

# Brand You!

CE hours: 3

Course #: 13659-RECE



Houston Association  
of REALTORS®

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## Course Description

This class will provide you with the opportunity to explore your own personal branding and help brainstorm effective and powerful marketing strategies. These strategies include defining your target market, determining your personal online identity, building a consistency of brand across multiple platforms, and learning how to become an influencer instead of just another online presence.

## Objectives and Overview

1. Branding & Unique Value Proposition
2. Discover Your Personal Brand
3. Explore Brand Creation & Implementation
4. Determine How to Market Your Brand

The objective of the Brand You course is to provide REALTOR members of the Houston Association of REALTORS a class and opportunity to explore their own personal branding and help brainstorm effective and powerful marketing strategies. These strategies include defining your target market, determining your unique value proposition, building a consistency of brand across multiple platforms and how to market your brand.

This course will also help identify components of other branding and marketing tools such as headshots, business cards, website names, slogans, and brand image.

**INTERACTION:**

On a scale between Fred Flintstone and Buzz Lightyear, where would you place your marketing efforts currently.

**Section 1: Your Brand****What is your brand and how do you define it?**

Your brand is what your customers perceive about you, and how you make them feel. It is all the things the people know about you, via direct and indirect exposure, all rolled up into a single marketplace opinion.

So you should cultivate a discipline of ensuring your words and actions represent what you truly care about. Build the kind of relationships you want. Build those relationships with the people you want to work with...your ideal client.

What are brands we recognize? What do they stand for in our minds?

What do consumers want, especially these days?

- **Consistency** - they want to know what to expect from us. And they want to know they will get it consistently. They want to know if their expectations line up with ours.
- **Value** - they want to feel they are getting value. This is true in the time they invest in working with us and the money we will save/get for them.
- **Transparency** - they want us to be real. They want the authenticity we hear so much about these days. And frankly, we want it from them too.
- **Generosity** - people love doing business with people who believe in and support the causes they love. They love realtors who are involved in their community and not just selling.

**Discover Your Brand – How****Breakout:**

1. What DO you do for FUN?
2. What 3 words DESCRIBE you?
3. How do you want to be REMEMBERED?
4. Describe your STYLE...

## Section 2: Your Unique Value Proposition

A value proposition isn't just the service you deliver to the client -- it's the ingredient of your business that solves a problem competitors can't. Your value proposition is your unique identifier. Without it, people don't have a reason to work with you over somebody else.

While your value prop should help differentiate you from the rest of the industry, keep in mind it's not a slogan, tagline, or even a way to position yourself in the market. Those types of copy are important accessories to your brand, but your potential customers and employees don't choose one business over the other based on a high-level mission statement.

Your value proposition goes deep into the problems you want to solve for people, and what makes you the right one for the job.

[HUBSPOT - HOW TO WRITE A GREAT VALUE PROPOSITION](#)

[TOM FERRY - WHAT'S YOUR USP](#)

### **INTERACTION:**

Review screenshots of IG profiles. The IG profiles don't need to be real estate related. Discuss what you like and dislike about each profile. Come up with your favorite and least favorite.

Share their own profiles with each other and offer constructive criticism. One member of each group will then speak for the group We will list likes and dislikes on the board.

What do we learn from this exercise?

1. IG profiles all designed for a specific purpose, but those purposes aren't universal.
2. IG profiles aren't going to resonate with every single person.
3. TAKEAWAY: whether we're talking about digital marketing or traditional marketing, we must begin with the most basic, foundational component of marketing:
  - a. knowing who you are
  - b. knowing your target market
  - c. also known as **CREATING YOUR BRAND**

## Section 3: Creating Your Brand

### INDIVIDUAL EXERCISE

1. Write down all the words or phrases that describe the character traits you value the most.
2. Now eliminate all but the ones you identify with the most strongly.

Some thoughts:

- Just because you define your target doesn't mean you can't market outside that target
- Defining your target just means where you can be authentic and comfortable
- Working with those you find comfortable; means they will likely find YOU comfortable

## Section 4: Mission Statement

- Why am I in **business**?
- What makes me **unique**?
- What do I want to be **known for**?
- What do I intend to do **better** than anyone else?
- What do I want to **accomplish** in my business?

Considerations for mission statement and bios

- What is unique about me?
- What kinds of things do I love to do?
- What things are relatable about me?
- What things are fun about me?
- What part of my personality do I want to shine through how I write this?
- What are the best parts of me I want to share with the world?
- What qualities do people most appreciate about you?

### **INTERACTION:**

Now, let's take about 5-10 minutes to work on creating the right bio for you based on who you want your target market.

MY BIO As you work on your bio, keep these tips in mind:

- No jargon (try to keep from using industry-specific terms and acronyms) · Don't get too wordy
- Keep safety in mind
- Proofread
- Revisit your bio every year

## Setting Up for Success

- A. Humanize
- B. Avoid Clichés
- C. No Jargon
- D. Don't Get Too Wordy
- E. Safety First
- F. Proofread
- G. Revisit Your Bio Once a Year
- H. STAY CONNECTED

**IT'S NOT YOUR CLIENT'S JOB TO REMEMBER YOU**

**IT'S YOUR JOB TO KEEP THEM FROM FORGETTING YOU**

## Section 5: Wrap Up

I know I threw a lot of information your way today. However, if you only did 5 things after today, what would they be?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_