

HOW DO YOU BRAND YOURSELF?

Branding requires a commitment. You cannot read this article or a book about branding, pick a slogan, and consider yourself branded. Branding is more than putting your picture on your business card and a park bench and proclaiming you are the number-one salesperson in your market.

Branding is everything you stand for—your promise to your customers.

To successfully brand yourself, you must first evaluate where you are and where you want to go. This is the most important step. As an agent you have to live and breathe your brand every day or it will fail. You have to honestly evaluate yourself and your business. What does your business look like now? How do you want your business to look? What are you willing to do to get there?

After you have determined where you are and where you want to go, it's time to step out of your box and define you as your brand. Did you determine that you really want to focus your business on serving the real estate needs of retirees? Pick a slogan or word that describes the commitment you have to your target. For example, "Providing golden service for the golden years." Then own that brand in everything you say and do. Back up your brand with what you promised: golden service. Use your slogan or brand consistently and repeatedly. Over time, your name will become synonymous with your brand to the extent that your target—retirees and their families, in this example—will think of you first when they want to list their house, regardless of whether you took out a full-page ad in the newspaper proclaiming yourself the number-one agent in the market. Remember, evaluate your business and your path, make a commitment to your brand, and back it up with everything you do every day. Follow these steps and you will be on your way to building your brand and becoming that agent sellers in your market call first to list their home.

Allison Fishwick (AllisonFishwick.com) is a professional speaker and coach who specializes in coaching real estate agents to properly brand themselves. Drawing on her personal experiences as a real estate agent, Allison practices what she preaches, combining the best attributes of a professional speaker and coach with the authenticity of an agent who has been "in the trenches."