

***You Are Your Own  
Best Asset...***

***Personal  
Branding –  
The Key To  
Real Estate  
Success!***



## We Get It!

At **AgentMailings™** we have been solely focused on marketing Real Estate Agents for over a dozen years. We understand what it takes to implement a successful marketing campaign for your business that can insure your long-term success in Real Estate. We know the unique aspects of being a REALTOR® and the challenges you face in marketing yourself to your specific target markets. We have prepared this “Personal Branding White Paper” to illustrate some of the principles and factors involved in creating a successful marketing campaign for yourself.

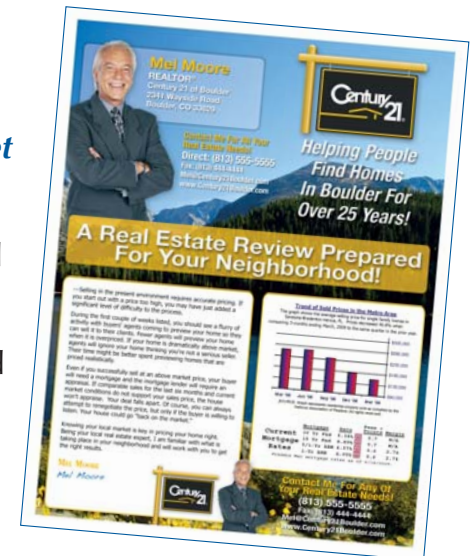
In reading this white paper, you will learn about our exciting application of Personal Branding to **AgentMailings™ Target Market Reports**. These reports act as a vehicle to deliver your Personal Branding message to the people who you want to influence and ultimately get business from. You can see on the right just how powerful one of our reports can be with a uniquely customized Personal Brand applied to the design.

## You Are Your Business's “USP”

The Unique Selling Proposition (USP) is a marketing concept that was first proposed as a theory to explain a pattern among successful advertising campaigns. The term was coined in 1961 by Rosser Reeves of Ted Bates & Company in his book, “Reality In Advertising.”

The USP of any successful marketing campaign identifies the most important selling point of any product or service and elevates this selling point to the forefront of the marketing campaign. The USP is the most dominate aspect of any message or material that is presented to the target market for which the product or service is intended.

The best USP’s are ones that really differentiate a product or service from its competition. A USP that does not do this, or presents a claim that is untrue, is destined to fail. You must take great care in presenting your USP in a professional and consistent manner in order to instill this selling proposition in the minds of your target market.



One memorable example of a great USP created by Rosser Reeves is the one utilized by M&M's candy. *"It melts in your mouth, not in your hands"* helped make M&M's wildly successful and is still in use today. It may not seem like marketing candy has anything to do with being a successful Real Estate Agent, but in fact, any product, service, or business can be successfully marketed using the same basic strategies that time and again have proven to work when applied properly.

As a REALTOR®, the application of a USP to your marketing campaign presents the unique challenge of trying to identify what makes you different or better than your competition. In the Real Estate business, everyone pretty much has a level playing field when it comes down to the actual service that you provide to your clients. Generally, you offer the same type of products and the same type of services that everyone else does. You are governed by the same rules and regulations as everyone else, you offer the same homes for sale as everyone else with access to the MLS, the same types of financing options and resources – practically the same of everything.

So, what is it that makes you so different from your competition that it would cause someone to pick you over someone else to buy a home from, or list their property with? The answer is, pardon the pun, ***as plain as the nose on your face...***

## ***It's YOU!***

The simple truth of the matter is, YOU are the USP of your business. You are the single most important, the most unique, the most beneficial aspect of why someone would pick you over someone else to be their Real Estate Agent. The buying or selling of a home is an incredibly personal and emotional experience for most people, and the interjection of a person in the process who can guide, advise, propose and execute a plan that will achieve a successful outcome, is the basis on which the Real Estate Agent profession is founded.

No profession, no product or service could be more personal than that of a Real Estate Agent. In the development of a successful marketing plan for a REALTOR®, the single most important aspect – the USP of the campaign – is the REALTOR® themselves. ***YOU are your USP.*** YOU are the reason someone chooses you over someone else. The real world translation of this proposition is that your marketing materials need to have ***YOU*** as their centerpiece.

## ***Purchase Frequency***

Purchase Frequency is an important factor in determining the overall execution of a marketing plan. Put simply, Purchase Frequency is the number of occasions during a period of time that a consumer purchases or utilizes a particular product or service or buys from a particular seller or service provider. Consumable goods tend to have higher purchase frequencies than durable goods. As an example, toothpaste carries a much higher Purchase Frequency Number than a television set. Consequently, the buying or selling of a home has one the lowest Purchase Frequency Numbers of any product or service in existence.



What does this low Purchase Frequency Number mean in the creation and application of your marketing plan? In simple terms, it means that you need to create a long-term Top-of-Mind awareness position with your target market that will give you the best chance of getting their business when it comes time for them to utilize your service. Because the percentage of people in your Target Market at any given point of time is very small, you can't expect to have overwhelming results with a short term marketing execution.

This concept is best illustrated using the "Toothpaste" model. Take 100 people in a specific geographic area; let's call it your "Target Market" (more on Target Markets later). When analyzing the Purchase Frequency of toothpaste in this target market (based on national averages) we find that 96% of these people buy toothpaste and that 89% of these people buy toothpaste on a monthly basis. This means that when you run a promotion or advertisement to sell your toothpaste, approximately 89 out of 100 of these people could potentially be influenced by your marketing message which gives you a high probability of success if your convey the proper USP to these people.

Given the low Purchase Frequency of home buying or selling, we know from national averages that this Target Market has fewer than 5% of potential home buyers or sellers in any given month. This means that marketing executions need to be maintained over a long period of time in order to have a successful effect. You need to continually carve out a place in the minds of your Target Market to achieve long-term success.

At **AgentMailings™** we have developed a program that delivers on both the USP of promoting yourself along with a process to deliver your marketing message to a specific target group over an extended period of time. Our **Personal Branding Program** coupled with our **Target Market Reports** can achieve the long term goal of top-of-mind awareness within your Target Market and will ultimately result in your long-term success in the Real Estate business.

## **Identifying Target Markets**

Products and services are marketed to a specific group of people who have the need or ability to utilize the product in question. For some products or services there is a very large percentage of people who fit into the Target Market for this product or service and for others there is a very small percentage of people who fit in the Target Market. The ability to identify and locate these Target Markets is essential to executing the most economical marketing plan possible.



If money were no object, executing a marketing plan would be easy, you just market to everyone and get your results from the smaller percentage of people you want to reach from the incredibly large group you expose your message to. The ultimate example of this is advertising that runs during the Super Bowl, where you see an ad for some kind of product or service that has no interest for you, but given the large number of people who are exposed to the message, has a good chance of reaching the intended target market. The one problem with this technique is that it is incredibly expensive. We all have heard that a Super Bowl ad runs into the millions of dollars for just one 30-second commercial.

The more economical way to execute an effective marketing plan is to identify specific Target Markets and develop a strategy to reach these particular markets. Luckily for you, the Target Markets within the Real Estate business have already been clearly identified and at **AgentMailings™** we have developed a successfully proven method for reaching these Target Markets on a consistent basis.

In Real Estate, identifying your Target Market is based on whether you are trying to get business by selling homes, which gives you a target market identified as **HOME BUYERS**, or whether you are trying to get business by listing homes for sale, which gives you a target market identified as **HOME SELLERS**. In conjunction with these two defined target markets, there is a third target market which acts as a source of repeat business and referrals for the previous two target markets. This is your **SPHERE OF INFLUENCE** target market.

In reviewing the **AgentMailings™** web site you will learn about our **Target Market Reports** that help you reach these three Target Markets on a consistent basis. By consistently delivering the newsworthy Real Estate information in these reports to the people in the neighborhoods that you choose to market in, you will gain their trust and respect and have a Top-of-Mind awareness when they, or someone they know, needs a Real Estate Agent. We have been delivering these reports for thousands of Agents on a successful basis for over a dozen years and you can read many of their success stories on our web site.

## **Personal Branding**

At **AgentMailings™** you have the opportunity to utilize a service that will apply your own unique USP to your Target Market Reports and potentially the rest of the marketing material that you use to promote your Real Estate Business on a daily basis. We have professional Advertising Agency personnel standing by to execute your **Personal Brand USP** not only on your Target Market Reports, but also on marketing items such as your Business Cards, Letterhead, Brochures, "Just Listed" or "Just Sold" Post Cards, Listing Ads, Home Feature Sheets, and more.





Every time you communicate with someone in one of your target markets, regardless of the format or medium, you should be conveying the same visual message in order to implant your **Personal Brand USP** in people's minds.

Without a consistent visual brand presence, every marketing piece that you produce has to work all on its own. You do not get the benefit of brand investment that comes with the repeated use of a unique personal brand. Take the time to layout three or four marketing pieces you have done recently and put your thumb over your photo. Take a good hard look at your marketing material without that little square picture you have of yourself in the corner of the piece and see if there is any consistency of branding beyond that photo. Chances are, you probably aren't maximizing your marketing efforts with consistent overall brand presentation.

Just look at the samples above to see what happens when you apply a professional brand image to your marketing material. You can see how we can truly customize our Target Market Reports with your Personal Brand and can transfer this unique brand to other marketing materials.

Through a **Personal Brand Survey** process, where we will ask you to provide us with a variety of information regarding yourself, your geographic locale, your current marketing executions, and various other topics, we will combine your responses with a professional photographic treatment that will break you out of the typical photo box and create a visually compelling execution of your Personal Brand.

At **AgentMailings™**, you can choose to utilize one of our attractive pre-developed themes for Target Market Reports with no additional set-up costs beyond our normal monthly Account Services Fee. Many agents have utilized these formats very successfully. This is a standardized process however, and in order to maximize your marketing effort we need to create your unique Personal Brand USP by utilizing a time intensive, hands-on approach by trained professionals. This Personal Brand USP requires a one-time, up-front design cost to develop.



The typical cost of having professional Advertising Agency personnel create this kind of program for you can run into the thousands of dollars. At **AgentMailings™** we have streamlined this process to bring the cost of effective Personal Branding down to an economical level that can be utilized by anyone in the Real Estate business.

You can see for yourself how reasonable our Personal Branding process is priced by reviewing the costs on our web site under the Personal Branding section. It is an incredibly small price to pay for a professional execution of this type of marketing materials and your investment in the branding process will payoff in better results for years to come.

## Consistency Is Key!

Looking at the Personal Brand execution of the three different types of Target Market Reports on the left you will see that although the reports are different in their execution, content, and target markets, their communication of the Agent's image on a consistent basis is what you truly want to achieve in your marketing efforts.

You need to hammer away at your target markets with the same message and same brand image, month after month, year after year. Many agents make the mistake of getting tired of their brand and decide to do something "different" for a change. This is a very common mistake that will make your new effort work on its own without capitalizing on the investment you have been making over time in your personal brand.

Because people are only in the window of opportunity to utilize your service on a very infrequent basis, it is critical that you maintain a consistent program of marketing with a consistent professional Personal Brand so that these people will remember you when the time is right for them. That Top-of-Mind position is the ultimate goal of any marketing effort and it takes time and effort to achieve this goal.

**At AgentMailings™ we are ready with a proven program to build YOUR Personal Brand USP. Contact us today to get started down the road to long-term success in the Real Estate Business!**





**Call Us Today! (800) 768-1918**