

3 Steps to Create Your
**PERSONAL
BRAND
MESSAGE**

Your guide to
crafting a personal
brand message.



Are you ready to hang your license, build your database, get listings and CLOSE DEALS?

Whether your goal is to be a one agent operation, to hire a team or to open your own brokerage, take a quick pause to consider what your professional name and reputation will stand for and to develop your personal brand message.

Creating your personal brand can be fun! These simple exercises are designed to help you discover and define the unique combination of skills and experiences that make your business special.

3 Steps to Create Your Personal Brand Message:

STEP 1: DISCOVER

What do I want to be known for?

Why do I work in real estate?

What am I the most proud of?

How do I add value to my clients?

How do I want to make people feel?

Ask yourself a few thoughtful questions to discover how you show up in the world and how that affects your experiences with family, friends and potential clients. **Be authentic and choose words that describe who you are versus who you think you should be.** Our unique qualities make us great—and choosing how we position them makes us even more valuable to others.

STEP 2: DEVELOP

Choose from the words you wrote and create a description of yourself that identifies what you represent.

This is what makes you unique and will differentiate you from others. People might buy on emotions and, also choose to work with an experienced professional.



Use an emotional descriptor along with a tangible skill-based attribute to be sure you appeal to both aesthetic and pragmatic communication styles.

Examples:

“Reliable, resourceful and great negotiator”

“Dedicated to your dream home”

“Attentive, accurate and by your side”

STEP 3: DELIVER

Once you've perfected your personal brand message and are confident that it clearly communicates what you do and how you do it, it's time to deliver.

Whether it's email, mail, social media or your website, be sure that you are including your brand message.



Remember, actions speak louder than words and creating a great in-person customer service experience that is inspired by your personal brand will help you to stand out in today's market.

Now that you have your personal brand message, recall the situations where you embodied your brand. These are the personal stories that you can share to help people to visualize exactly how you will help them in their home search and purchase process.

Not only will this help clients to understand and connect with you, it can authentically convert more prospects into clients.



91%
of buyers

would use their agent again or recommend their agent to others.

89%
of sellers

work with a real estate agent to sell their home.

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