

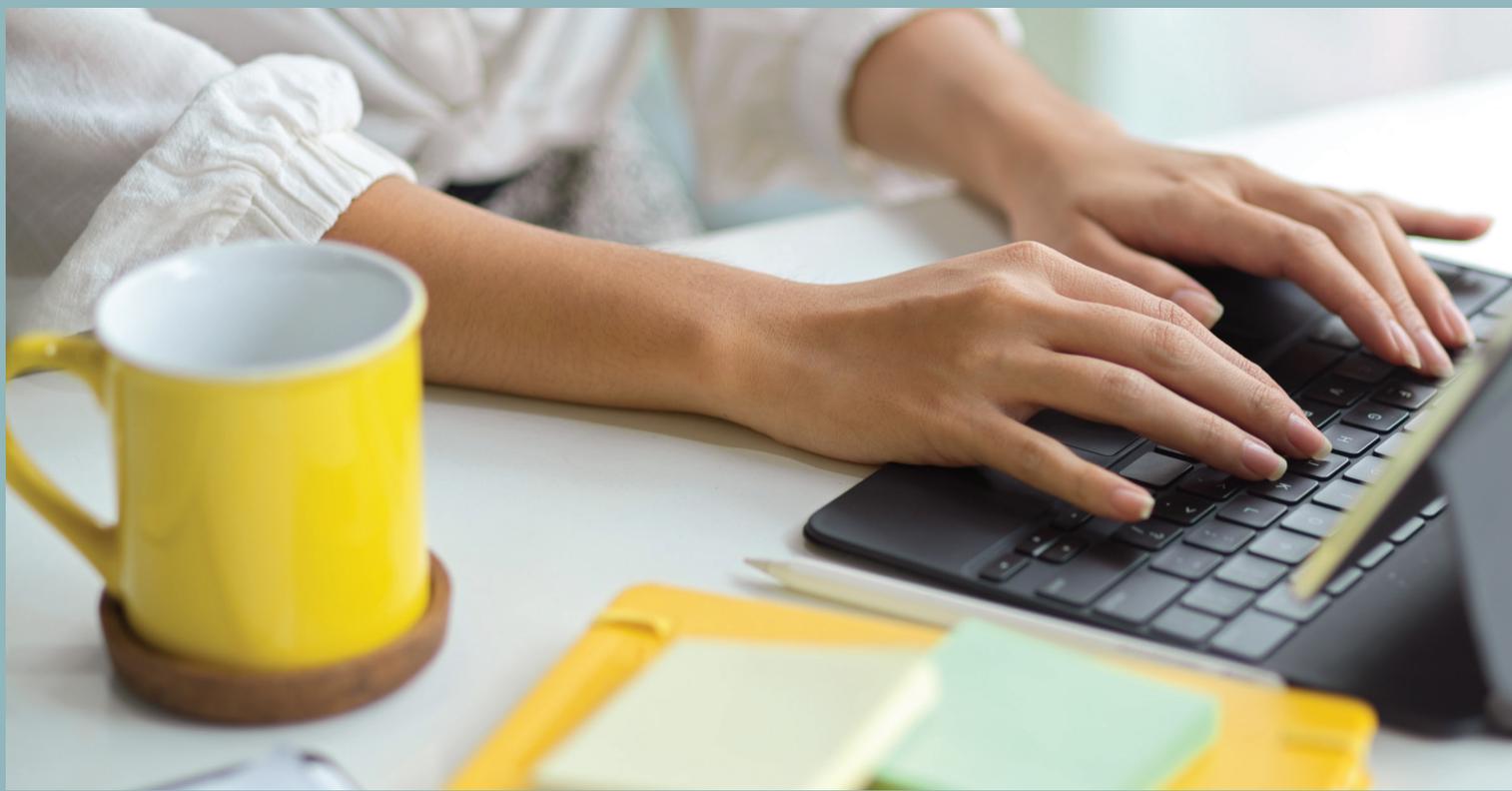
# Align Your Marketing Strategy With your Personal Brand



## Be the Brand They Can't Ignore



# BRAND & DIGITAL ASSESSMENT



## PERFORM A BRAND ASSESSMENT:

### STEP 1: Be your own private investigator

Conduct a thorough Google search on yourself and your business. Identify where you're represented and assess your activity levels. Aim for a vibrant presence, not just a visible one.

### STEP 2: Optimize your profile

Eliminate inactive or redundant profiles to streamline your digital presence.

Ensure easy discoverability and accessibility across all active platforms with updated and consistent contact information (name, email, phone, and physical location if applicable).

### STEP 3: Ensure your brand is unified

Digital Platforms: Update all descriptions, office hours, and visual elements. Drive clients to leave positive testimonials on your Google profile.

Visual Identity: Ensure your color palette, typography, and design motifs are consistently applied across your digital platforms, email signatures, and printed materials.

Tone of Voice: Reflect your brand's personality consistently in all written content, from website copy to social media posts.

# OPTIMIZE YOUR GOOGLE PRESENCE

*Your Google presence is often your first handshake with potential clients. Here's how to make sure it's a firm one.*

- **CONSISTENT CONTACT INFORMATION:** Start by ensuring your name, email, and phone number are up-to-date. Consistency is key to avoiding any confusion that might deter a prospective client.
- **PHYSICAL LOCATION:** If your business has a brick-and-mortar office, make sure the address is listed. This not only aids in local search visibility but also lends credibility to your business.
- **BUSINESS DESCRIPTION:** Your Google profile should clearly articulate what your business is about. This is your chance to make a first impression, so ensure your description is compelling and reflective of your brand.
- **OFFICE HOURS:** Keep your office hours current. This small detail can significantly impact customer experience and expectations.
- **VISUAL APPEAL:** Use at least three images, including a professional headshot, to give your Google profile a personal touch. High-quality images of your office or past listings can also enhance your profile's appeal.
- **LEVERAGE TESTIMONIALS:** Encourage satisfied clients to leave positive reviews on Google. Testimonials are incredibly powerful in building trust with potential clients who are researching your business.

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# OPTIMIZE YOUR WEBSITE

*Your website is your digital storefront. It's often the first place potential clients land when they want to learn more about you and your services. Here's how to make it count.*

- **ENSURING UP-TO-DATE INFORMATION:** Regularly review your contact details, bio, and headshot to ensure they accurately reflect your current professional status and brand identity. This consistency reassures visitors of your reliability.
- **LINK FUNCTIONALITY:** Check all links on your site to ensure they work as intended. This includes links to social media profiles, calls to action (like "Contact Me" or "Schedule a Consultation"), and any external references. Broken links can frustrate users and harm your credibility.
- **WEBSITE PERFORMANCE:** Use tools like Google Page Speed Insights to analyze your site's loading speed. These factors significantly affect user experience and your site's search engine ranking.

# USE AN EMAIL SIGNATURE TO ELEVATE YOUR BRAND

*An email signature offers a snapshot of your professional identity and brand. Here's how to craft an email signature that extends your brand's reach and resonates with every recipient.*



- **VISUAL CONSISTENCY:** Use your brand's color scheme and typography in your email signature to maintain visual consistency across all touch points. This reinforces brand recognition with every email sent.
- **LOGO INTEGRATION:** Including your logo in the email signature instantly increases brand awareness and communicates professionalism.
- **PERSONAL TOUCH:** Adding a headshot personalizes your emails, making your communications feel more approachable. This can enhance trust and make your emails more memorable.
- **SOCIAL MEDIA LINKS:** Incorporate icons linked to your social media profiles. This offers recipients a way to engage with your brand beyond the inbox.
- **DESIGN BEST PRACTICES:** Ensure your email signature is mobile-friendly and visually uncluttered. Test readability across different devices and email clients to ensure a consistent and professional appearance.

# OPTIMIZE YOUR PRESENCE ACROSS ALL SOCIAL PLATFORMS

*Your social media profiles are extensions of your professional brand. Select platforms where your target clients are most active and where you can maintain a consistent presence. Each platform offers unique features to engage with your audience, so it's crucial to tailor your approach accordingly.*

## UNIFORM ESSENTIALS:

- Across every platform, ensure your headshot and bio are not only current but also aligned with your brand's essence. For solopreneurs, writing your bio in the first person adds a personal touch. Additionally, include a direct link to your website to guide visitors towards learning more about your services.

## FACEBOOK BUSINESS PAGE:

- **VISUAL BRANDING:** Add a custom banner image that reflects your brand's identity, making your page stand out and immediately recognizable.
- **ABOUT SECTION:** Keep the About section informative and up-to-date, providing potential clients with a clear understanding of what you offer.
- **ENGAGEMENT:** Leverage your personal connections by inviting friends and family to follow your page, broadening your reach organically.

## INSTAGRAM:

- **CREATOR ACCOUNT:** Switch to a creator account if you haven't already. This grants access to advanced features like music in stories, more detailed editing options, and richer insights into your follower demographics and behavior.
- **LINK IN BIO:** Utilize Linktree or a similar service to consolidate all your important links in one place, making it easy for followers to navigate to your website, listings, and other social media platforms.

## LINKEDIN:

- **PROFESSIONAL IMAGE:** Enhance your profile with a banner image that complements your professional brand, offering a visually appealing introduction to your LinkedIn presence.
- **COMPREHENSIVE UPDATES:** Make sure your profile reflects your entire educational and professional journey. A fully updated profile lends credibility and showcases your expertise and accomplishments.

# LEVERAGE THIRD-PARTY SITES

Platforms like MLS, Realtor.com, and Zillow are crucial in the real estate industry.



Maximize your impact on these sites by:

- **MAINTAINING CONSISTENCY:** Ensure your contact information, headshot, and bio are up-to-date and consistent across all platforms. This uniformity helps in building a professional image and aids in brand recall.
- **BRAND ALIGNMENT:** Make sure your listings and professional profiles on these sites reflect your brand's visual and communicative standards. Your presence on these platforms should be an extension of your brand, offering a cohesive experience to potential clients.

*“Don’t be intimidated by what you don’t know. That can be your greatest strength and ensure that you do things differently from everyone else.” — Sara Blakely*

# RELATIONSHIP NURTURING ACTIVITIES

*This is your low hanging fruit. Staying in touch with your sphere of influence and past clients is the most efficient way to grow your business. In fact, 80% of your business should come from your sphere of influence. Use this chart to make a commitment to some of these activities.*

	WHAT	WHEN	HOW OFTEN
ONE-TO-ONE RELATIONSHIP NURTURING	Calls		
	Daily Intentional Social Media Engagement with Friends & Followers		
	Hand-written Notes		
	Lunch/Coffee/Dinner With Top 10 Clients		
	Text Messages		
	Pop-Bys		
	Voice Mails (especially for birthdays & anniversaries)		
CLIENT GIFTS	Summer Survival, Holidays, etc.		
	Closing Gifts, Home-versaries, etc.		
SOCIAL EVENTS/GATHERINGS	Organize Events Around Your Passions.  Some Examples: Wine & Cheese, Children, Flower Arranging, Movies, Music, Carnivals, Sailing, Cars, Yoga, etc.		

# RELATIONSHIP BUILDING ACTIVITIES

These activities give you the opportunity to build know, like and trust. Use this chart to make a commitment to some of these activities.

	WHAT	WHEN	HOW OFTEN
PARTICIPATE IN COMMUNITY & TRADE GROUPS	Local BNI		
	Local Rotary Club		
	Mastermind Group		
	Local Government		
	Non-Profit Volunteering		
	Kids' PTO, Sports, & Local Facebook Groups		
	Other Industry Trade Groups		
PARTNER WITH LOCAL BUSINESSES	Give Away a Treat From a Local Bakery at Open Houses		
	Add a Coupon From a Local Business to Your Newsletter		
	Sponsor a Yoga Class at a Local Park		
	Sponsor Entertainment at a Local Restaurant		

# RELATIONSHIP BUILDING ACTIVITIES *(continued)*

	WHAT	WHEN	HOW OFTEN
EVENTS	Host a Seller Seminar at the Local Senior Center		
	Host a First-time Buyer Seminar at a Local Restaurant		
	Participate in 3rd Party Events: Some Examples: Local Town Day, Farmers' Market (participate with a table and provide a free activity for kids), Philanthropic Events, etc.		
AGENT RELATIONSHIPS	Work Open Houses for Listing Agents		
	Create A Local Area Agent Facebook Group To Share Listings & Information On What Your Buyers Are Looking For		
	Weekly or Monthly Coffee or Lunch With A Small Group of Trusted Agents to Share Ideas and Local Market Information		
	Connect With Agents Outside Your Market to Build A Referral Network		

# MARKETING ACTIVITIES

These are examples of tactics that build brand awareness and create warm leads.  
Use this chart to make a commitment to some of these activities.

	WHAT	WHEN	HOW OFTEN
OWNED	Email		
	Social Media		
	Website		
	Video		
	Podcast/Blog		
EARNED	Media Mentions		
	Ratings/Reviews		
	Recognition		
PAID	Digital & Print Ads		
	Direct Mail		
	Sponsorship  Local Events, Such as: Little League, Youth Soccer, Rec. Swim, Basketball, Hockey, Local Theater, High School Sports, Etc.		



# January

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY


# February

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY


# March

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

# April

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WEDNESDAY

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FRIDAY

SATURDAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

# May

SUNDAY

MONDAY

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WEDNESDAY

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# June

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# July

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# August

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# September

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# November

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SATURDAY


# December

SUNDAY

MONDAY

TUESDAY

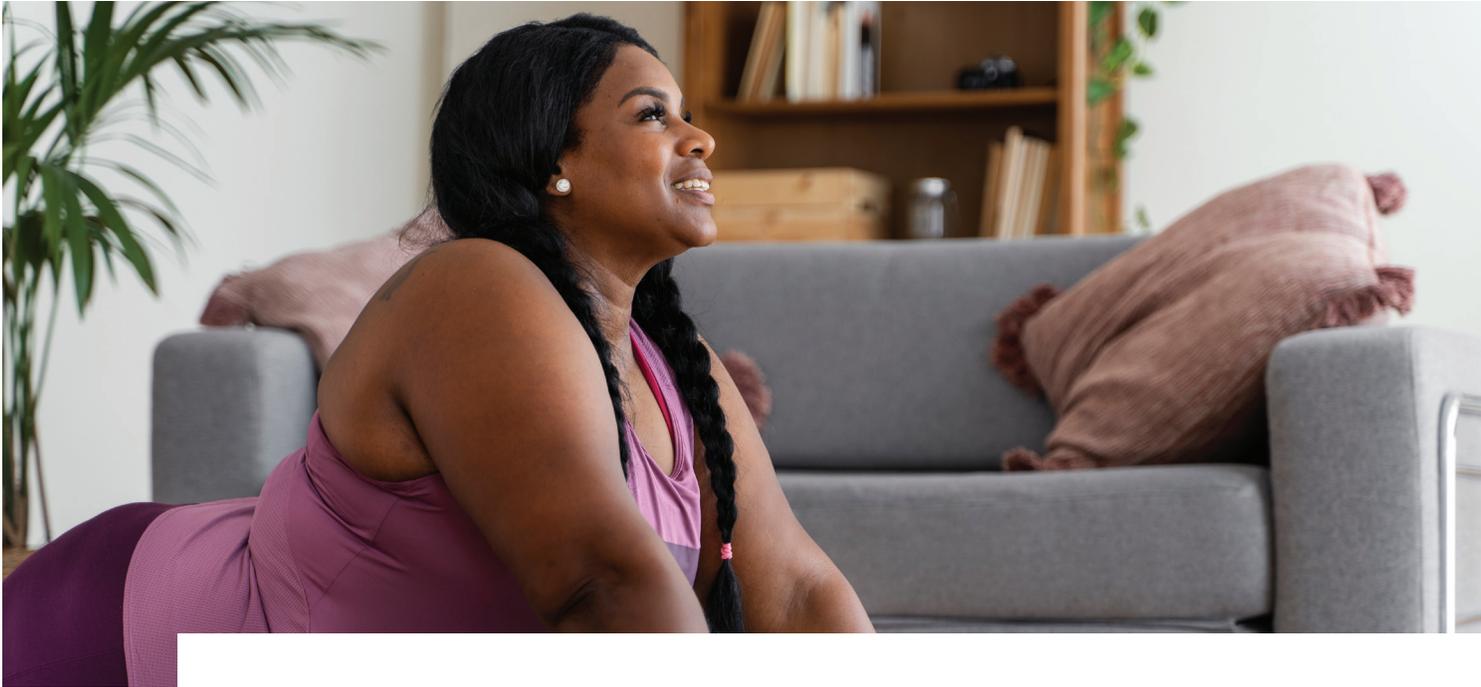
WEDNESDAY

THURSDAY

FRIDAY

SATURDAY


# DAILY RITUAL



## WAKE UP!

Start the day with a moment of gratitude.  
Reflect on what you're thankful for to set a positive tone for the day.  
Stay off the screen until after you've showered.

## MOVE YOUR BODY!

Movement is critical if you plan to live a long, healthy life. Movement strengthens your muscles, supports cardiovascular health, and is good for your brain.

Here are a few ways we like to incorporate movement into our morning ritual:

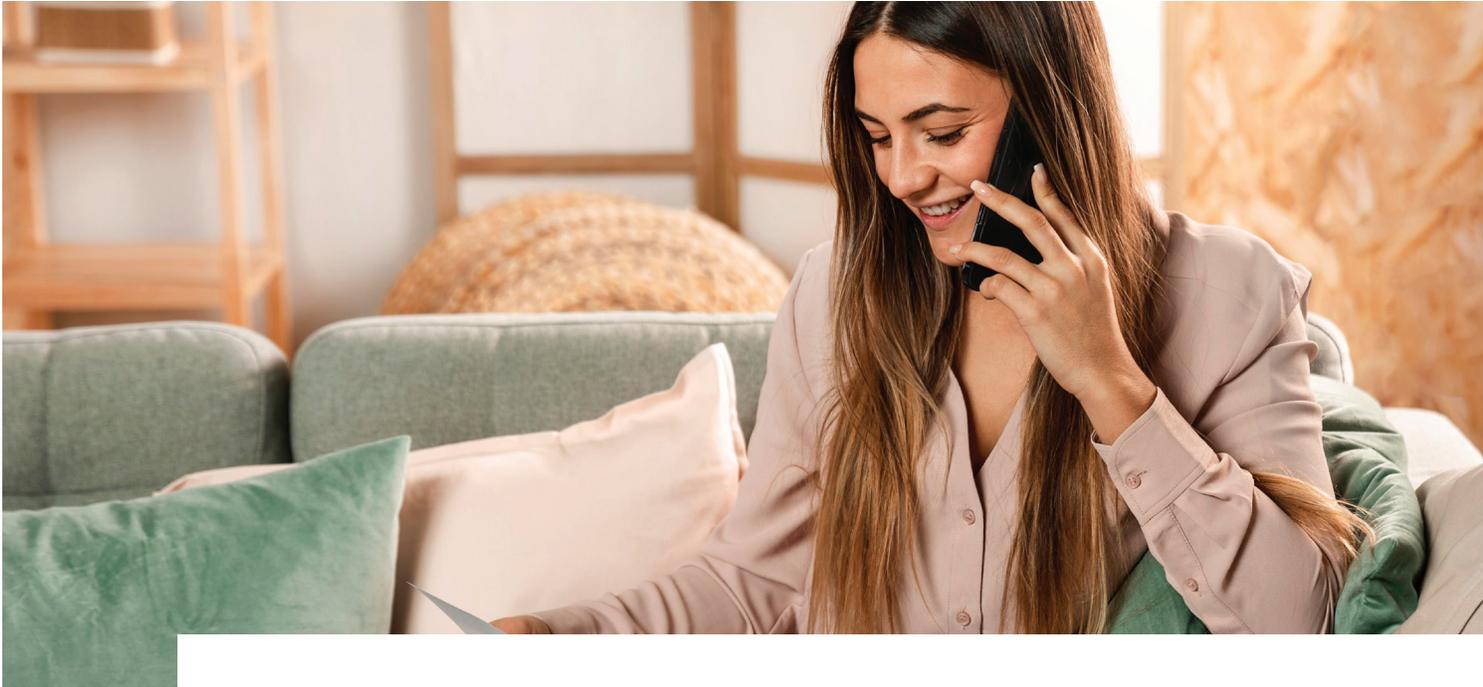
**Yoga** — A 20-30 minute session to get you centered and flexible.

**Walk** — A brisk 15-minute walk to clear the mind and stimulate creativity.

**Run** — A quick jog around the neighborhood.

**Peloton/Bike** — A high-intensity 20-minute cycle session.

# DAILY RITUAL



## SHOWER AND DRESS FOR THE DAY

Opt for a cold-to-warm shower to kickstart your metabolism.

Dress in layers so you're comfortable in any setting, whether a client meeting or a home inspection.

## BREAKFAST / PREPARE FOR THE DAY

**Breakfast** — A balanced meal—think protein, healthy fats, and low-glycemic carbs.

**Prepare** — Review your schedule and task list for the day. Confirm any appointments and make necessary calls.

## NURTURE & BUILD RELATIONSHIP ACTIVITIES

Spend 30 minutes reaching out to potential clients, following up with existing ones, or sending a thoughtful email to people in your network. Then, refer to your marketing activity calendar and incorporate activities based on the commitments you made in your plan.

# DAILY RITUAL



## LUNCH & MOVEMENT

A nutrient-dense lunch, avoiding heavy carbs that may induce the afternoon slump. A 10-minute walk outside for Vitamin D and fresh air, or on a treadmill if weather isn't permitting.

## SERVICE CLIENTS

This is the core work block. Conduct showings, negotiations, or whatever is pressing and revenue-generating. Keep a tight calendar and allow for buffer time if appointments run long.

## MARKETING ACTIVITIES

Invest 20-30 minutes intentionally engaging with your friends and followers on social media.

Batch Create Content: Spend time brainstorming or creating multiple pieces of content. These could be blog posts, social media updates, or video, or podcast episodes.

# DAILY RITUAL



## FAMILY AND PERSONAL TIME

Unplug from work, make dinner, and spend quality time with loved ones.

Take some “you” time to read, catch up on a favorite show, or pursue a hobby.

## EVENING STRETCH & MEDITATION

Ten minutes of light stretching before bed relieves physical tension or stuck areas from leaning over a computer, looking down at your phone, or driving.

Finish with a 5-minute mindfulness meditation to clear your mind and prepare for rest.

## LIGHTS OUT!

Set the sleep focus on your devices for an hour before sleep until after breakfast, and engage in a calming bedtime ritual.

Get a well-deserved good night’s sleep, aiming for 7-8 hours for optimal performance the next day.

*Feel free to adjust the timing and tasks to fit your lifestyle. The aim here is to create a holistic approach that serves your business and your well-being.*

# DAILY RITUAL

*Use this worksheet to plan out your ideal daily schedule and use it as a reminder whenever you feel as though you are getting off track!*

5:00 AM \_\_\_\_\_

6:00 AM \_\_\_\_\_

7:00 AM \_\_\_\_\_

8:00 AM \_\_\_\_\_

9:00 AM \_\_\_\_\_

10:00 AM \_\_\_\_\_

11:00 AM \_\_\_\_\_

NOON \_\_\_\_\_

1:00 PM \_\_\_\_\_

2:00 PM \_\_\_\_\_

3:00 PM \_\_\_\_\_

4:00 PM \_\_\_\_\_

5:00 PM \_\_\_\_\_

6:00 PM \_\_\_\_\_

7:00 PM \_\_\_\_\_

8:00 PM \_\_\_\_\_

9:00 PM \_\_\_\_\_

10:00 PM \_\_\_\_\_



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