



# TO BUILDING YOUR ONLINE BRAND

**WORKBOOK**

A step-by-step guide to position, package and promote your personal brand in a digital world.



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**PR Chick's Guide**  
**To Building Your Online Brand**  
**Workbook**

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PR Chick ®

# Welcome!



PR Chick's Guide To Building Your Online Brand Workbook is a step by step guide to help you to position, package and promote your personal and professional brand in order to stand out as an expert in a growing online world.



## MEET YOUR GUIDE

Hello! My name is Naomi Garrick, and as a Personal Branding Coach, I help individuals, entrepreneurs, corporate executives and even CEO's to stand out in their craft or industry by helping them to discover, define and develop their unique personal and professional brand in order to effectively communicate their expertise to their ideal audience both on and offline. But I wasn't always

**#ThePRChick** - I made a decision a few years ago to be more intentional about my personal and professional brand in order to differentiate my brand from others in my industry and I did that by:

- 1 Getting clarity on who I was as an individual, and how I wanted the world to see me
- 2 Defining the unique value that I offer within my industry
- 3 Finding areas to further differentiate my brand
- 4 Effectively and consistently communicating this to my on and offline communities

These are just some of the ways that I have been able to build my own my brand and anyone can do the same. But it starts with making a decision to be intentional.

Now, people who don't even really know me, refer to me as "The PR Chick" - but it didn't happen overnight, it took over 17 years of experience and running my boutique PR agency for the last 12 years - but most importantly taking actionable next steps to building a better personal brand!

In this workbook, I will show you how to use your unique skills, experience and education to connect with and attract your ideal audience across multiple online platforms.



## HELPING YOU TO STAND OUT

So let me officially welcome you to the PR Chick's Guide To Building Your **Online Brand - Workbook**. This workbook is designed for any individual that is ready to increase their online brand visibility in order to stand out in their area of expertise and to attract their ideal audience across multiple platforms.

You will learn how to position, package and promote your expertise and your knowledge in an online world in order to reach and really connect with your ideal customer, client or employer.

This workbook focuses on 3 key areas:

- ① Positioning Your Online Brand
- ② Packaging Your Online Brand
- ③ Promoting Your Online Brand

Each section of the workbook will help you with understanding how you can start showing up with your authentic brand, and adding value to these dynamic online spaces.

*I'm really looking forward to guiding you through your own Personal Online Brand Journey!*

Your PR Chick,

Naomi





# What's Inside!



## POSITIONING YOUR ONLINE BRAND

now

- Personal Branding 101
- The Business of the Online Brand
- Online Brand Audit & Creating Social Proof
- Understanding Your Ideal Audience



## PACKAGING YOUR ONLINE BRAND

5 min ago

- Building Your Online Profile
- Content Planning & Creation
- Choosing The Right Platforms



## PROMOTING YOUR ONLINE BRAND

25 min ago

- Your In Home Brand Studio
- Finding Your Brand Voice
- The Importance of Your Online Community
- How To Monetize Your Online Brand



## RECAP

25 min ago

- The Process
- Let's Connect





# **POSITIONING YOUR ONLINE BRAND**

What's YOUR personal brand?



## Step 1: PERSONAL BRANDING 101

So before we begin to really explore your ONLINE brand, we have to get back to the basics of understanding the Personal Brand. Your Personal is no longer just how you see yourself, and what others say about you - it has also become what shows up for you in an online search.

Essentially what do you want to be known for, or what do you want people to think about when they hear, see or experience your brand.

So to start the workbook, I'll be sharing with you my C-V-C Steps to help you get started with your Personal Brand.

**C**larity **V**alue **C**ommunication



**CLARITY** - Understanding who you are, your core values and your passions.

How would you describe yourself in 1 sentence?

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What are you passionate about?

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What are your core values/beliefs?

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# POSITIONING YOUR ONLINE BRAND

**VALUE** - Understanding your unique value, the problems that you solve, your knowledge & experience.



What do you want to be known for?

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What experiences make you an expert in your field or could help you to become an expert?

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What words would you use to describe yourself?

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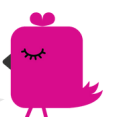
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What are some of your natural talents or special skills?

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# POSITIONING YOUR ONLINE BRAND

**COMMUNICATION** - Understanding your ideal audience, your brand avatar, who do you serve?



How are you currently communicating your brand to others?

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Where would you like to see your brand showing up online in a consistent way?

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Who do you think is your ideal audience? Include as many identifiers as possible (age, gender, location, likes etc).

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What are the key things that people or companies need to know about your brand?

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# POSITIONING YOUR ONLINE BRAND

## PR CHICK ACTIVITY | HOW DOES THE WORLD SEE YOU?



### HOW DOES THE WORLD SEE YOU?

Write down 5 words below that you would use to describe yourself.

① _____	④ _____
② _____	⑤ _____
③ _____	

Then ask 10 people (friends, colleagues, relatives etc) to provide 5 words that they would use to describe you.

Jot them in your notebook and see if they match with how you would describe yourself.

### CREATE YOUR PERSONAL BRAND PITCH

**TO CREATE YOUR PBP - YOU WILL INCLUDE WHO YOU ARE, WHAT YOU DO AND HOW YOU CAN BE OF VALUE TO SOMEONE ELSE OR AN ORGANIZATION - INCLUDE YOUR BRAND SUPERPOWER!**

E.g. My name is Naomi Garrick also known as the PR Chick and I help individuals and brands to stand out in a noisy world by positioning, packaging and promoting their personal & professional brand across multiple platforms.

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## Step 2: THE BUSINESS OF THE ONLINE BRAND

**"Online branding gets your name out to the consumer, employer and potential clients, and makes your business or service offering familiar to them. This is a great way to get noticed and recognized as a leader in your niche market or area(s) of expertise."**

This statement above should get you thinking about getting your brand online and why it is so important.

In this section we will be doing a bit of brainstorming to determine:

- Who is currently sharing similar content in your space
- Who could you collaborate with
- What could you be sharing that's different



**START WITH WHY**



Who do I want/need to be online?

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Who do I want to reach online?

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What is the end goal of my online branding efforts?

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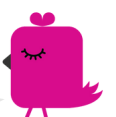
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What can I talk about effortlessly?

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## SO WHERE DO I START?



Think about your job or profession, product or service; What knowledge, information or expertise could you be sharing with your ideal client?

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List all the online platforms that you are currently on

Do you need to be on it?

Are you an active user?

Is your information up to date?

Y  N

Y  N

Y  N

Y  N

Y  N

Y  N

Y  N

Y  N

Y  N

Y  N

Y  N

Y  N

Y  N

Y  N

Y  N

Who is currently showing up as an expert in your chosen field?

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Who could you be collaborating with to increase your online reach?

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## Step 3: ONLINE BRAND AUDIT

Have you ever searched for a product or service online and went with one of the options that came on the 1st page of results? Or have you ever searched for an individual or brand and couldn't actually find them in an online search so you end up using someone or something else that does show up in the search?

The first example shows you not only how even we as consumers use online searches to make decisions about finding and using a product or service and the second example is called social proof.

It's important for us to be showing up on that 1st page when someone searches for our name or brand and with accurate and relevant information on each link that refers to our product or service.

In this section you will do your own online brand audit, so that you can have an idea of how to start moving forward.



**What does Google say about you?**

Do a Google or online search for you name or business, or both.  
Write down the top 5 search results.

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# POSITIONING YOUR ONLINE BRAND

Are you comfortable with what comes up first?

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Is it current or relevant information about you and your value?

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What would you like to come up first when someone searches for your name? Is it your website, LinkedIn, Instagram? A video or an interview?

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What would you remove from your search results?

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Search for KEYWORDS related to your services or products in your target region and make a note of who/what shows up.

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# POSITIONING YOUR ONLINE BRAND

Did you or your brand show up in the key results for your keywords?

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Write the order in which you would like to see your brand showing up in an online store.

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Jot down again the keywords that you would want your brand to be associated with in an online search.

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One more question...was your brand information consistent across platforms?

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Your checklist of things to update on each platform:

- |                                        |                                          |
|----------------------------------------|------------------------------------------|
| <input type="checkbox"/> Profile Image | <input type="checkbox"/> Links           |
| <input type="checkbox"/> Profile Name  | <input type="checkbox"/> Contact Details |
| <input type="checkbox"/> Bio           | <input type="checkbox"/> Other           |





## Step 3: Understanding your Ideal Audience

Now one of the key things as you go about building your brand whether on or offline, is to ensure that you know and understand your target audience.

- Who needs your products or services?
- What problem(s) can you solve for them?

This will help you to be more targeted in your approach so that you can actually identify the right platforms to be on, the type of content you should be creating and the format of the content that you are sharing.



Who is my ideal audience?

Use the space below to describe your ideal target audience or client. This really needs to be the individuals, companies, or brands that would have an interest in the problem that you solve or need to know who you are.

Your ideal audience cannot be everyone! So be as specific as possible. When you know who you are trying to communicate with - then you will have a better idea of how and where you should be communicating.

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Where does my audience "live" online - in other words, where can I find them? List where your ideal audience hangs out in the digital space.

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## 3 Things You Should Know About Me



Write down the 3 things that your ideal audience needs to know about you. I recommend starting with the problem you solve and the results generated.

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## Creating your Brand Avatar



Here is a great template that you can use to help when creating your brand avatar.

COMPANY/PRODUCT NAME



Name

Age

Gender

Marital Status

#/Age of Children

Location

Quote

Annual Income

Occupation

Level of Education

Job Title

Other



# POSITIONING YOUR ONLINE BRAND

## SOURCES OF INFORMATION

Books

Magazines

Blogs/Websites

Conferences

Gurus

Other

## GOALS

## VALUES

## CHALLENGES

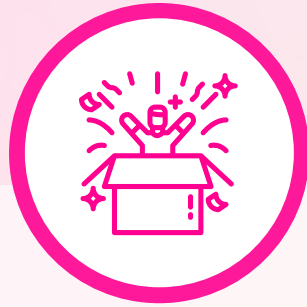
## PAIN POINTS

## POSSIBLE OBJECTIONS

## ROLE IN PURCHASE PROCESS

This is a great guide to get started. The essence of this exercise is to get you to really think about who you are trying to attract, so that you can start packaging your brand in a way that will allow them to find you. You can create multiple brand avatars depending on the product or service offering that you have.





# **PACKAGING YOUR ONLINE BRAND**

What's YOUR personal brand?



## Step 5: Building Your Online Profile

Ok, so we've completed some pretty important steps like understanding the importance of the online brand, how we are showing up (or not showing up) in an online search and understanding our ideal audience.

Now we need to ensure that when our audience actually does find us, we are showing up with accurate and relevant information that will help to solve their problem across our online platforms.

Our online profile is sometimes the first and last impression that someone will have of our brand. We will either end up delighting or disappointing our potential client, customer or employer, so let's aim to delight anyone that comes across our profiles.



### Update your profile image

Have a strong and engaging headshot photo.



### Your Headline Statement

Create a one-liner or headline statement that showcases the problem that you solve, you can look at the examples that I shared in the unit notes for reference.



Make it quick, make it catchy, make it YOU! After your profile picture on an online platform, your headline statement will be most impactful thing about your brand - it's your tagline.



# PACKAGING YOUR ONLINE BRAND

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This can be used when updating your online profiles - and it also becomes a quick and concise way to tell people what you do when networking. Include who you are, what you do, the problem you solve and for who - use your **personal brand pitch completed in Personal Branding 101**.

List the platforms that need to be updated.

Platform 1: \_\_\_\_\_

Headline Statement:

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Platform 2: \_\_\_\_\_

Headline Statement:

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Platform 3: \_\_\_\_\_

Headline Statement:

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## Update your entire profile with relevant information

- Ensure that your profile page is completed with all the relevant, accurate, and current information about you and your brand.
- Use images to support your brand
- Include website links or direct call to actions
- Use the special features provided on each platform; eg. Instagram Stories, LinkedIn Features
- Content shared on your profile page should be relevant to your area(s) of expertise and the problem that you solve.
- Update your bio - it should clearly state the problem that you solve

## Step 6: Content Planning and Creating

This is the part that takes time and a lot of thought. Now that you know your audience and where they live online, it's time to start thinking through what exactly you want to share with them and the format that you want to use.

Formats can range from video, to audio, to images to text. Choose the format that you are comfortable and what you think works best with your audience.

Don't be afraid to test and measure your formats on different platforms - as one audience may prefer a specific way of engaging with your brand than the other.



# PACKAGING YOUR ONLINE BRAND



Create content that will help to solve the problems of your ideal client or customer;



Provide value and information;



Be Authentic;



Consistency is key – you don't want to build up your following and then become absent on the platform. You want to build trust with your audience. Choose a time of day that you will post in order to create some level of momentum and consistency;



Engage and Interact with your audience – don't be afraid to ask questions!



Get Feedback – this will help to guide you in sharing the right type of content.

## What can I share? Tips; Checklists; Videos



### LinkedIn

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### Instagram

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**Facebook**

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**YouTube**

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**Direct Mailing**

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**What are my brand avatars problems?**



**Problem #1**

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# PACKAGING YOUR ONLINE BRAND

## Problem #2

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## Problem #3

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What is the best format to present my content?



**DIRECT MAIL**



**NEWSLETTER**



**PODCASTS**



**SM POSTS**

Images, Quotes



**VIDEOS**

YouTube, IGTV



**ONLINE EVENTS**

Webinars, Summits



**GO LIVE**

IG LIVE, LinkedIn



**CASE STUDIES**

Articles



## Use Analytics to Plan Your Content



Each online platform provides some sort of analytics or data to let you know who is viewing your content and the best time of day or day of the week to share with your audience.

Some platforms like Instagram, if you own a business account will even share what type of content has the **most engagement**.

Check your analytics to determine:

- Best day of week to post;
- Best time of day to post;
- Type of content to share.



## Step 7: Choosing the Right Platforms

Social Proof is what individuals use to validate your brand in an online world. So you could indeed be the expert in a specific field, or make the most amazing product - but if someone goes online to get more information or to make a purchase and they can't find you or your website and social media pages are outdated - they may not make the effort to dig deeper.

Choosing the right platforms to match your audience is a critical step in the online branding process. You want to ensure that you are showing up in the right spaces, with the right people and at the right time.

There are so many platforms available to us ranging from Twitter, Instagram, Facebook, YouTube, LinkedIn, Pinterest, Tik Tok, Clubhouse and so much more.

However, you don't need to be on every platform. Find the top 3 that speak directly to your target audience and be consistent.



# PACKAGING YOUR ONLINE BRAND

My Top 3 Platforms

Reason

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**What's the best platform for me? This all depends on the type of content you will be presenting.**



## INSTAGRAM

Use this platform to tell your audience what you do using either images or video and direct them to other resources for detailed information like a contact number, email or website.

Use features like: IG Stories, Live and IGTV to really connect with your audience.

- Use IGTV to create a video series, eg. 5 Tips on Working from Home
- The "LINK" in stories feature can take your audience directly to more information on your website, sales page, IGTV Channel or Article. You can currently use this feature to go straight to your IGTV Channel, but you must have 10k followers to activate this feature for general links.



## YOUTUBE

You get to be the STAR of your very own TV Channel, providing relevant content and information for your audience.

- Being on YouTube will help you to get discovered in a Google Search;
- An opportunity to grow your audience worldwide and monetize your channel;
- Showcase your brand's personality, products and services in action.



# PACKAGING YOUR ONLINE BRAND



## LINKEDIN

LinkedIn has over 500 Million Members! This is where professionals share their knowledge and expertise and do businesses - a great platform to connect and share your expertise, generate leads and new customers.

- Your LinkedIn profile comes up in the top 5 search results.
- Follow, share and engage with like-minded companies and individuals.
- Share or write articles related to your areas of expertise.
- Don't just use this platform as your virtual resume holder - when last have you actually reviewed and updated this?



## WEBSITE

- Allows you to be fully in control of your content, look and feel.
- Provide more detailed information about your product and service
- Write blog posts related to your industry or service
- Online payment options eg. SELZ.COM
- Many options to build free websites like WIX.COM



## EMAIL MARKETING

- Share content and information directly with your existing audience once you have email addresses.
- Ensure that you ask your audience to "OPT-IN" to your your mailing list so that you don't spam someone who isn't interested in your content.
- Use platforms like Mailchimp or Constant Contact to start
- Build your email database
- Offer a free downloadable product to get your ideal customers to subscribe to your mailing list. Eg. a free E-Book with tips.





# **PROMOTING YOUR ONLINE BRAND**

What's YOUR personal brand?



## Step 8: Your In Home Brand Studio

Now that we have an idea of the content we are going to create and the platforms to use, I'll share with you some of the key elements for successful content creation without having to hire a production team.

There are many things you can do right at home, to have consistent content, but you can always consider getting some professionals to assist you in creating a more polished look for your brand. It all depends on your budget and who your audience is.

### What you will need...

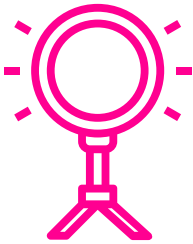


A quiet space



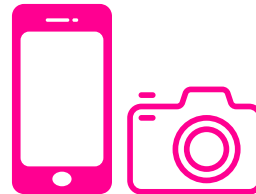
Good Audio

- Headphones, Lapel mics, Desktop mics



Good Lighting

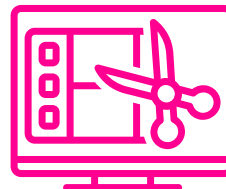
- Use natural light or invest in a ring light or lighting kit



Smartphone or camera



Tripod or stand for smartphone or camera



Free editing tools

- Canva
- InShot



## Step 9: Finding Your Brand Voice

Your Brand Voice is an extension of your brand. It's the personality that your brand shares through its communication.

**"Brand voice is the way you talk to your customers and is defined by your brand's style of communication. Your brand voice is directed to your target audience, and it can have any style, as long as it feels true to your brand values and persona—be it authoritative, playful, intellectual, ominous, kind or fun."**

Who is your brand online?

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## PROMOTING YOUR ONLINE BRAND

If your brand was a person, what personality traits would you have?

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What personality traits would you avoid?

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This personality is applied to everywhere your brand speaks, including newsletters, social media posts, live engagements. Your written content needs that same attention and consistency you give to the other elements of your brand presence.

How do you want people to feel when they see or hear your brand?

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List some brand voices that you admire

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## Step 10: The Importance of Your Online Community



**Your Online Community can make or break your brand!**

Now you cannot come this far with your online brand creation and not engage and connect with your online community. Your online community will become your unofficial market team - they are your #1 fans so it's important that you value the time they spend in your online world.

An online community that is nurtured, respected and listened to can provide multiple benefits including:

- New followers via word of mouth
- New clients and leads
- Sharing of your content
- Direct sales from your Call-To-Action
- Live engagement on your platforms
- Customers' preferences and needs
- Direct insight to your ideal audience and so much more!

**Why should your online community trust you?**

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**How can you get to know your audience?**

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## PROMOTING YOUR ONLINE BRAND

How can you show your expertise in a professional yet authentic way?

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List 5 ways that you can start engaging more with your online audience.

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Think about online communities that you are actively a part of or follow. List reasons why you continue to follow these brands & start thinking about way that you could incorporate some of these things into your online brand,

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## Step 11: How to Monetize your Online Brand

This is the part that gets most people excited - how to actually make money from your online knowledge and expertise.

Getting online provides us with endless opportunities to monetize our brands sometimes it really is just putting in the time and work to extract the knowledge and to re-purpose it into a money-generating format.

Such as a: *digital product, online course, virtual summit or webinar, membership platforms, coaching services and so much more.*

Would you consider creating & selling an online product?

YES

NO

What type of online product(s) do you think your audience would be interest in?

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What would you need to create your online product?

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# PROMOTING YOUR ONLINE BRAND

What are the different levels of online products that you could create?

**ENTRY LEVEL 1**

**COST:**

**ENTRY LEVEL 2**

**COST:**

**ENTRY LEVEL 3**

**COST:**

Do a poll and ask your audience what would be helpful to them? List below:

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## Types of Online Products



### Digital Products

- Ebooks
- PDFs
- Checklists
- Cheat Sheets
- Guides
- Workbooks



### TIP

Purchase a few online products from people in your online community to test and get an idea of how others are creating their products and services.

### Virtual Events

- Webinar
- Virtual Summit (Speaker)



### Coaching

- One-on-one coaching
- Group coaching

### Membership

- Monthly membership offering

### Courses

- Mini Courses





# **BUILDING YOUR ONLINE BRAND**

Let's RECAP



# RECAP

You did it!! You've completed the PR Chick's Guide To Building Your **ONLINE** Brand Workbook!! You put in the work, and now you are ready to start positioning, packaging and promoting your personal and professional brand in a digital world!

Let's do a quick Recap around the key focus areas of this course:  
**POSITIONING – PACKAGING – PROMOTING your Online Brand**

## POSITIONING

- Understanding the Personal Branding Basics: Clarity - Value - Communication
- Discovering the Online Brand and why it is so important for your brand stay relevant
- Getting real with where you are right now online - how is the world currently seeing you
- Understanding Your Ideal Audience in order to target them specifically

## PACKAGING

- How are you showing up online - building your online profile
- Creating and Scheduling content that answers the problems that you solve for your audience
- Ensure that you are selecting the right platforms based on where your audience "lives" online





# BUILDING YOUR ONLINE BRAND

## PROMOTING

- Creating the space to create - building your in-home studio
- Finding your brand voice - how are you communicating
- Understanding the importance of your online community
- Monetizing your online brand

Ensure that you take your time and go back through all the key elements of the workbook, you can edit your answers as you gain more clarity on your personal brand.

It has been my absolute pleasure being your guide on your Personal & Professional Brand Journey! To learn more ways to work with me visit me [here!](#)

If you enjoyed this course, please email me about your experience here: [info@iamnaomigarrick.com](mailto:info@iamnaomigarrick.com)

And of course follow me on my digital platforms:-



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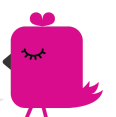
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[Naomi Garrick](#)

Your PR Chick,

Naomi



# More with The PR Chick

Want to continue growing your personal brand or help your team develop their unique personal brand? Visit [iamnaomigarrick.com](http://iamnaomigarrick.com)



## PR Chick's Workbooks

- PR Chick's Guide: 8 Steps To Building Your Personal Brand Workbook
- PR Chick's Mini Guide: 8 Steps To Building Your Personal Brand (PR Chick's Guide)
- PR Chick's Guide To Building Your ONLINE Brand Workbook

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## On-Demand Courses

Step-by-step online courses with videos and worksheets

- PR Chick's Guide to Building Your Personal Brand
- PR Chick's Guide to Building Your Online Brand
- Leveraging Your LinkedIn (Mini Course)

[Register for Courses](#)



## Personal Branding Workshops

Coaching for CEOs, Corporate Executives, Sales Teams, and Entrepreneurs

[Plan a Workshop](#)



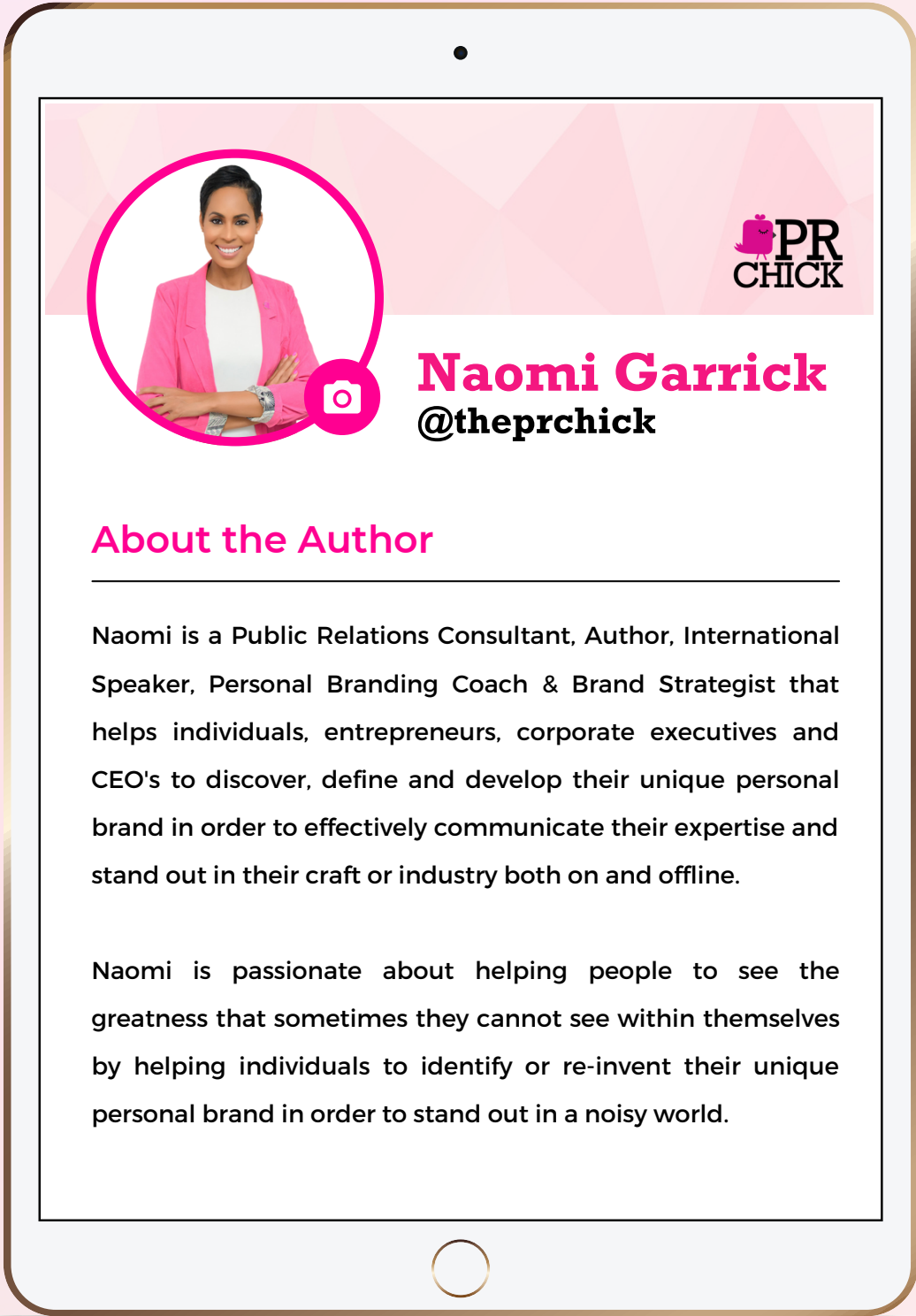
## Speaking Engagements

Key Note, Panelist or Moderator at Corporate Events

[Book Me](#)

For special queries, email me at [info@iamnaomigarrick.com](mailto:info@iamnaomigarrick.com)





**Naomi Garrick**  
**@theprchick**

### About the Author

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Naomi is a Public Relations Consultant, Author, International Speaker, Personal Branding Coach & Brand Strategist that helps individuals, entrepreneurs, corporate executives and CEO's to discover, define and develop their unique personal brand in order to effectively communicate their expertise and stand out in their craft or industry both on and offline.

Naomi is passionate about helping people to see the greatness that sometimes they cannot see within themselves by helping individuals to identify or re-invent their unique personal brand in order to stand out in a noisy world.