



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:

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**

64%
of consumers
cite shared values as the
primary reason they have a
relationship with a brand.



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?

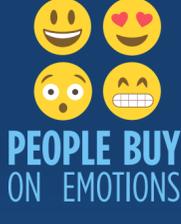
Questions to Consider

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**

84%
of people
purchase a product
because of a referral.



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. It should be memorable and it should inspire you. This is who you are and how the industry will remember you!

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

80%
of consumers said
"authenticity of content" is the
most influential factor in
their decision to become a
follower of a brand.

**CLEARLY
Communicate
what your
PERSONAL
BRAND
DELIVERS**

"Relationships and Results."

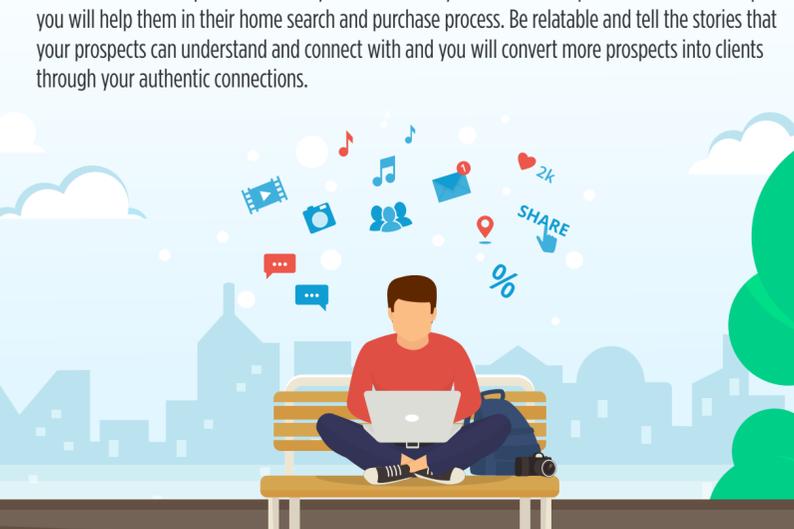
"Connecting You with Your Home."

"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: Harvard Business Review | Edelman Trust Barometer | Steve Martin | Pardot