



# BRAND STRATEGY WORKBOOK

Courtesy of Frontier Title



# YOUR BUSINESS FOUNDATION

The first stage is identifying who you are as a real estate agent, your offers, and why you want to pursue your business.

What are three of your most defining values?

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What makes your approach to business unique to you?

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What made you decide to enter this industry?

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What is your business mission statement?

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How would you like to see your business grow in the next 12 months?

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What professional goals do you have?

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What part of this job excites you the most?

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What part of this job falls most outside of your skillset?

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What do you hope former clients will tell others about you?

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What is your area of expertise in this industry? Marketing, staging, analytics, contracts, something else?

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What would you like to learn about in the next 12 months?

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What experts in your field (local or otherwise) do you emulate? What skills or strengths do they have that you would love to improve in your own business?

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What steps will you take in the next year to enhance your skills, expertise, or education?

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What do you hope former clients will tell others about you?

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# YOUR DREAM CLIENTELE

The second stage is to identify who is your target audience, how you can help them, etc. Be specific as much as possible so you can create products or services that would resonate with them.

Demographics:

Gender:

Profession:

Age:

Location:

Marital status:

Average annual income:

Education level:

Other:

What are their hobbies and interests?

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What goals do your dream clients have? What motivates them?

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What are some of the challenges they face?

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What can you offer to solve their problems? What expertise do you bring to the table?

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What benefit do your clients receive from working with you?

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Why should clients choose to work with you and not a competitor?

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# YOUR COMMUNICATION STYLE

**The last stage is figuring out how to communicate with your target audience. Focus on what your target audience wants from you and how to address them.**

Where can you find your target audience? List geographical locations, meeting places, social media platforms, etc.

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What type of content and marketing resonates with your target audience? Examples include mailers, social events, blog posts, videos, etc.

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In what ways can you reach out to your target clientele in the next 12 months?

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Can you create collateral and content on your own, or will you need to find help?

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How often can you realistically and consistently engage with your audience?

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How will your marketing and advertising budget be spent this year?

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How will you review your marketing efforts to understand your return on investment?

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