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## *Branding Worksheet*

### **YOUR STORY**

What experiences led you into the real estate industry?

What education and experiences qualify you to run your business?

Who has inspired or impacted the way you do business (positively or negatively) and why?

When it comes to your business, what are you passionate about?

### **YOUR SERVICE AND BUSINESS PHILOSOPHIES**

How would you describe your service?

What do people say about your business?

What do you *want* people to say about your business?

What do you wish people knew about you or your business?

What sets you apart from your competitors?

What is the best compliment you've received from a client? What did this mean to you?

## VISION

What problems do you see in the real estate industry?

What role do you serve in solving that problem?

What do you want to accomplish in the next year of your business? What are you doing today to work toward that goal?

What do you want to accomplish in the next 5 years of your business? What are you doing today to work toward that goal?

Without limitations, what would be the biggest dreams and goals for your business? What can you do to set these dreams into motion?

## VALUES

What are your guiding principles in business? For which traits should your business be known?

Adventurous	Enthusiastic	Passionate	_____
Affordable	Exciting	Perceptive	_____
Aggressive	Expensive	Personal	_____
Agreeable	Faithful	Pleasing	_____
Ambitious	Familiar	Popular	_____
Available	Fearless	Powerful	_____
Best	Flexible	Practical	_____
Big	Formal	Premium	_____
Bright	Friendly	Professional	_____
Brave	Fun	Recognizable	_____
Certain	Generous	Reliable	_____
Compassionate	Hardworking	Sensitive	_____
Competent	Helpful	Sincere	_____
Competitive	Hip	Successful	_____
Confidential	Humble	Strong	_____
Cooperative	Imaginative	Talented	_____
Creative	Impressive	Thoughtful	_____
Determined	Inspiring	Thrifty	_____
Different	Intelligent	Tough	_____
Diligent	Kind	Trustworthy	_____
Direct	Knowledgeable	Up-To-Date	_____
Down-To-Earth	Leading	Virtuous	_____
Dynamic	Loyal	Visionary	_____
Elegant	Major	Warm	_____
Encouraging	Modern	Weird	_____
Energetic	Optimistic	Wise	_____

## INSPIRATION

What are 5 brands you admire, either inside or outside of the real estate industry? Why do you admire these brands? What do you have in common, or what would you like to have in common with these brands?

1.

2.

3.

4.

5.

## FUN TO THINK ABOUT

If your brand had a theme song, what would the theme song be, and why?

If your brand had an animal mascot, what would it be and why?

If you could hire any celebrity or notable figure to represent your brand, who would it be? What would that person's endorsement tell your customers about the way you do business?

## YOUR BRAND STATEMENT

Using your previous answers, craft a few sentences describing your brand, its values, and the goals you have for your company and your customers.