

PERSONAL BRANDING BLUEPRINT FOR REAL ESTATE PROFESSIONALS

Your step by step guide on how to launch your own personal brand



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PERSONAL BRANDING BLUEPRINT

➔ DEFINE

Define a powerful brand for yourself that sets you apart and clearly positions you as a successful expert.



IT USED TO BE THAT YOUR FIRST HANDSHAKE DEFINED YOUR FIRST IMPRESSION.

TODAY, IT'S DEFINED BY GOOGLE AND YOUR SOCIAL MEDIA PRESENCE.

➔ DESIGN

Designing a powerful brand is about credibility and believability. Learn how to build your brand using proven branding methods.

➔ DELIVER

Deliver your personal brand online using the latest social media tools like blogs, LinkedIn, Instagram, Facebook, Video Marketing, and more!

HOW DOES YOUR ONLINE BRAND DEFINE YOU?

As a professional, you can't afford to have a personal brand that doesn't represent you as an expert and talented person that people are excited to meet.

Before people meet you in person, they are searching for you online and what they find can make or break your reputation. Learn how to create a powerful, personal brand online that stands out!

Your online brand matters now more than ever.

A powerful online brand means that prospects will come to you, versus you chasing them. If you want to stand out as a professional, this program will deliver amazing results.

This assessment will put you on-track.

YOUR 7-POINT PERSONAL BRAND ASSESSMENT: DO YOU HAVE A POWERFUL ONLINE BRAND?

Do you have a powerful online brand? Our 7-Point Personal Brand Assessment will help you discover the strengths and weaknesses of your personal brand. Use this to assess your current online brand. People are looking for you online. You can't afford to ignore it.

1. WHAT IS YOUR PERSONAL BRAND?

If you can't define your personal brand, you can't bring it to life online. The starting point in assessing your online brand is knowing what your brand is all about. Have you defined your brand? Do you know what you want people to think and feel when they come into contact with you (in person and online). . A strong brand connects both logically and emotionally.

If you can't articulate a clear and specific brand for yourself, you can't launch yourself online. The first step to personal branding is understanding what you want your brand to be.



2. WHAT MAKES YOUR PERSONAL BRAND STAND OUT?



After you know what your brand is, ask yourself what makes your brand compelling and different. Knowing the building blocks of your brand (we call this designing your brand) is key to assessing how effective your online brand actually is.

What are the things that make you different, better and more credible than others? In looking at your online brand, you will want to determine if these building blocks are brought to life to

position you as the expert. Do your online assets clearly communicate not only your accomplishments, but also what makes you stand out?

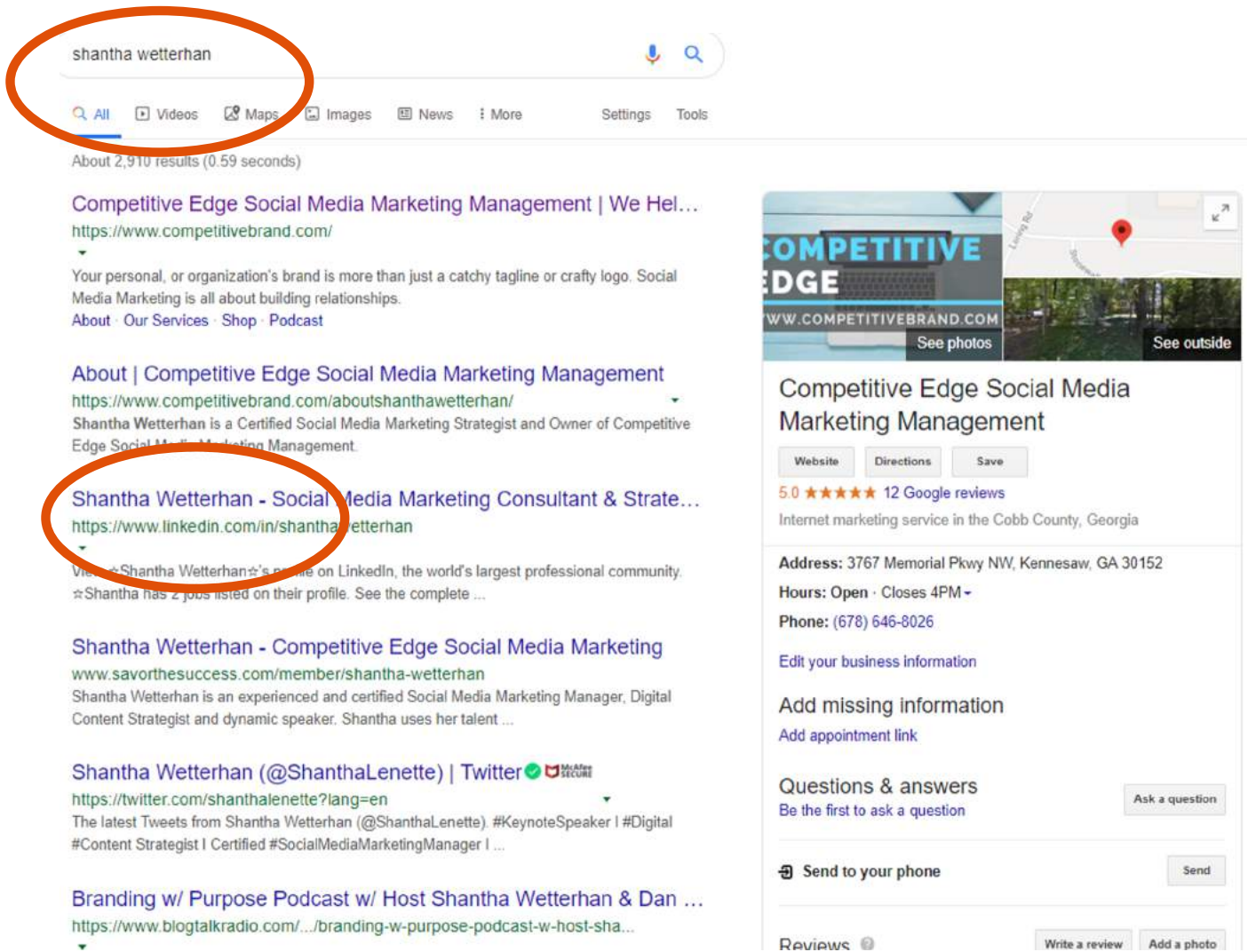
A strong personal brand isn't just about determining the brand you want - it must be believable and credible.

3. GOOGLE YOURSELF

Google yourself. If you have a common name, think like someone searching for you - try your name and city, occupation or something else that would be used to differentiate you.

Put yourself in the position of someone searching for you - can they easily find information that positions you as a credible authority?

Over the years I've perfected my online brand so that I have credibility and people are excited to meet me because they already believe that I am an expert in my field. Even before I was a published author or speaker, I had built a strong brand for myself online that generated clients, job offers and business building opportunities.



4. IMAGES AND VIDEOS

When you search for yourself online, what images and videos do you find? Conduct an additional internet search and look specifically for images and videos. Images and videos often show up in search engine results - experts have strong personal brands with photos and videos that support their brand proposition. Nothing makes a stronger connection than seeing someone in action - and videos and photos are the fastest way to deepen your connection.



5. ONLINE ASSET ASSESSMENT

Do you have a wide variety of online assets (social network profiles, personal website, etc.) that build your brand as an expert? Do you have multiple accounts that all show the same amazing brand of you?

- Do you have at least 7 professional social media profiles? (7 should be your goal)
- Do your profiles include multi-media and consistent branding?
- Are they professional, complete, consistent and compelling?

6. PERSONAL SOCIAL NETWORK ASSESSMENT

Sometimes, personal social networks like Facebook can work against you. If you are already active on a personal social network, you may consider how much of your personal social network you want to expose in online search.

- Have you managed your privacy settings?
- View your profile as someone who isn't a friend (a person researching you).... what shows up? How does that build your online brand? (note: There are strategies that can help build your public Facebook profile to position you as an expert, without deteriorating your privacy)
- What parts of your personality do you want to expose?

7. DOES YOUR ONLINE BRAND MATCH YOUR OBJECTIVES

The bottom line is that your personal brand should match your objectives and aspirations. You know the expression "dress for the job you want, not the job you have" - the same is true about your online brand. Create an online brand that builds the perception of how you want to be perceived. After working for 6 years in finance, I created a powerful online brand that positioned me as a social media marketing expert - within months I was considered an expert, generated clients and started my business (and I did it all by accident). If you strategically build a brand online for who you want to be, and you consistently deliver it, you can create a powerful brand that brings opportunities to you vs. you chasing them down.

**ARE YOU READY TO
STEP UP YOUR GAME
AND TAKE YOUR MARKETING
AND BRANDING TO THE NEXT LEVEL**

**GET ON MY CALENDAR FOR YOUR
15 MINUTE DISCOVERY CALL!**

CLICK HERE!



ABOUT SHANTHA WETTERHAN



Beginning with a background in sales, marketing and digital strategy for a global company, Shantha recognized the benefit of social media for business long before it became the standard.

She has since cultivated a successful business formed in 2014—Competitive Edge Social Media Marketing Management—catering to real estate professionals who strive to grow their own businesses with online strategies. Shantha earned her degree in Mass Communication with Specialization in Journalism and Minor in Political Science from UAB in 2005. She earned her certification in Social Media Marketing Management from KSU in 2014. Shantha has been a GREC instructor since 2015.

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