

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

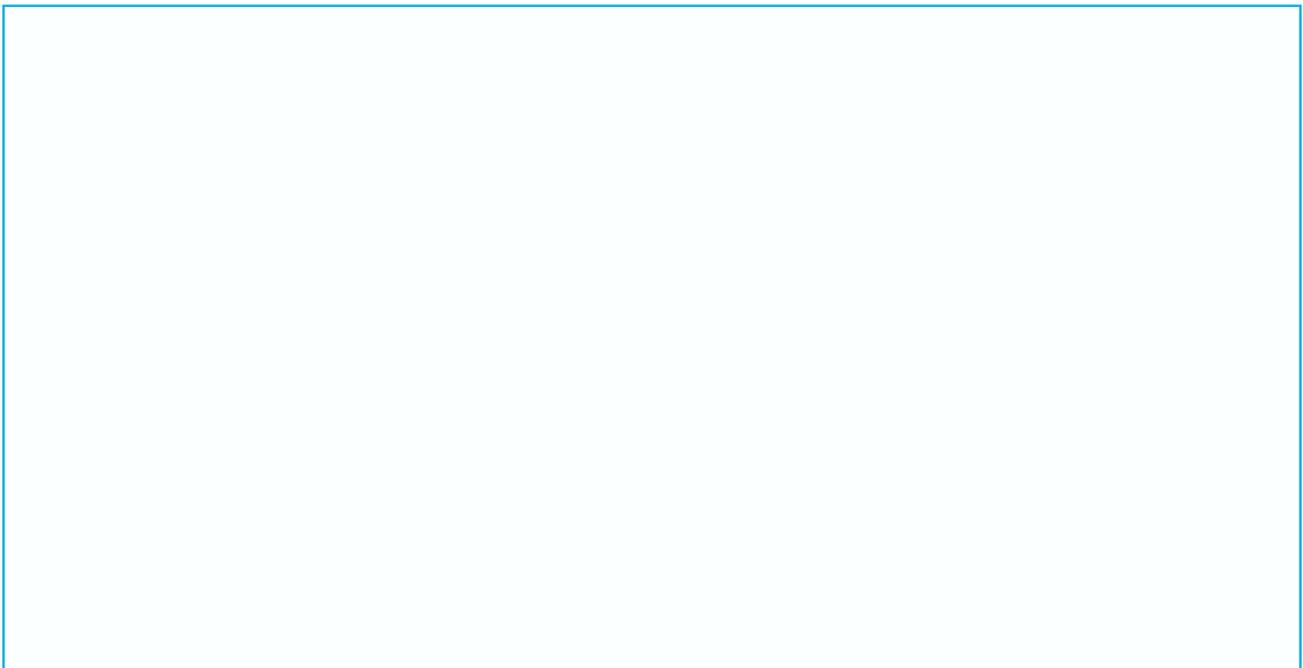
— *workbook* —

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**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:**



**“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**

CREATE A  
SCHEDULE YOU  
CAN SUSTAIN

**COHESIVE  
BRAND  
IDENTITY**

USE THE SAME  
ELEMENTS WHEREVER  
YOUR BRAND IS  
REPRESENTED

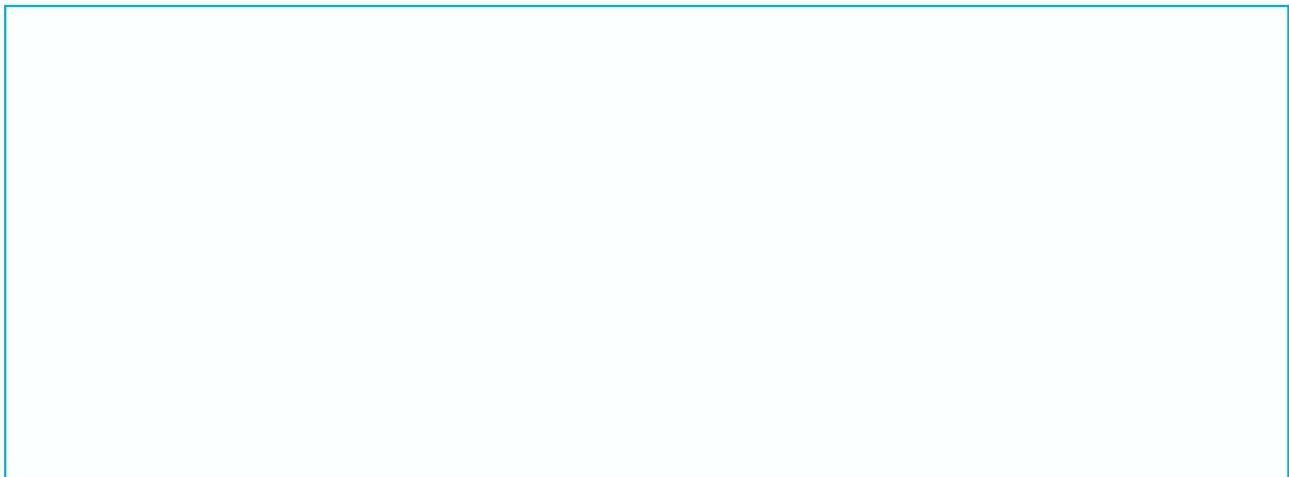
**SOLVE A  
REAL  
PROBLEM**

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?**

Empty box for developing a freebie.



# 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**

**BRAND STRATEGY &  
CONSULTING**

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consult today!**



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