

branding

workbook



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welcome to your new brand!

In this step-by-step workbook, you will answer questions leading you closer to the brand you want to create for your real estate business. This is meant to be broad & engaging! So without further ado, let's hop into it.



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01

let's define **your brand**

A strong brand is the difference between just another real estate agent and a well known real estate professional. Make sure you stand out from your competitors by defining who you are and what makes you unique.

who are you?

in one phrase

Describe who you are as an agent:

example: I am a hard working listing agent focused on providing my clients with excellent service, a timely and smooth transaction, and one of a kind real estate experience.

in one phrase

Why should your clients hire you?

example: I go above and beyond for all clients by offering 24/7 service, a listing marketing mix unlike any other, and I have access to ready and potential buyers

*say it in
one word*

in one phrase

Why did you become an agent?

example: I believe real estate is the biggest and best investment we can do. I want to help others enhance their lives both personally and financially by investing in real estate.

notes

Additional thoughts:

*say it in
one word*

brand values

choose words that best resemble the brand you want to build.

Bold	Credible	Efficient
Sincere	Rational	Reliable
Honest	Persistent	Selective
Exclusive	Dutiful	Considerate
Fearless	Service	Superior
Brave	Advocate	Thoughtful
Trustworthy	Authority	Devoted
Respectful	Capable	Principled
Caring	Compelling	Dedicated
Luxurious	Persuasive	Loyal
Chic	Competent	Accurate
Elegant	Professional	Dependable
Authentic	Accomplished	Likeable
Genuine	Qualified	Charming
Direct	Talented	Fun
Outspoken	Skilled	Outgoing
Straightforward	Responsible	Magnetic
Legitimate	Keen	Passionate
Devoted	Composure	Secure

want to add more to your list of values?

define your brand

personality

use words from the previous list to determine your brand's identity

choose
a favorite
word



promise

for example: I can, I will, I promise

choose
a favorite
word



color

find a color and its hex code, for example:
turquoise #00c4cc, medium grey #d9d9d9



find a color and its hex code:



typography

type expresses a lot of personality, choose
a style you like and find a font in that style.

M Sanserif M Script

M Serif M Monospaced

find a style and a font you like:



headshots

When getting your headshots done, make sure the images you choose are easily croppable and can shrink down to shoulder height.



Choose backgrounds that stand out on white paper because your brand will live on collateral eventually when promoting your business.



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social media branding

Expanding your brand on social media requires a recipe of content & strategy, check out these resources and start your social media journey.

What to post on social media?

Create content that is:

searchable | shareable & saveable | story-focused

The content that you create is just the first step of the process.

Platforms like Facebook and Instagram operate on algorithms that help users prioritize the content they choose to consume everyday. That's where strategy comes in, everything from keywords, hashtags & descriptions play a huge factor to how people view your content and how they find it. This webinar covers all of the bases:



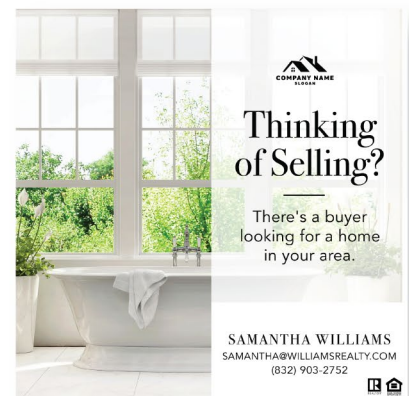
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Self-Promo Posts



Listing Posts



Engagement Posts

02

what's **your goal?**

Now that you have established the face of your business, define the key goals of your business.

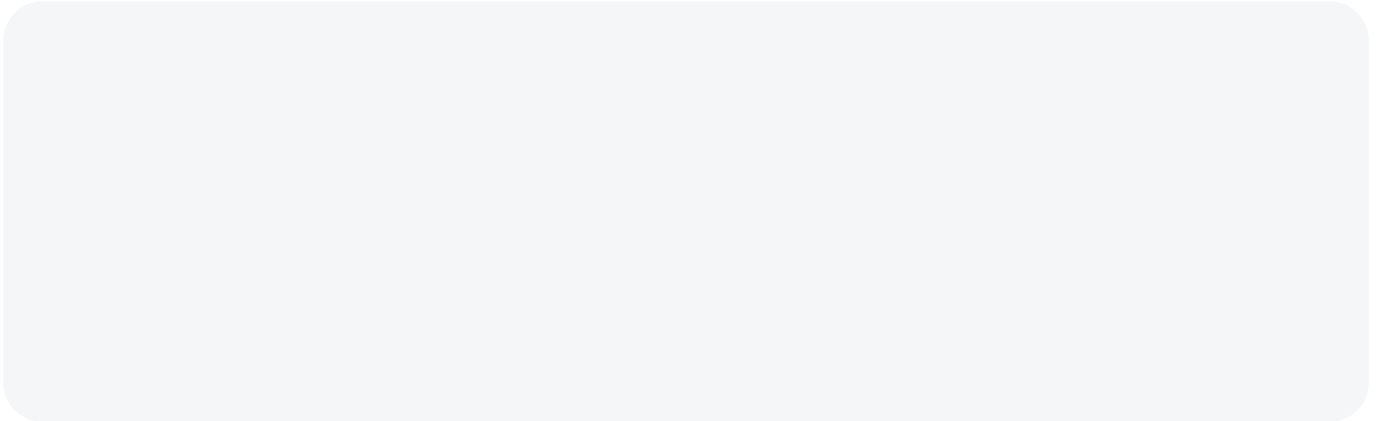
who is your ideal client?

not just their financial or home criteria but who they are.

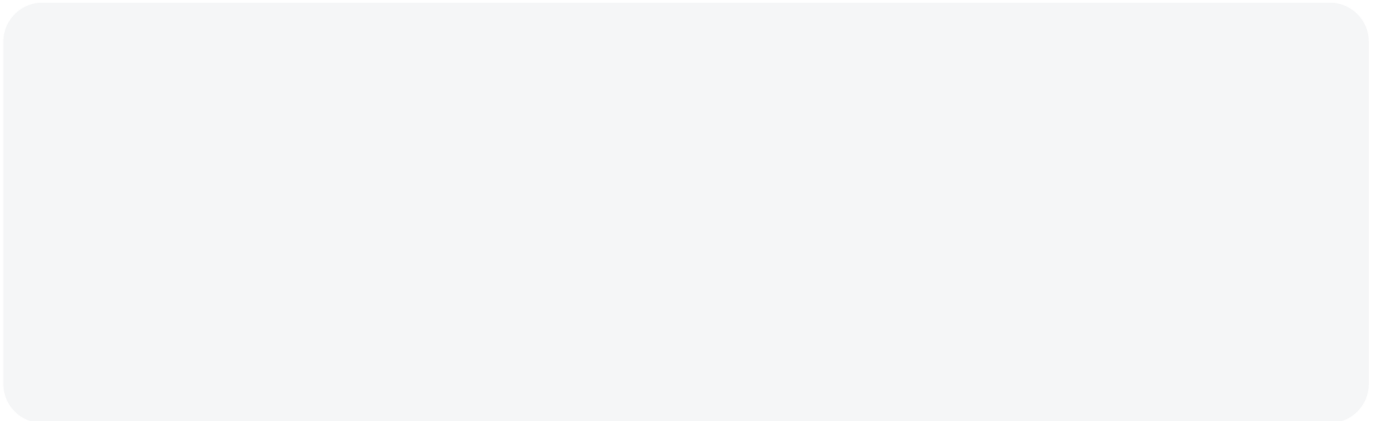
example: looking for home in the next six months, family, wants to live in higher-end area with good access resources and fun.

goal chart

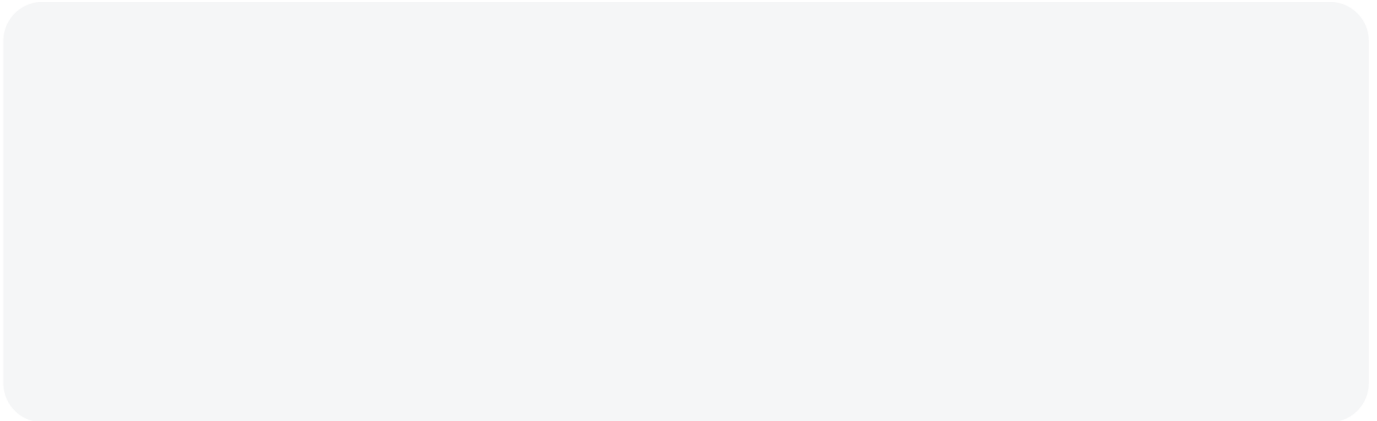
90 days



1 year



3 years



03

what's your **brand's mission?**

You know who you are and what you stand for, now it's time to put it all together. Put a face to the name, a tone in the voice, and create a personal brand that is specific to you.

what's your brand's mission?

define the mission of your business:



example: I want to provide my clients with the best level of service & expertise

I promise my clients:

example: I promise my clients my time and attention to detail

what is your mission statement?

example: I will make the home buying or selling process equitable regardless of my clients situation

04

let's determine **your core values**

Now that you have defined your appearance it's time to develop a strong foundation for your brand. What are your core values? What value do you see in your clients

your core values

what is your mission statement?

what are your business's core values?



vision:

company values:

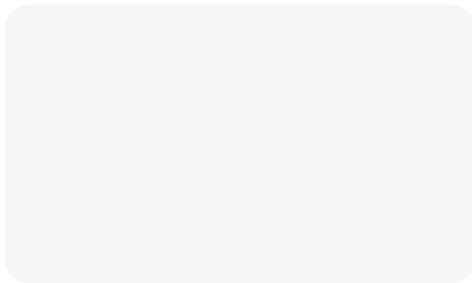
strengths:

one page brand builder

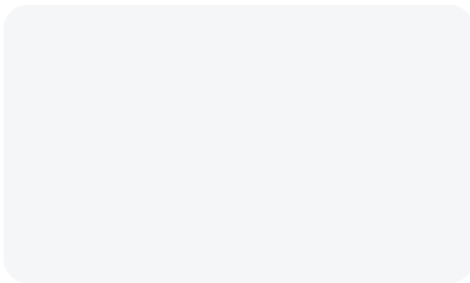
*this page is for you to condense all of the information in this packet.
go back to each section and re-write your answers on this page.*

these icons →  indicate which answers you'll re-write

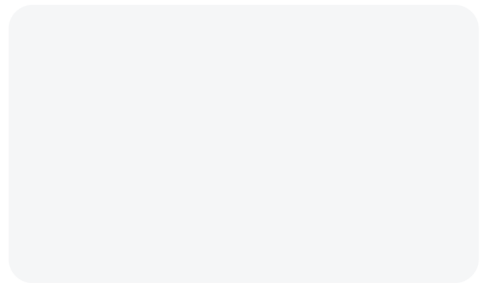
your mission 



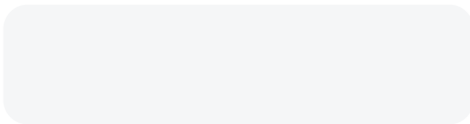
your promise 



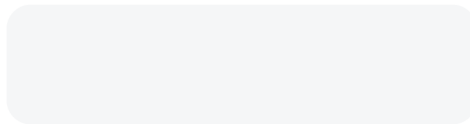
your core values 



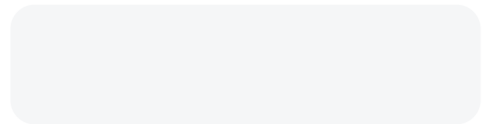
typography 



personality 



colors 



create your slogan / motto *using the above information*

