

WORKBOOK

Personal Branding
WORKBOOK
To Help You

TURN EVERYDAY
CONVERSATIONS INTO
FOLLOWERS AND LEADS
FOR YOUR REAL ESTATE
BUSINESS

HealthyHOMETM Media

Wellness Sparks Connection | Tools Drive Growth



THE 3 MOST CRITICAL STEPS TO CREATE A BRAND THAT ATTRACTS FOLLOWERS AND LEADS FOR YOUR REAL ESTATE BUSINESS

The more you do these 3 things consistently, the more followers, leads and clients you will have.

1

Define your personal brand elements that highlight your value proposition and market it.

2

Have more conversations with people about real estate related topics that showcase your unique knowledge and expertise.

3

Connect people with resources that help them so they learn to trust your guidance.



1

Create a Personal Brand that highlights your value proposition and market it.

Discover and develop your Brand Identity

Your personal brand is so much more than your logo and colors. Most people think that's what brand development is and skip the most important elements required to create a brand that actually attracts people.

There are 5 steps in developing your brand identity:

- Discover your superpowers
- Identify your ideal client
- List your ideal client's problems
- Develop your value proposition
- Give your brand a name, develop colors and logo, tagline, and one-liner

1

DISCOVER YOUR SUPERPOWER

What are you great at? What are your interests? How can you show more of yourself so you attract like minded people to engage with you? Showcase that strength!

- Community
- Client Service
- Negotiation
- Network / Connector
- Experience
- Contracts
- Design
- Other Certifications
- Health & Wellness
- Non-Toxic Environment
- Home Wellness
- Energy Efficiency
- Sustainability
- Fitness
- Mindset
- Motivation

My Superpowers



2



IDENTIFY YOUR IDEAL CLIENT

Even if you know you will help anyone referred to you, you still need to market yourself to a specific ideal client. Otherwise, your marketing will appear bland and generic to consumers, and they won't have a reason to choose you over another agent. Ask yourself, if you could have an inflow of clients you hand-picked, who would they be? What type of people are they? Where do they live? What do they do for a living? Being specific helps you identify your brand voice and how you will speak in your marketing. (it does not mean you will only help clients that fit this exact profile). It's counterintuitive because many agents think identifying a target is limiting when in fact, it is the only way you can start attracting your ideal clients to you!

Type of Buyer examples

- New Home Buyers
- Families
- Down-sizers
- Seniors

Location examples

- Specific Communities
- Downtown
- Beach Communities
- Farming communities

Specific Mindset examples

- Minimalist living
- Non-Toxic living
- Outdoor Adventurer
- Walkability
- Convenience to amenities
- Farm-to-Table Living
- Net Zero Living

Type of Property examples

- Condos
- Fixer Uppers
- Investment Real Estate
- Horse Property
- Luxury
- Waterfront
- Beachfront
- Energy Efficient Homes
- Sustainable properties
- Healthy Homes

My Ideal Client



LIST YOUR IDEAL CLIENT'S STRUGGLES

What are your ideal client's obstacles or problems they face? Identifying these struggles helps you show that you understand what they are thinking and feeling and gives you topics to speak to in your marketing!

Home Buyers

- Not sure they have enough money
- Not sure how to get started
- Don't understand the process
- Don't know what they should be looking for in a well-maintained and healthy home.
- Don't know about the green mortgage process
- Are there things they can do to remove toxins in their home?
- What happens if they find mold in an inspection?
- What types of things should they look for if a "healthy home" is important to them?

Home Sellers

- Need to sell before they move
- Don't know what simple projects will increase value
- Think all agents are the same
- They don't know which upgrades they have done have added equity to their home.

Everyone else

- Busy with life and kids and families
- Struggling to keep everyone healthy and not sick
- Chronic pain, migraines, or other health conditions
- Overscheduled or overworked
- Unsure about home upgrades or how to improve the way they live
- Uneducated about the home environment and it's role on health and well-being

My Ideal Client's Struggles





DEVELOP YOUR BRAND'S VALUE PROPOSITION

You can create your brand intentionally by putting marketing out there or build one by default.

Your brand by default is what others say about you. So, if they say you are a good agent, then that's your brand "good agent." Anything else? Well, how would you or anyone else know if it's left up for someone else to decide?

Creating a personal brand is vital to growing your business because it's the essential component that lets people know WHY they should choose you as their agent.

Why you?

- How can I serve my ideal client best?
- What can I offer them that is unique?
- How can I let them know?



5

IDENTIFY YOUR CORE VALUES AND BELIEFS

It is a good idea to reflect inward to understand what some of your beliefs are and the values you hold as it pertains to real estate, your business, family, and home in general. Identifying what is important to you helps you feel more authentic in your marketing because it comes from your truth. Like-minded people will be drawn to this! So share what your values are, share what your beliefs are!

Here are some examples to get you started:

- A Fixer is a good idea
- Location, location, location
- A home can be healthy
- Everyone deserves to live in a healthy home
- Sustainable living is easier to achieve than you might think!
- The way our homes have been built for the last century is making us lonely, sick and isolated.

Core Value Examples

Integrity, Honesty, Family, Altruism, Dependability, Generosity, Courage, Gratitude, Well-being, Sustainability, Self-respect, Adaptability, Uniqueness, Assertiveness, Support, Open-mindedness, Personal growth, Flexibility, Frugality, Improvement, Self-reliance

My Values

My Beliefs



GIVE YOUR BRAND A NAME, DEVELOP COLORS AND LOGO, TAGLINE, AND ONE-LINER

So now that you've answered the questions in this workbook you will be able to formulate your brand. Here are some tips to consider:

- **Buy a custom domain that is your brand name:**
 - Do you want it to be searchable? or to be your name? i.e.
www.atlantaholisticrealtor.com or
www.yourname.com
 - You can also grab the URL for your city or neighborhood and add healthyiving, greenliving, sustainableliving etc to the backend.
- **Create a tag line that describes your niche or the extra value you provide**
- **Come up with a one-liner that describes how you help.**



ONE-LINER WORKSHEET

One-liners are usually a work in progress, and it may take you a while to find one you love and feel comfortable saying to people when they ask "what do you do?" If all you say is "real estate agent" to answer that question, people will insert their own ideas about what that means based on their past experience. Giving them a new definition of what that means to you, and how you are different, is what makes the one-liner so powerful. A good one-liner can be the difference between people showing interest in what you say next and changing the subject. Don't worry if it doesn't feel perfect on your first try! Practice saying it to people, and if you aren't getting the instant engagement you are searching for, then change it and try again. I've been tweaking mine for the last two years!

You can open with the problem, then say how you help.
-----this problem. I help by doing this.

or say
I help (remove this problem) ----- for these.
people----- by----- so that they can achieve
-----.

Or

I help ----- by ----- to help them achieve
----- without this problem -----.

Example of our one-liner:

HealthyHOME Media helps real estate agents leverage wellness in real estate to generate more authentic conversations about their business to effortlessly attract more leads and followers wherever they go.

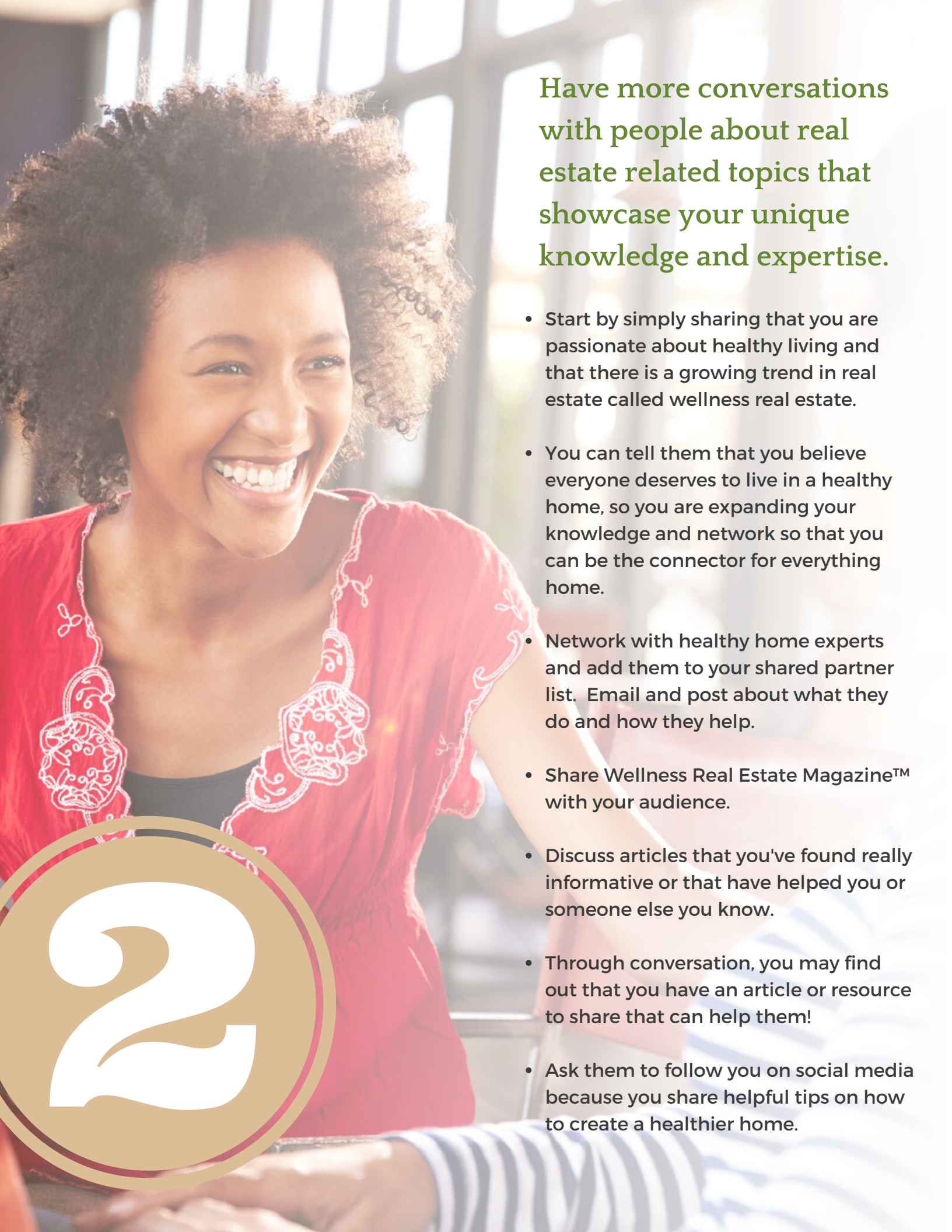
Opening with the problem:

Real estate agents often find it difficult to convey their value proposition to their audience in a way that is engaging and helpful. We are a goodwill marketing company that provides tools so they can lead with their heart and show clients they care which highlights their expertise and positions them as the guide and community connector they are meant to be.

Example of what you could say:

You know how so many people are realizing the connection between health and your environment? There is a new trend in real estate that is called wellness real estate that is projected to be an \$870B industry by 2027. This is so inspiring to me because [insert your personal reason] and so I'm a different kind of realtor. I'm expanding my knowledge and network to include healthy home professionals, to provide more value and to be your connector for everything home.





Have more conversations with people about real estate related topics that showcase your unique knowledge and expertise.



- Start by simply sharing that you are passionate about healthy living and that there is a growing trend in real estate called wellness real estate.
- You can tell them that you believe everyone deserves to live in a healthy home, so you are expanding your knowledge and network so that you can be the connector for everything home.
- Network with healthy home experts and add them to your shared partner list. Email and post about what they do and how they help.
- Share Wellness Real Estate Magazine™ with your audience.
- Discuss articles that you've found really informative or that have helped you or someone else you know.
- Through conversation, you may find out that you have an article or resource to share that can help them!
- Ask them to follow you on social media because you share helpful tips on how to create a healthier home.

2




Have more conversations with people about real estate related topics that showcase your unique knowledge and expertise.

- Start by simply sharing that you are passionate about healthy living and that there is a growing trend in real estate called wellness real estate. **Who can I call or meet with first?**
- Have conversations with them about this new exciting trend in real estate. **What excites me most about wellness real estate?**
- Network with healthy home experts and add them to your shared partner list. Email and post about what they do and how they help.
- Discuss articles that you've found online or in our magazines that you find to be really informative or that have helped you or someone else you know. **Pick a handful of articles to read and ask questions from healthy home experts to learn more.**
- Through conversation, you may find out that you have an article or resource to share that can help them! **Be open! Share and listen for clues on how you can help.**
- Ask them to follow you on social media because you share helpful tips on how to create a healthier home.



Connect people with resources that help them so they learn to trust your guidance.





For many reasons, including liability, we agents need to stick to giving advice about real estate transactions.

However, you want to be the guide they rely on for all things real estate and home, so

BE THE CONNECTOR

Reach out to local healthy home experts like Indoor Air Quality Testers, Building Biologists, Water Filtration Experts, EMF specialists, Eco-Designers and Wellness Architects, and Lenders who offer Green Mortgages, just to name a few! Learn what you can from them, offer to promote what they do to your audience, and write a blog post or email that educates and offers value.



As a member of WellnessRE™ PRO you are part of an exclusive tribe of forward-thinking agents and have access to healthy home experts around the country who can help.



Connect people with resources that help them so they learn to trust your guidance.

- Join our FREE Community here: <https://www.healthyhomemedia.com/offers/FDgoisuj>
- Find healthy home resources around you and reach out to connect. Let them know you are an agent who specializes in _____ and that you also share information about home health and energy efficiency and sustainability with clients. Find out if you can learn more about what they do and if you can promote their services. You have instantly gained a new friend in the industry!

Here are some examples of businesses to reach out to:

- Eco or Green Builder
- A lender who offers a Green Mortgage- ([Kevin](#) from Green Homeowners United can help you)
- HVAC company that does blower door testing
- HVAC that has ERV and HRV systems
- Indoor Air Quality Expert
- Mold Expert
- Mold Remediator
- Green and Healthy home building supply (www.thegreendesigncenter.com)
- [Pearl Certification](#) allows you to certify the energy-efficient features in your listings
- [RealtySage](#) (the zillow for green homes) allows you to upload your listings and be a preferred agent for FREE
- Building Biology expert
- Wellness Architect
- Biophilic Designer www.designwellstudios.com
- Feng Shui expert
- Color Psychology Expert
- Eco interior designer
- NO VOC Paint supplier (www.afmsafecoat.com)
- Whole House Water Filtration expert (www.ethicalh2o.com)
- Ionized Alkaline Water Filtration (www.lifetimewatersb.com)
- EFM expert



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