

# BRANDING YOURSELF 101.

Marketing experts tell you to brand yourself and your business, but do you really know what they're talking about?

## **1. Create A Visual.**

Branding your organization means that you create a visual, cultural, and even emotional image of your business and its services. Marketing devices like logos, slogans, and ads represent only a fraction of that image. Your brand encompasses everything about you and your business.

## **2. Numbers Not Meaningful.**

What does it tell consumers if you market yourself as the “number one agent in Podunk City” or a “million-dollar producer”? It tells them that you think you're pretty great, but it doesn't give them a reason to hire you as their representative. Pick something about your business that you want people to remember—something that makes you different from other agents in your area, something that you do better than everyone else. Use that unique aspect of your business to create your brand.

## **3. It's The Consumers Perception.**

Your brand is about how people perceive you. If you position yourself as the guy who sells downtown lofts, everything about you and your business must say, “You should call me to sell your loft, because I'm Mr. Downtown.” Can you really sell downtown lofts better than everyone else in town? Maybe, maybe not. However, the goal is to brand yourself in such a way that people think that and will call your first. Consumers are buying you, and building a brand involves making them loyal to you.

## **4. You Need Consistent Branding.**

Always be consistent with your branding message. If you want people to perceive you as the downtown expert, don't put a ranch road address on your business card. Locate your office downtown and dress like an urban professional.

## **5. A new Ending Process.**

Building a brand is a never-ending process that takes constant reinforcement. Figure out what your target customers really care about and position everything about your business to attract them. Advertising, marketing, relationships with clients, customer service—it all contributes to your brand.