

# YOUR 10 STEP BRANDING ANALYSIS

Jeremy Collins  
@Marketing\_Savvy\_Coach



To build a foundation to your brand, you must take time to analyze your personal brand from an internal perspective. While visual aesthetics, like colors & logos, are an exciting place to start, they alone cannot paint the story of who you are.

Branding that's memorable and impactful is also emotional. This concept is no truer than in real estate, where you are looking to create lasting connections with people during what can be a stressful financial and life event.

Take some time to ask yourself the following 10 questions and use the details you come up with to guide you as you build your brand and make marketing decisions.

---

1. Why do you want to develop your brand as a real estate agent?

Your why is your guiding light in business. Why are you committing to creating a brand strategy for yourself? By clearing establishing a clear motivational factor, you'll be better able to stick to your plan and accomplish your goals.

---

---

---

---

2. What do you do? Do you have any specialties?

Get as specific on this question as possible. If your answer is simply, "you're a real estate agent in XYZ area," that's not going to be enough to differentiate yourself from the hundreds or even thousands of other agents in your local market. Think about the unique areas you specialize in or want to focus on, such as working with a specific type of client, property type, market area, etc.

---

---

---

---



3. What makes you stand out? Strengths?

Now, we're getting into your value proposition. What are the key differentiators when working with you? What makes you special could be personality traits, professional experience, or even aspirational qualities.

---

---

---

---

4. What type of clients are you currently attracting?

Who are you currently working with, and how did you acquire these buyers or sellers?

---

---

---

---

5. What types of customers would you love to attract?

Make a note of who your ideal customers are. Are these customers looking at homes in specific market, price range, or are they a specific type of customer (first-time buyer, etc.)?

---

---

---

---

6. Where would you find your ideal customer?

This question will help you determine where you should be focusing your marketing efforts. Branding encompasses your marketing from an in-person and online standpoint. So think critically about where you could connect with that ideal customer from digital marketing and social media to a relationship-based approach.

---



6. Continued - Where would you find your ideal customer?

---

---

---

---

7. How does your brand make your ideal customer feel?

Great branding has emotional ties associated with it. What are the feelings you want people to associate with working with you?

---

---

---

---

8. What are your values?

Do you have core values that define yourself and how you want to be viewed in your business? What is important to you that you want other people to know?

---

---

---

---

9. What words best describe your brand as a real estate agent?

This exercise is the fun part! Take a timer out and set it for 60 seconds. Brain dump as many words that you can think of that describe your brand. Once the time is up, go back and circle the five most important or meaningful words to you. Keep these words in the back of your mind when you're determining if your marketing aligns with your brand.

Continued on next page >



9. Continued - What words best describe your brand as a real estate agent?

---

---

---

---

---

---

---

---

---

---

Which five words best represent your brand?

---

---

---

10. What do you want to be known for?

If you could wave a magic wand in your business and be known for anything, what would that be?

---

---

---

---

How will this help you reach your goals?

---

---

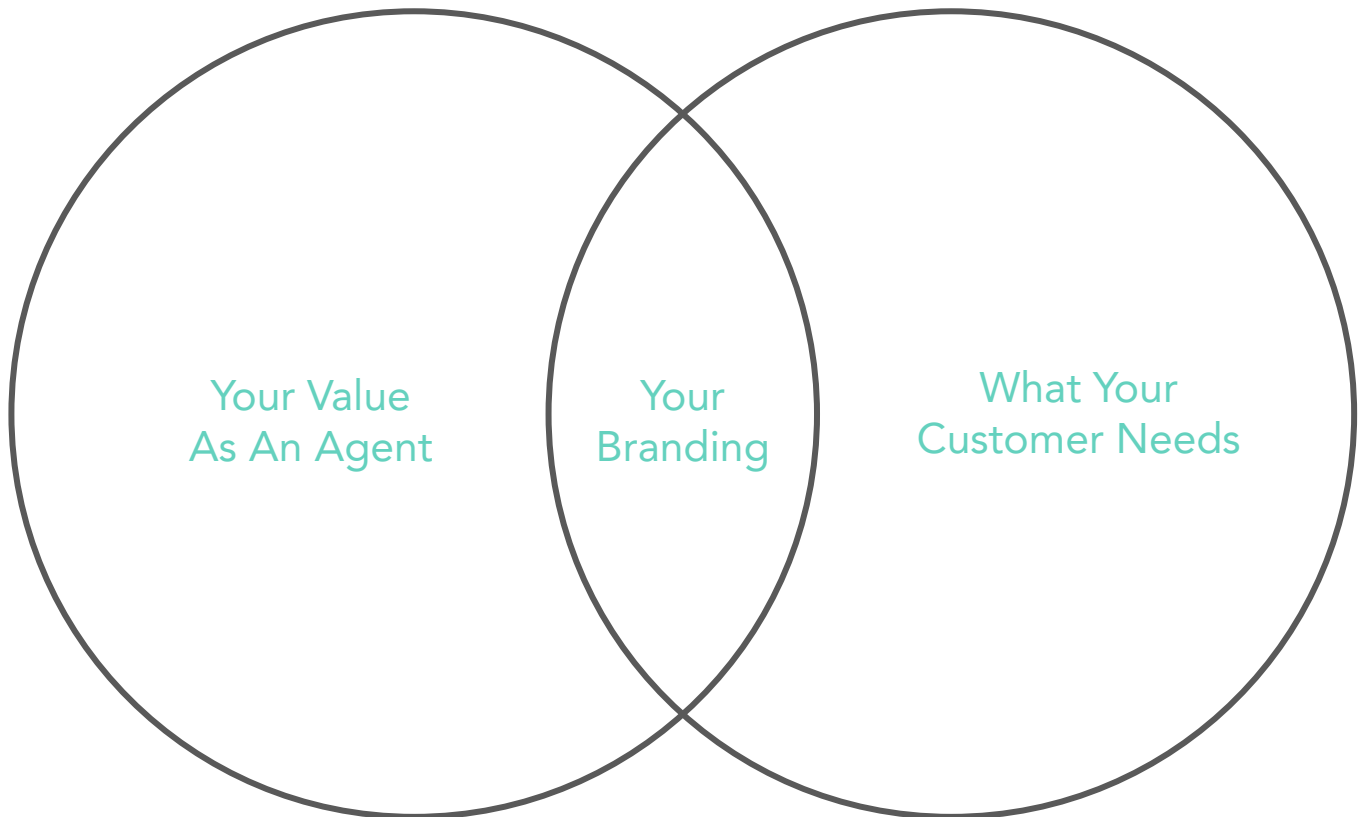
---

---



## Bonus Exercise

Your brand as a real estate agent should directly relate to your ideal customer and how you're able to serve them best. Let's sketch out your strengths as an agent compared to the needs of your customers.



Once you've completed this worksheet, you should have a stronger understanding of what you stand for, who you want to connect with, and how you want to be known. Now, branding is a process! If you'd like to learn more about branding, please make sure you are following me for more ideas and tips:

---

Instagram: @marketing\_Savvy\_Coach  
Facebook: /marketingSavvyCoach