUR BEST WORK AND INCLUDE A CALL TO
ACTION FOR THE READER TO BUY, BOOK OR
SHARE.**

list your 3 clients to contact:

day 1

day 2

day 3

what will you post?

what will the call to action be?

5 brand visibility tools & strategies



WHAT TOOLS OR APPS DO YOU
USE TO STAY ORGANIZED?

list them here:

brand visibility tools & strategies

CONTENT ORGANIZATION

USE SCHEDULERS, EXCEL SHEETS OR ANOTHER SYSTEM TO ORGANIZE YOUR CONTENT

UTILIZE THE POWER OF THEMES & SEASONS

CREATE YOUR CONTENT ACCORDING TO HOLIDAYS, THEMES, OR SEASONS TO STAY RELEVANT

SPONTANEOUS BUT RELEVANT CONTENT

REMEMBER TO SHOW YOUR HUMAN SIDE BY POSTING REAL PHOTOS AND SPEAKING TO CURRENT EVENTS THROUGH THE LENS OF YOUR BUSINESS

**do
this**

**WHAT UPCOMING HOLIDAY CAN YOU
CREATE A THEME OR SPECIAL AROUND?**

**DEVELOP 4 POSTS WITH REAL PHOTOS
YOU TOOK, WITH A CAPTION THAT
CONNECTS YOUR HUMANITY TO YOUR
BUSINESS.**

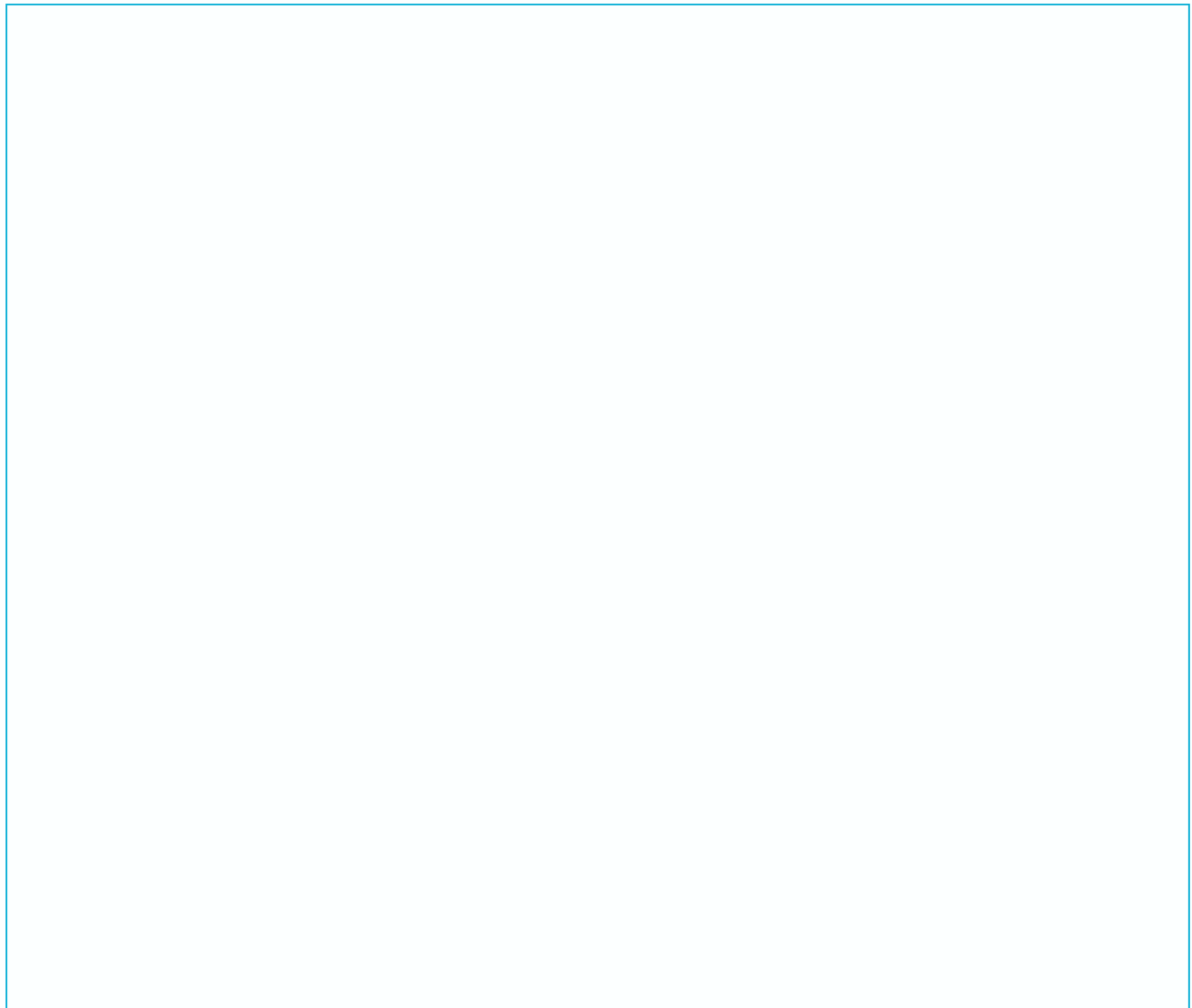
what holiday or theme will you connect with

write your 4 captions:

RECAP

1. qualities of a visible brand
2. create client catching content
3. the power of collaboration
4. gather & share social proof
5. brand visibility tools & strategies

NOTES



we're accepting new clients!

**BSC MONTHLY MARKETING
SUBSCRIPTION**

**CUSTOM BRANDING
PACKAGES**

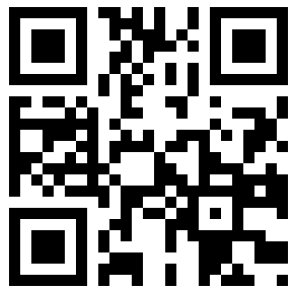
EVENT BRANDING

DIGITAL & PRINT DESIGN

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CONSULTING**

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consult today!**



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