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QUESTIONS YOU MUST ASK YOURSELF BEFORE CREATING A PERSONAL BRAND

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Am I Willing to Evolve (and Ready to Grow)?

A brand isn't something you finish. It's something you grow into.

But growth requires readiness. If you're not truly ready to evolve — to stretch, be seen differently, or let go of what's familiar, it's not time yet. When you try to force a rebrand before you've done the inner work, it feels cosmetic. But when you're genuinely ready, change comes easier. You'll welcome new messaging, new direction, and fresh possibilities instead of hanging onto a brand that's lost its appeal and gravity.

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Am I Ready to Be Consistent?

Consistency isn't about perfection, it's about reliability.

It's not just how your materials look, it's how you speak and show up every day. The more predictably you show up in tone, visuals, and presence, the faster your audience learns to trust you. **One big question** I like to ask during a workshop is, if you put your hand over your logo, would your audience still know it was you? And secondly, are you showing up with consistent messaging in ALL of your materials?

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What Truly Sets Me Apart?

Your uniqueness isn't found in what you do, it's in the way you do it. Standing out isn't about being louder; it's about being clearer. Here are some questions you can ask yourself to identify this.

- What part of my story can't be replicated by anyone else?
- What experiences define how I serve, and what I believe about home, people, and community?
- How would my past clients describe the "feeling" of working with me?

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Do I Know Who I'm Really Serving?

You can't speak to everyone and connect deeply with anyone.

The next generation of homeowners values relevance over reach. You must define your audience not by age or price point, but by mindset and motivation. You must ask yourself "*what do they need emotionally (not just transactionally) when they choose an agent?*", and feed that emotional connection in your content as if you were speaking to them as a friend on facetime. Get deep and vulnerable and identify your target persona.

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What's My Real Why?

Your "why" is the thread that holds your brand together when the market gets noisy.

Without a clear reason for what you do, your marketing becomes mechanical. Your "why" fuels your voice, your values, and the emotional depth of your brand. Questions you may ask yourself to get there.

- What do I want people to feel because they worked with me?
- What do I want my business to make possible for others, and for my own life?
- If I stopped selling homes tomorrow, what would I still want to be known for?