



EXCEL

Branding Workbook

ESTABLISH YOUR CORE VALUES

What are your core values? Highlight, or mark any of the words that resonate with you.

Accessibility	Frugality	Mastery	Structure
Accountability	Fun	Meaning	Success
Ambition	Generosity	Mindfulness	Support
Balance	Giving	Money	Teaching
Belonging	Grace	Motivation	Teamwork
Calmness	Gratitude	Openness	Thoroughness Thoughtfulness
Capability	Grit	Opportunity	Tradition
Collaboration	Growth	Optimism	Tranquility
Comfort	Guidance	Organization	Transcendence
Community	Happiness	Originality	Trust
Dependability	Harmony	Patience	Truth
Determination	Health	Passion	Understanding
Education	Heart	Peace	Uniqueness
Efficiency	Helpfulness	Perseverance	Unity
Encouragement	Honesty	Persistence	Usefulness
Entertainment	Hopefulness	Preparedness	Victory
Environmentalism	Hospitality	Professionalism	Virtue
Ethics	Humor	Relaxation	Vision
Excellence	Imagination	Reliability	Volunteering
Experience	Impact	Reputation	Warmth
Expertise	Independence	Resolution	Wholeheartedness
Fairness	Integrity	Resourcefulness	Winning
Faith	Intelligence	Respect	Wisdom
Family	Joy	Responsibility	Wittiness
Fierceness	Kindness	Service	Add your own:
Fitness	Leadership	Simplicity	
Flexibility	Learning	Sincerity	
Freedom	Love	Skillfulness	
Friendliness	Loyalty	Strength	
Friendship	Luxury		

Narrow down your selections to three core values. Think of these values in terms of your business, not personal life if they differ.

ESTABLISHING YOUR NICHE

Take your core values from the previous page into consideration when establishing your niche. Also, consider your location: is there a lot of new construction? Is there an opportunity to specialize in a certain area or property type? Keep in mind, you can still take deals outside of it.

IDEAS AND INSPIRATION

VALUES

Environmentalism	Fitness
Balance	Organization
Humor	Luxury
Tranquility	Celebration
Joy	Belonging
Health	Community

PROPERTY TYPE

Waterfront	Farm/Ranch
Luxury	Environmentally friendly
Multi-family	Vacation Homes
Condos	Historic
Age-restricted	Dog friendly
New construction	Townhomes

HOBBIES/LIFESTYLE

Pets	Sports
Fitness	Art
Outdoors	Bicycling
Trails	Reading
Yoga	Cooking

TRANSACTION TYPE

Renters	FSBOs
First-time buyers	Foreclosure
First-time sellers	Move-up
Investors	Move-down
Expired	Empty nesters

DEMOGRAPHICS

Millennials	Military
Newlyweds	Employment
Divorcees	Singles
Married	Families

LOCATION TYPE

Neighborhoods	Golf Course
Buildings	Subdivision
Downtown	School district
Beach/Lake/River	Park

MY NICHE:

Still debating? What's the first thought that popped into your head when you read the sentence above the box? There's a niche to try.

YOUR PERSONAL BRAND STORY

Use your answers from the previous pages to help you fill these out.

STEP ONE: WHO ARE YOU?

What are your core values? What are you passionate about? What are your hobbies?

STEP TWO: WHY DO YOU DO WHAT YOU DO?

What did you do before real estate? Why did you decide to get into real estate? How has your prior experience prepared you for real estate?



STEP THREE: HOW CAN YOU ADD VALUE AND STAND OUT?

What is your expertise? What is unique about you and your experiences? What is your niche?

YOUR PERSONAL BRAND STORY

Use this template to build your brand story.

Background: what you were doing before real estate

Action: what happened that led you to take an action to where you are now

Now: what you do now

Who: who do you help



How: how do you help them

Why: what do you help them achieve

TURN IT INTO A STORY

WRITE YOUR BRAND BIO

I _____

VERB

WHO YOU SERVE

WHAT YOU HELP THEM WITH

So that they can _____

WHAT THEY WILL ACHIEVE

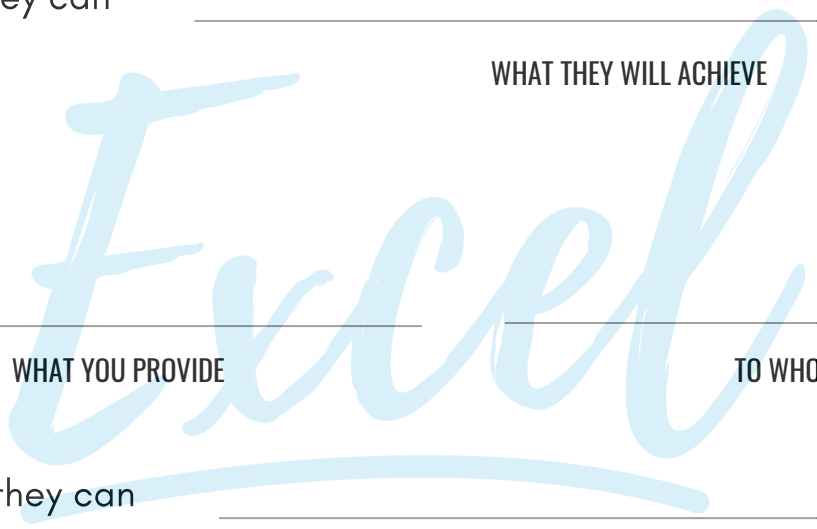
I PROVIDE _____

WHAT YOU PROVIDE

TO WHO

So that they can _____

REALTY & MORTGAGE WHAT THEY WILL ACHIEVE



EXAMPLES

I help Bay Area homeowners sell their home for top dollar so that they can move into their dream home.

I specialize in helping busy families sell their current home and a buy new one simultaneously and stress-free.

I provide a relentless marketing strategy that helps you to sell your home for top dollar, so you can move into the home of your dreams.

I teach first-time investors how to find the perfect property so that they can build their portfolio.