



REAL ESTATE

Branding *Bootcamp*

FROM HIDDEN GEM TO
IN-DEMAND AGENT

workbook



Hi There!

If you're a real estate agent who wants to stand out from the crowd, then you need to optimize your branding! In this Branding Bootcamp, I'll show you how to go from hidden gem to in-demand, so you can generate more leads, clients, and referrals!

But first, if you're new around here, my name is Aarin Chung and I teach agents how to grow their real estate businesses to 7-figures and beyond. I do this through my proprietary framework called the 7-Figure Flywheel®. The 7-Figure Flywheel® framework is your overarching marketing strategy. This Branding Bootcamp is one of the many tactics you can use within that strategy. In essence, 7FF shows you what. This Bootcamp will show you how.

Also, if you're unclear about any of the marketing strategies and tactics I mention in this video, you may want to take one of our other courses we offer inside our Membership program, the Community Influencer® Academy!

And finally, we care deeply about our community, and our community now includes you! If there's anything we can do to improve your experience here, tell us. So feel free to reach out to us with your feedback at any time! Just email hello@communityinfluencer.com and someone from my Experience Team will get back to you soon!

Thank you so much for being here! I can't wait to hear about all your future wins! And don't forget... I'm here for you. You got this!

Think bigger!

Aarin Chung

FOUNDER + CEO
Community Influencer®

hello

7-Figure Flywheel®



ENCOUNTER > ENGAGE > EMBRACE > ENDORSE

The 7-Figure Flywheel® is a self-sustaining marketing model that builds momentum through a steady stream of leads, clients, and referrals. The flywheel is powerful because no one ever exits so you never lose leads, everyone has a clear path to become a client, past clients are just as important as future clients, and referrals accelerate your growth. As long as you avoid friction, your flywheel will continue spinning, building momentum, and getting results.

“

Your brand is
what other people say
about you when you're
not in the room

J E F F B E Z O S

WORKSHOP 01

Market
To Sell

7 C's Of Marketing Notes

1

CLIENTS

2

CREATIVITY

3

CONSISTENCY

4

COMMUNICATION

5

CONVENIENCE

6

CREDIBILITY

7

COMPETITION

7 C's Of Marketing Notes

WRITE HERE...

WORKSHOP 02

Brand
To Sell

Branding Elements

01 Brand Identity: Who you think you are

- Mission: Your company's purpose
- Vision: Your company's future
- Values: What's important to you
- Positioning: Why your customers should choose you

02 Formal Identity: How you present to the world

- Verbal Identity: Messaging Brand Name
 - Brand Slogan
 - Brand Copy
- Visual Identity: Design
 - Logo
 - Color Palette
 - Font Pairing

03 Brand Image: Who your clients think you are

- How a company is perceived [Encountered]
- How a company interacts [Engaged]
- How a company makes you feel [Embraced]
- How a company is remembered [Endorsed]

Brand Mission

Your mission is your reason for existing (beyond making money). In essence: it's what you do, who you serve, and how. A strong mission allows you to connect with your clients emotionally - which ultimately drives people to choose one product over another. Below, we've included two examples to use as inspiration when drafting your own brand mission statement.

Tesla's Mission Statement:

To accelerate the world's transition to sustainable energy.

Community Influencer®'s Mission Statement:

To glorify God by helping local business owners increase their income, so they can increase their impact.

Questions:

- What inspired you to become an agent?
- Why do you continue to be an agent?
- How will being an agent help you to achieve your dreams?
- What problems do your clients have?
- How can your brand help your clients solve these problems?
- What emotional needs does your brand address for your clients?
- How does your brand inspire them to achieve their dreams?
- How does your brand help them to overcome their fears?
- How do your services help you to improve your clients' lives?
- How does your brand improve the world?
- How does your brand improve people's emotional health?

Brand Mission

My Brand's Mission Statement:

Brand Vision

Your brand vision serves as a strong compass and ensures you never get lost. When your vision is able to inspire and motivate your clients to action, you'll be able to stand out from every competitor. Below, we've included two examples to use as inspiration when drafting your own brand vision statement.

Microsoft's Original Vision Statement:

A computer on every desk and in every home.

Community Influencer®'s Vision Statement:

To democratize entrepreneurship by becoming the world's largest resource for local business owners.

Questions:

- What do I want my brand to look like in the future?
- Where is my business headed?
- What do I want to accomplish as a business?
- Is this vision realistic and attainable?
- Does this vision inspire me?
- Will this vision inspire my clients to take action?
- Is this vision simple and easy to understand?
- Is this vision clear and easy to communicate?

Brand Vision

My Brand's Vision Statement:

Brand Values

Wouldn't it be cool to attract, hire, and lead a team of people you can trust? Getting clear on your values will help you define your company culture. Values define how you act, when no one's watching. So make sure that they're comprised of all the characteristics that are important to you. Below, we've included two examples to use as inspiration when drafting your own brand vision statement.

Google's Brand Values:

Focus on the user and all else will follow
It's best to do one thing really, really well
Fast is better than slow
Democracy on the web works
You don't need to be at your desk to need an answer
You can make money without doing evil
There's always more information out there
The need for information crosses all borders
You can be serious without a suit
Great just isn't good enough

Community Influencer®'s Brand Values:

Get closer to the customer
Everything you do sells or repels
Simplicity, never complexity
Identify the opportunity, overcome the obstacle
Audit before you act
Say what needs to be said, even when it's hard
Leverage collective genius, but reject groupthink
There's always an option C
Celebrate every win (and every failure)
Rest is just as important as work
Always do what's best for Community Influencer®

Brand Values

Circle a few of the words below and take note of any recurring themes, then create up to 5 memorable values that accurately represent your brand

Ambition	Fitness	Kindness
Accountable	Family	Knowledgeable
Adventure	Freedom	Loyalty
Approachable	Faith	Love
Belonging	Firmness	Logic
Bravery	Fun	Mastery
Balance	Friendship	Mindfulness
Change	Focus	Modest
Confidence	Gratitude	Motivating
Compassion	Greatness	Optimism
Connection	Growth	Organization
Clarity	Guidance	Passion
Dedication	Generosity	Peace
Diversity	Honesty	Patience
Diligence	Humility	Playfulness
Devotion	Hope	Reliability
Directness	Humor	Reason
Dependable	Hard Work	Spontaneity
Drive	Insight	Sustainability
Empathy	Inspiration	Success
Equality	Impact	Simplicity
Empowering	Integrity	Support
Exciting	Innovation	Trust
Excellence	Joy	Unity
Enthusiasm	Justice	Vision

Brand Values

Questions:

- What positive values did I embrace as a child?
- How do I like to be treated when I encounter other brands?
- How do I define a job well done?
- Have I cherished these values since childhood? Or are they merely just a trend?
- What behavior really annoys me?
- Do these values represent my brand's current actions?
- Do these values represent who we are now, as opposed to who we want to become?
- Are these values represented when no one else is watching?

My Brand's Values:

Brand Positioning

Your brand positioning is why your customers choose you. Below, we've included two examples to use as inspiration when drafting your own brand vision statement.

Example 1

Target (Affordable Quality)

Walmart (Lowest Price)

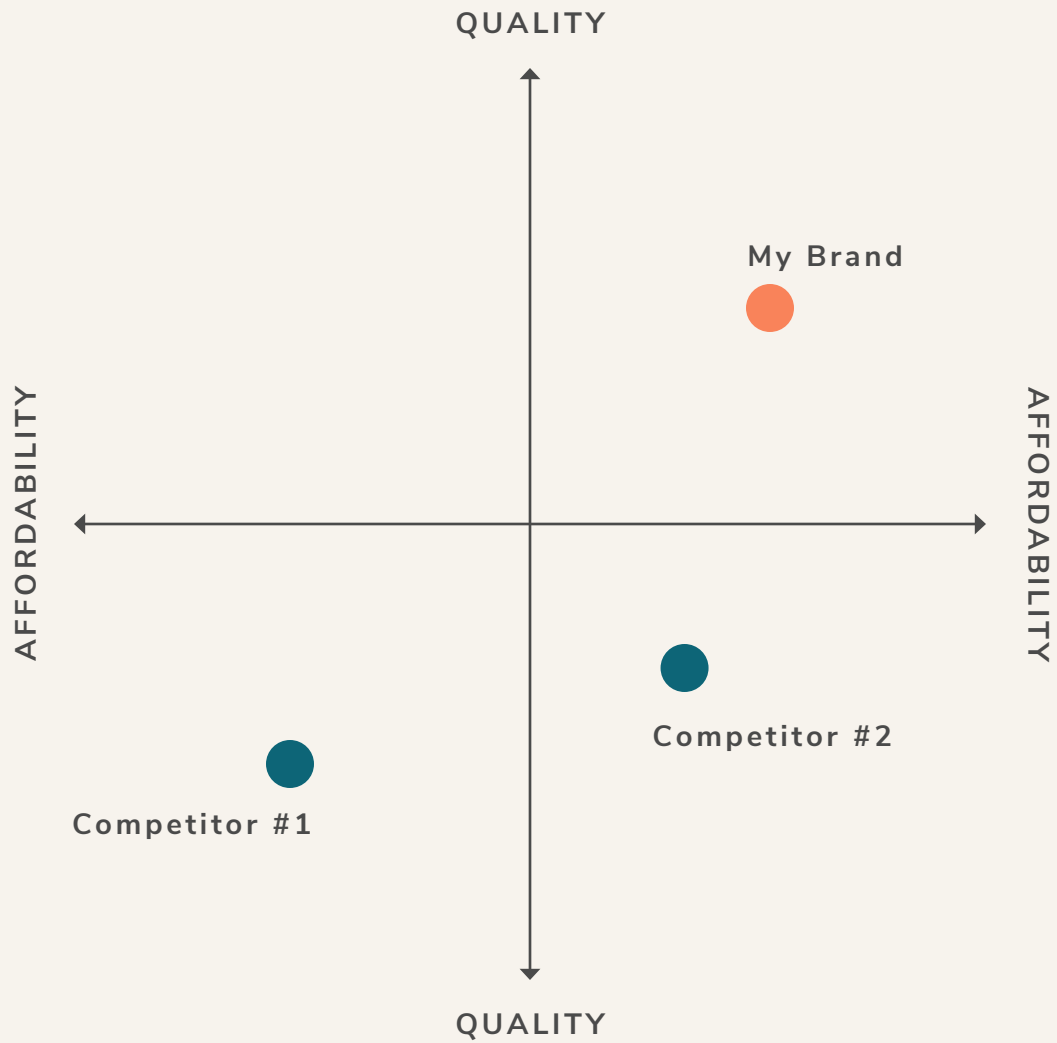
Example 2

Community Influencer® (Attainable Education)

Questions:

- Where does my ideal client live?
- How much home can they typically afford?
- Are they married or single?
- Do they have kids?
- What do they like?
- What do they hate?
- What websites do they visit online?
- What social media channels do they use?
- Who is the ideal avatar I'm hoping to attract?
- Who is the avatar I'm hoping to repel?
- What do we do better than anyone else in our market?
- What do we contribute?
- What makes your service unique?
- What are we doing differently to achieve results?
- What would make a lead want to choose you over another?
- If you launched this positioning, would your competitors be jealous?

Brand Positioning



My Brand Positioning:

Brand Name

Your brand positioning is what people call your brand. Below, we've included a few examples to use as inspiration when drafting your own brand vision statement.

Inspiration

Founder Name: Keller Williams

Descriptive Name: RE/MAX

Metaphoric Name: Compass

Made-Up Name: eXp Realty

Acronym Name: C21

Geographic Name: Your Orange County

Questions:

- Do I want a Founder Name?
- If not, what type of name do I want?
- Am I willing to file paperwork?
- Does this name stand out from the crowd?
- Is it easy to remember?
- Is it easy to write and say?
- Does the name translate well in local languages spoken by my community?
- What's the story behind the name?
- Do I feel confident when saying it aloud?
- Does it connect instantly with my community?

Brand Name

My Brand Name:

Best Practices:

- Never use the word “Realtor®” because it belongs to NAR
- Only use the word “Realty” or “Real Estate” if you are a brokerage
- Check all social media platforms to ensure it’s not already taken
- Check Hover to ensure that the domain is available
- Check the USPTO to ensure that the name isn’t trademarked
- Check local laws to see if you need to complete a DBA to use the name

Brand Slogan

Your brand positioning is what people call your brand. Below, we've included a few examples to use as inspiration when drafting your own brand vision statement.

Nike's Slogan:

Just do it.

Community Influencer®'s Slogan:

Think Bigger!

Questions:

- Does this slogan help reinforce my brand's meaning?
- Does it distinguish me from my competitors?
- Is it short?
- Does it define who I am?
- Does it define what I do?
- Does it define why I'm important to my clients?
- Is it timeless?
- Does it make me smile?
- Does it reflect my personality?
- Does it create attention?
- Does it create confusion?
- Is it memorable?

Brand Slogan

My Brand's Slogan:

WORKSHOP 03

Write
To Sell

6 Persuasion Principles

1. Reciprocity

Humans feel compelled to return favors.

2. Scarcity

Humans have an innate fear of missing out.

3. Authority

Humans tend to follow a leader.

4. Consistency

Humans want to stick with what they know.

5. Liking

Humans are more likely to do things for people they like.

6. Social Proof

Humans want to do things that others are already doing.

Copywriting Elements

01 Good copy is...

Copywriting is the process of using persuasive words to guide someone to “yes.”

02 Formal Identity: How you present to the world

- Conversational
- Simple
- Intentional
- Persuasive (most important)

03 What Makes A Great Headline (or Subject Line)?

- Specific / Data-Driven | Ex: Home Values are up 17%, What’s Your Home Worth Now?
- Easy to understand | Ex: 7 Simple Steps To Sell Your Home For More Money
- Captivating | Ex: How To Avoid Buying A Property Lemon
- Brief | Ex: Let’s Tak
- Emotional | Ex: You Are Not Alone)
- Shocking | Ex: The \$75M Home Next Door

04 What Makes A Great Call To Action (CTA)?

A call to action (CTA) usually comes at the end of your body copy and tells the reader exactly what to do next. Always end with a strong call to action.

Examples:

“Text me“

“Message me“

“Join me“

“Search For Homes“

“Get Listing Alerts“

“Find Out What Your Home Is Worth“

Copywriting Elements Notes

6 PERSUASION PRINCIPLES

1

RECIPROCITY

2

SCARCITY

3

AUTHORITY

4

COMMITMENT / CONSISTENCY

5

LIKING

6

SOCIAL PROOF

WORKSHOP 04

Design
To Sell

“

Design is
the silent ambassador
of your brand

PAUL RAND

Color Theory



Color Temperature

Warm colors are comprised of red, orange, and yellow. They communicate energy, warmth, and passion. While cool colors are comprised of blue, green, and purple. They communicate serenity, calmness, and stability.



Primary Colors

Primary colors are red, yellow, and blue. They are building blocks of every other color.



Secondary Colors

When you mix two primary colors, you get secondary colors. The secondary colors are orange, green, and purple.



Complementary Colors

Complementary colors are opposites on the color wheel. Red is the opposite of green. Orange is the opposite of blue. Yellow is the opposite of purple. When complementary colors are paired together, they really stand out.

Shade | Tint | Tone



Color Currency

WHITE

Space, Peacefulness, Cleanliness,
Emptiness

BLACK

Sophistication, Boldness, Power,
Sadness

YELLOW

Energy, Brightness, Attention,
Frustration

ORANGE

Happiness, Freshness, Creativity,
Caution, Cost Effective

RED

Excitement, Passion, Power, Anger,
Danger

PINK

Joyful, Feminine, Creativity, Childish

PURPLE

Wisdom, Royalty, Spirituality, Mystery

BLUE

Safety, Stability, Productivity, Sadness

GREEN

Nature, Calmness, Safety, Envy

GREY

Balance, Neutrality, Dull

Color Palette

My Brand Colors:

Typography

Typography is the art of styling copy to make it even more compelling. It's another way brands silently connect, communicate, and convert with design.

Sans Serif Fonts

Sans serif fonts are modern and versatile. They create a sense of practicality, yet can at the same time be used for sophisticated brands (especially when spacing is used).

Script Fonts

Script fonts come in many categories and they can be both fun and easy going (some brush script fonts) but also formal and elegant (handwritten fonts).

Sans Serif Fonts

Serif fonts are classical and timeless. They show off sophistication and class. These fonts are a great way to showcase your expertise and evoke a feeling of trust.

DISPLAY FONTS

Display fonts are a great way to express your brand's uniqueness and personality. They're great for titles and for attention grabbing but they might lack some legibility.

My Brand Fonts:

Typography

HEADING

Playfair Display

SUBHEADING

Jost Semi Bold

BODY

Jost Regular. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.



If you don't feel confident enough to choose your own brand fonts, we'll even give you access to a library that contains plenty of font combinations that you can use as inspiration!

[CLICK HERE TO GET THE FONT PAIRING GUIDE](#)

HEY FRIEND.

I wrote a book!



The *Real Real Estate Agent* is your modern marketing model that will allow you to attract an infinite number of leads, clients, and referrals so you can scale your business to 7-figures and beyond.

Grab a copy to get access to
The Eveywhere Agent™ Workshop!

[CLICK HERE TO GRAB YOUR COPY!](#)



Think Bigger!

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