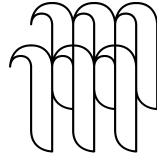


FALL 2023 | AGENT WORKSHEET

BACK TO SCHOOL WITH THE



MARKETING MASTERY INSTITUTE

Before We Get Started

- Make a copy of this document for your own use
 - File → Make a Copy
- [Click here](#) to add the Marketing Mastery Institute calendar to your Google Calendar so you never miss a meeting.
- Bookmark the course landing page:
 - marketingmasteryinstitute.com/fall-2023-back-to-school
 - password: dreambig

Methodology & Process

1. Please use this worksheet to answer prompts, take notes, and write down any questions you might want to bring up with a member of the marketing team.
2. After each week of classes, please fill out [this form](#) so we can keep track of your participation.
 - a. When copying and pasting the link to this google doc into the form, please click the “share” button in the top right corner, and ensure you’ve selected “editor” - otherwise, we will need to request access.

Sounds good? Let’s go!

Course: Branding

MONDAY

BRANDING 101

Prompt #1 | Let’s think about you!

Now think about your Branding vs. Marketing and answer the below questions:

- As we've learned, branding is your "special sauce" - what are 3 differentiators about your business that you would like to amplify through your branding?
 - 1.
 - 2.
 - 3.
- For Marketing, what tactics have you used to bring that brand to life?
 - 1.
 - 2.
 - 3.
- Thinking of these together, what kind of marketing tactics would you like to do moving forward to showcase your brand?
 - 1.
 - 2.
 - 3.

Prompt #2 | Time to Reflect

What steps have you done recently to continue to elevate your brand? Have you had lifestyle photos taken within the last year? Updated any marketing collateral?

- Reach out to your AEM or a Marketing Advisor to discuss a fall photoshoot!

BRANDING 102

Prompt #3 | What's Your Why

People don't buy what you do, they buy why you do it.

- What's the drive behind your business?
 -
- Why did you get into Real Estate?
 -

BRANDING 105

Prompt #4 | What is the first brand that comes to mind, outside of real estate?

- What stands out?
 -
- Is it their logo, colors, imagery, taglines, a commercial?
 -

- Do you have a positive or negative feeling towards the brand?
 -

Prompt #5 | Think back to when you first considered joining Compass.

- What about the brand spoke to you?
 -

It's fall, and more likely than not you or someone in your household is watching football this weekend.

- When you turn on the TV and the commercials start playing, what do you notice?
 -
- Is there a commercial that you particularly like or don't like?
 -
- What can you remember about it?
 -
- What stands out? Is it their logo, colors, imagery, taglines, a commercial?
 -
- Do you have a positive or negative feeling towards the brand?
 -

TUESDAY

BRANDING 103

Prompt #6 | Defining Your Buyer Personas

- Consider your last 10 clients, what are their commonalities?
 - Are they similar ages?
 - Are they looking for similar style homes?
 - Are they in the same income bracket?

On Slide 10 we discuss a brand persona. Knowing the themes in your past clients, can you build a persona who encapsulates your target audience?

- Name:
- Age:
- Income:
- Education Level:
- Relationship Status:
- Family Status:
- Interests/Hobbies:

Now that we've built your target persona, let's think about how you can build your brand and strategize specific marketing campaigns around them.

- Where do they watch the news?
 -
- What's their favorite social media platform?
 -
- What subscriptions are they getting?
 -
- What are they doing on a Saturday morning?
 -
- What local shops are they going to?
 -

WEDNESDAY

BRANDING 104

Prompt #7 | Think About Your Competition

- Who is your Top Competitor? It can be any agent.
 -
- Why are they your top competitor?
 -
- What about their business do you think is better than yours? Why?
 -
- What about your business do you think is better than theirs? Why?
 -
- Do you communicate what you do better to your clients? If yes, how?
 -

Prompt #8 | Establishing your Value Proposition

Now that we've talked about what makes you different from your competition, let's define your value proposition so that you can carry with you throughout your branding and marketing. Compass provides you with a great foundation above other brokerages, but remember, it's how you combine the Compass Advantage with your personal strengths that makes you stand out.

In a clear and concise statement, answer the question: Why should a customer choose your service over your competitors?

My Unique Value Proposition:

- [fill in the blank]

BRANDING 106

Prompt #9 | Break Down Your Brand

Picture working with a third party or admin, what are 3-5 words that you would use to describe your brand to ensure everything stays consistent and true to your unique value proposition. This will guarantee consistent brand messaging across all marketing platforms.

Here are some questions to get you thinking:

- Are you more tech driven? Do you cater to any specific needs? For example, are you bi-lingual?
- Use your value proposition to help break down the below 3-5 words.

3-5 words that describe my brand are:

-
-
-
-
-

Prompt #10 | Talk About Tone

How does your brand sound and communicate?

- What's your Writing Style?
 - Do you want to come off as more professional or casual?
 - Are you a luxury real estate agent?
 - Are you more "Cover Letter for a job application" or "texting your best friend"?
- What's your tone of voice?
 - Do you bring a light-hearted comedy to your business?
 - Are you more data and insights driven?
 - Are you more People Magazine or Wall Street Journal?

THURSDAY

Join the Ask Me Anything: Marketing Mastery Institute Edition to go over your worksheet prompts for the week! We're excited to talk to you about your newly

developed brand, what you learned, what questions you might still have, and how we can help.

- If you've completed all of these prompts, the marketing team will help you develop a visual brand guideline that you can refer to and share when building any collateral or advertisements to guarantee brand consistency.

STOP: Please fill out this form so we can track your progress
