

MARKETING MEETING

APRIL 8TH

ESTABLISHING YOUR PERSONAL BRAND & MISSION STATEMENT

WHAT IS MY BRAND

- Your brand is more than your logo or colors
- It's the feeling people get when they interact with you
- It's the story you consistently tell across every touchpoint: social media, emails, and conversations

WHAT MAKES YOU UNIQUE

- **What do you bring to the table that other agents don't?**
 - Think about your background, experiences, or interests
- **What skills do you have?**
 - Are you a natural negotiator? A market-savvy numbers person?
 - Lean into those strengths in your marketing and messaging
- **What do you get compliments on?**
 - Feedback from others tells you what already stands out
 - Do clients mention your responsiveness, your knowledge, or how easy you are to work with?

WHO DO YOU WANT TO WORK WITH AND HOW

- **Who is your ideal client?**
 - Example: First-time homebuyers on Aquidneck Island
- **What will speak to this demographic?**
 - Understand your audience's lifestyle and communication preferences
 - Example: Young professionals appreciate tech-savvy, efficient communication - think DMs, texting, short videos

WHAT IS YOUR PERSONALITY

- **What is your personality and how do you tie that into your marketing?**
 - Personality builds trust
 - Examples: Joan's Real Estate on the Rocks videos, Joe's reels

WHAT IS YOUR PERSONAL MISSION STATEMENT

- I help [who you serve] [what you help them do] by [how you do it differently].
- Example: I help first-time homebuyers on Aquidneck Island navigate the buying process with clarity and confidence by combining my decades of local expertise with modern communication.

PUT IT INTO ACTION

- **Audit your marketing**
 - Does your Instagram bio reflect your niche?
 - Are your posts speaking to your ideal client?
 - What do your email templates look like?
- **Make one goal for this week that will improve your personal brand and stay true to your mission statement**
 - Examples: Update your bio, change your profile picture, brainstorm a social media post, record a video

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