





MELISSA
FONES



JOHN
SHOWALTER



**Dulles Area
Association of REALTORS®**
The Association of Choice for Real Estate Professionals™

All Hands on Tech!
Technology Conference
May 3, 2018

BUILDING A BRAND

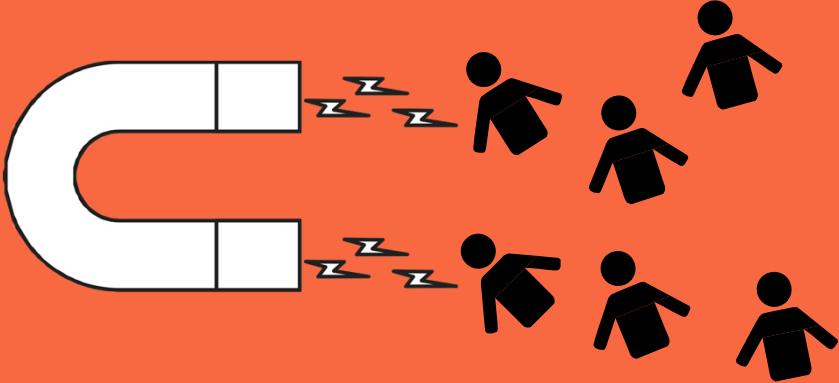
UNDERSTANDING WHAT IT TAKES TO
STAND OUT AND BE REMEMBERED



WHY IS BRAND
IMPORTANT?



GOAL =DON'T PUSH.
PULL.



MARKETING, BRANDING & SALES ARE **NOT** ALL THE SAME THING

-MARKETING (SUPPORTS YOUR
BRANDING) & BRANDING GET YOU TO
THE TABLE

-SALES =CLOSING THE DEAL

-HOW DO YOU GET TO THE TABLE?



YOUR BRAND IS THE **SINGLE** MOST IMPORTANT
INVESTMENT YOU CAN MAKE IN YOUR BUSINESS.

- STEVEN FORBES

A BRAND IS A **LIVING ENTITY** - AND IT IS
ENRICHED OR UNDERMINED **CUMULATIVELY**
OVER TIME, THE PRODUCT OF A THOUSAND
SMALL GESTURES.

- MICHAEL EISNER, CEO DISNEY



”
IS THE SET OF EXPECTATIONS, MEMORIES,
STORIES AND RELATIONSHIPS THAT, TAKEN
TOGETHER, ACCOUNT FOR A CONSUMER'S
DECISION TO CHOOSE ONE PRODUCT OR SERVICE
OVER ANOTHER...

- SETH GODIN, AUTHOR OF LINCHPIN

THE ART OF MARKETING IS THE ART OF BRAND
BUILDING. IF YOU ARE NOT A BRAND, YOU ARE A
COMMODITY.

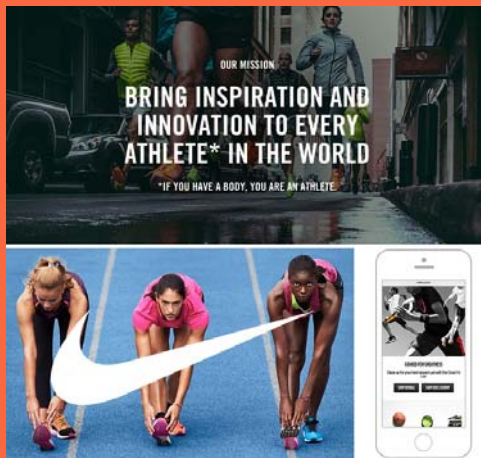
- PHILIP KOTLER



WHO IS YOUR TARGET
AUDIENCE?



DEFINING YOUR MISSION



DEFINING YOUR MISSION



HAVE A STRATEGY

WHO
WHAT
WHERE
WHEN
HOW



DAAR
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BE EVERYWHERE



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BE EVERYWHERE

A GREAT LOGO IS A GOOD START TO CREATING A BRAND BUT THE REAL MAGIC HAPPENS WHEN YOU USE YOUR BRAND IMAGING IN AS MANY PLACES AS HUMANLY POSSIBLE.

IT CREATES AWARENESS, ESTABLISHES YOUR BRAND AND GENERATES INTEREST.



DON'T BE INVISIBLE



**DON'T EDIT YOURSELF
OUT OF YOUR BRAND**



**DON'T EDIT YOURSELF
OUT OF YOUR BRAND**

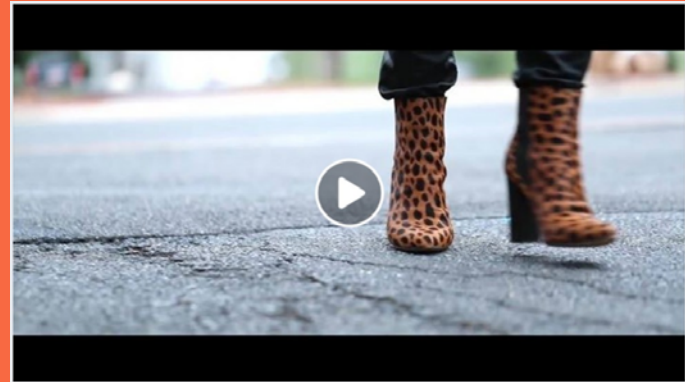


IMAGE MATTERS



IMAGE MATTERS



IMAGE MATTERS

CHRIS GILMOUR
ALL PROPERTIESGROUP



THE FASTEST AND CHEAPEST WAY TO BUILD YOUR BRAND

SMILE
&
ATTITUDE



FIND YOUR NICHE, DELIVER, REPEAT

TIM FERRISS 5-BULLET FRIDAY

Greetings, friends.

Here are some popular links, thoughts, and articles that have appeared in my "5-Bullet Friday" e-mail newsletter, which is free and goes out every Friday. I cheated in this post and gave you six.

Enjoy!

Articles I'm enjoying (and pondering) — [How Best Entrepreneurs Are Building \\$1 Millions In One-Figure Businesses](#) by [Caitlin Fisher](#) for Forbes.com

Checking I'm loving — Check out Mylee's "sneaky shorts." I originally got these as a gift from [TheGymKit](#), and they are now my go-to shorts for nearly everything. I wear in them (quick drying), I wear them while working at coffee shops, and you can even wear them to a nice dinner if you have decent shoes. Multi-purpose rocks.

My most popular Facebook post recently — [Japan's Michael Jordan of Day Trading](#) via [The "one rule" in ultra-short methods](#).

A quote that's on my mind — "People think focus means saying yes to the thing you're going to focus on. But that's not what it means at all. It means saying no to the hundred other good ideas that there are. You have to pick carefully. I'm actually as proud of the things we haven't done as the things I have done. Innovation is saying no to 1,000 things." — Steve Jobs

Responses I'll be predicting (yet again) next week — [How to graciously say no to requests](#) by Austin Kleon. This is worth rereading constantly.

New footwear, long overdue — I've needed [Jordan 6s](#) for years. No idea why it took me so long to get them. They're packed in indoor Japanese-style slippers, or for wearing outside when you don't want flip-flops killing your toe webbing. I'm typing this on an airplane where [USB power](#) still works. #Germantown

5 Things I've Been Loving, Using, and Reading
465 Comments

Share this: Facebook Twitter Email Reddit

Written by [Tim Ferriss](#) Topics [Lifestyle](#)



Absolutely the best for flying. But which one? The booze, hat, sweat, or weird footwear?



IT'S NOT ALL ABOUT YOU



#HUMBLEBRAG



LEVERAGE TESTIMONIALS

PEOPLE TRUST PEOPLE NOT CORPORATIONS



"MCKINSEY MADE MY FIRST HOUSE BUYING EXPERIENCE MUCH EASIER THAN I EXPECTED. SHE UNDERSTOOD OUR CONCERNS AND NEEDS AND MADE SURE THEY WERE MET. MCKINSEY IS VERY KNOWLEDGEABLE AND ALWAYS HAD AN ANSWER TO OUR QUESTIONS. EVEN AFTER CLOSING, THERE WERE SOME ISSUES WITH THE SELLER NOT COMPLETING THE REPAIRS WE HAD WRITTEN INTO THE CONTRACT, AND MCKINSEY STAYED ON TOP OF IT TO MAKE SURE WE WERE HAPPY IN THE END.

ALL IN ALL, MCKINSEY MADE OUR HOME BUYING EXPERIENCE A GREAT ONE. SHE WAS VERY PLEASANT TO WORK WITH AND ALWAYS HAPPY. I WOULD RECOMMEND HER TO ANYONE BUYING OR SELLING A HOUSE. *

realtoormckinsey
Century 21 Hallmann ...

32 likes

realtoormckinsey Thank you Clay & Shelby for trusting me to help close on your first home 🏡. You were a BLAST to work with and I couldn't be more proud of what you have accomplished for your sweet sweet family. Congrats! 🎉

#closedwithmckinsey #firsttimehomebuyer #realtowesome

Log in to like or comment. ...



IT'S ALL IN THE DETAILS

CD SHIPPING CONFIRMATION EMAIL

your music

Thanks for your order with CD Baby!

Your CD has been gently taken from our CD Baby shelves with sterilized contamination-free gloves and placed onto a satin pillow. A team of 50 employees inspected your CD and polished it to make sure it was in the best possible condition before mailing. Our world-renowned packing specialist lit a local artisan candle and a hush fell over the crowd as he put your CD into the finest gold-lined box that money can buy. We all had a wonderful celebration afterwards and the whole party marched down the street to the post office where the entire town of Portland waved "Bon Voyage!" to your package, on its way to you, in our private CD Baby jet on this day.

We hope you had a wonderful time shopping at CD Baby. In commemoration, we have placed your picture on our wall as "Customer of the Year." We're all exhausted but can't wait for you to come back to CDBABY.COM!!

Thank you, thank you, thank you!

Sigh...

We miss you already. We'll be right here at www.cdbaby.com patiently awaiting your return.



IT'S ALL IN THE DETAILS

"THAT ONE SILLY EMAIL, SENT OUT WITH EVERY ORDER, HAS BEEN SO LOVED THAT IF YOU SEARCH GOOGLE FOR 'PRIVATE CD BABY JET' YOU'LL GET MORE THAN 20,000 RESULTS. EACH ONE IS SOMEBODY WHO GOT THE EMAIL AND LOVED IT ENOUGH TO POST ON THEIR WEBSITE AND TELL ALL THEIR FRIENDS. THAT ONE GOOFY EMAIL CREATED THOUSANDS OF NEW CUSTOMERS. WHEN YOU'RE THINKING OF HOW TO MAKE YOUR BUSINESS BIGGER, IT'S TEMPTING TO TRY TO THINK ALL THE BIG THOUGHTS, THE WORLD CHANGING, MASSIVE-ACTION PLANS. BUT PLEASE KNOW THAT IT'S OFTEN THE TINY DETAILS THAT REALLY THRILL SOMEONE ENOUGH TO MAKE THEM TELL ALL THEIR FRIENDS ABOUT YOU."

- DEREK SIVERS, CD BABY



DELIVER ON YOUR BRAND PROMISE

DON'T RUIN YOUR BRAND EQUITY

BE REALISTIC - DON'T OVER PROMISE AND UNDERDELIVER

MAKE SURE YOUR AUDIO MATCHES YOUR VIDEO



SUMMARY

**ATTRACTION VS. TRANSACTION AGENT
CREATE "PULL"**

**DEFINE YOUR TARGET AUDIENCE
PAINT A CLEAR AND ACCURATE
PICTURE OF WHO YOUR IDEAL CLIENT
IS**

**DEFINE YOUR MISSION
START WITH "WHY" AND KNOW WHAT
VALUE YOUR BUSINESS PROVIDES**



SUMMARY

**OUTLINE YOUR BRAND STRATEGY
DEFINE WHO, WHAT, WHEN, WHERE
AND HOW**

**DON'T BE AFRAID TO BE UNIQUE AND
LET YOUR PERSONALITY SHINE**



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