



DEFINE YOUR PERSONAL BRAND

A guide to creating a personal brand message that speaks volumes for your business

Defining your personal brand allows you to differentiate yourself and creates a memorable message that enables clients to easily remember why they refer you. It is a summary of what makes you unique and drives you when you serve your clients. Make sure it's reflected in all your marketing channels, be it social media, web, email or snail mail.

Get creative and have fun. Take some time to refine how you describe yourself and your work. People remember stories, so be sure you share personal stories that reflect your brand statement and commit to being consistent in reflecting your brand.

Here Are 3 Steps to Creating Your Personal Brand Statement:

EFFECTIVELY MARKET YOURSELF



BUILD AWARENESS



DIFFERENTIATE YOURSELF WHILE BUILDING YOUR BUSINESS

STEP 1 IMAGINE

Take time to ponder how you show up in the world and how that affects the experience someone has with you. Write down the words that come to mind. Be authentic and chose words that describe who you are versus who you want to be. We all have unique qualities that make us great; it is about positioning them in ways that are valuable to others.

WHO ARE YOU? ATTRIBUTES INTERESTS SKILLS

89% of consumers stay loyal to brands who share their values.



What are my dominant personality traits?

What do people usually say when they refer me?

What are my core values?

What makes me and the way I provide service unique?

How do I make people feel?

Why do I work in real estate?

Questions to Consider

STEP 2 CREATE

Choose from the words you wrote and create a description of yourself that identifies what you, as your personal brand, represent. This is what makes you unique and differentiates you from others. People buy on emotion, however, by using an emotional descriptive as well as a tangible, skill-based descriptive about yourself you can appeal to both aesthetic and pragmatic communication styles.

MY UNIQUE QUALITIES: INTEGRITY RESOURCEFUL OUTGOING RELATIONSHIP FOCUSED MARKET EXPERT

89% of buyers and **75%** of sellers would use their agent again or refer them to others.



How do I want clients to remember me?

What do I want clients to say when they refer me to others?

Reliable

Resourceful

Great Negotiator

How do my clients benefit by working with me?

Questions to Consider

STEP 3 DELIVER

Write a short sentence or phrase that clearly communicates what your personal brand delivers to your clients. It should be memorable, and it should inspire you. Remember, actions speak louder than words – creating a great customer experience is essential if you want to stand out in today's market.

73% of buyers point to **CUSTOMER EXPERIENCE** as an important factor in purchasing decisions.

"Be so good they can't ignore you."



65% of buyers find a **POSITIVE EXPERIENCE** with a brand to be more influential than **great advertising.**

CLEARLY Communicate what your PERSONAL BRAND DELIVERS

"Relationships and Results."

"Connecting You with Your Home."

"Attentive, Accurate, and By Your Side."

"Dedicated to Your Dream Home."

Examples of what your personal brand delivers

Now that you have your personal brand statement, recall the situations where you embodied your brand. These are the personal stories you'll share with your clients to help them visualize exactly how you will help them in their home search and purchase process. Be relatable and tell the stories that your prospects can understand and connect with and you will convert more prospects into clients through your authentic connections.



SOURCES: 2018 Future of Customer Experience Report, PwC | National Association of REALTORS, 2018 Profile of Home Buyers and Sellers Wunderman W"antedness" Report

PERSONAL BRAND INSIGHT TOOL



CLIENT ANALYSIS

1. Who is my ideal client?

2. What are their concerns or needs?

3. What does it mean for them to be my client?

PERSONALITY

4. What are my core values?

POINT OF DIFFERENCE

5. How do I stand out amongst the competition?

PERSONAL BRAND INSIGHT TOOL

CONTINUED...



6. What are my unique ways of doing things?

FIELD OF COMPETENCE

7. What are my areas of expertise?

8. How am I constantly developing my skills?

9. What is my commitment to my customer?

HISTORY/ORIGINS

10. In what ways, during my career, have I provided outstanding service?

CLIENT IMPRESSION SURVEY



What were your first impressions when you started working with me?
Are they different now? If yes, how?

In your opinion, what makes me different from another Realtor®/lender you have worked with in the past?

When you refer me to your family and friends, what do you say?

Our goal is to provide you with the best customer service possible. What's working well?

What needs improvement?
