

STRATEGY 2: BRANDING

Branding Worksheet

What are words that describe how your customers feel when they first contact you?	
What words describe how you want your customers to feel after working with you?	
What words or phrases do you want your brand to own?	
What is a phrase that describes your internal “x-factor.” (This is the phrase that makes clear to you and your team, what your business is all about.)	
What sets you apart from your fellow Realtors? What makes you unique?	
Read the things that set you apart – what words come to mind?	

Now read through all your answers and write your brand's story using the words above.

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THE WORKSHEET

