01

Your Brand Is Already Showing.



Personal branding starts with what people already appreciate about working with you. You don't have to make anything up.

What it can sound like

People come to me for straight answers when a deal gets complicated.

They thank me for staying calm and calling back.

I want to be known for making first-time buyers feel at ease.

Try it now. Finish these.

People come to me for...

_____

They thank me for...

_____

I want to be known for...

_____

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02

Would You Say That Over Coffee?



Read your words out loud. If they'd sound strange across a table, they'll probably sound strange on LinkedIn too.

Try saying it this way

"I leverage my expertise" becomes "I've seen this before, and here's what I'd do."

"Committed to excellent service" becomes "I'll always call you back."

"For all your real estate needs" becomes "Thinking about moving? Text me."

Try it now. Rewrite these in your own words.

Results-driven professional

Proven track record of success

Passionate about exceeding expectations

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03

Human Looks Good on You.



AI can make everyone sound polished. You bring what it doesn't have: your perspective, specifics, judgment, and personality.

What that can look like

Perspective: What ten years of closings taught you about nerves.

Specifics: The porch step where a buyer decided to try again.

Judgment: The time you told a client to walk away.

Try it now. Highlight the sentence only you could have written.

Buying a home is one of life's biggest decisions. A great agent can make all the difference. Last spring, I sat on a porch step with a buyer who had just lost her third offer, and we made a new plan. Every client deserves excellent service.

Now write one of your own.

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04

You’re More Interesting Than Your Job Title.



Your title says what you do. Your everyday experience is what people remember.

Three ways to say it

Professional: I help downsizers on the South Shore plan their next move.

Conversational: I'm who you call when moving feels overwhelming.

Unexpectedly you: I taught third grade for ten years, so I can explain anything twice without sighing.

Try it now. Build your three introductions.

Professional

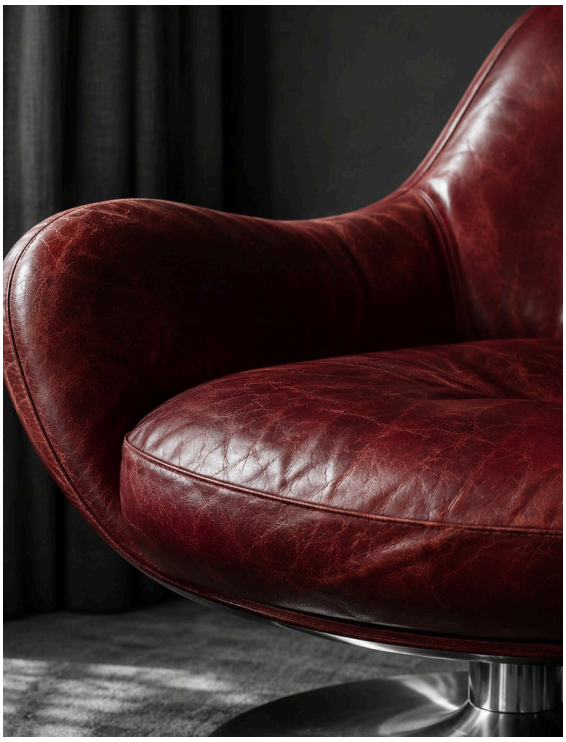
Conversational

Unexpectedly you

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05

Less “Just Listed.” More “Glad I Read That.”



The questions clients already ask can give you plenty to share, and people are more likely to keep a useful answer.

One question, three ways

Question: What does an inspection really tell me?

Post: The three things I always look at first.

Short video: What surprises buyers on inspection day.

Checklist: What to bring to your first inspection.

Try it now. Turn one client question into three things.

Question _____

Post _____

Short video _____

Checklist _____

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06

Your Headline Has a Job to Do.



In one line, make it easy to understand what you do, where you work, and how you help.

Three styles

Clear: Real estate agent in Duxbury | Helping downsizers plan their next move

Warm: Helping first-time buyers in Greater Boston feel at home

Specific: Boston condo specialist | Known for reading the fine print

Try it now. Write one of each.

Clear: I help ___ in ___

Warm: Helping ___ feel ___

Specific: ___ specialist | Known for ___

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07

The Small Talk After the Small Talk.



You don't need a reason to sell anything. A good follow-up simply shows you were listening.

What makes it work

Mention something specific she said.

Keep it to two or three sentences.

Leave out the pitch. If there's a reason to talk business, it can wait.

Try it now. Fill in a follow-up.

Someone new: It was great meeting you at _____. I keep thinking about what you said about _____.

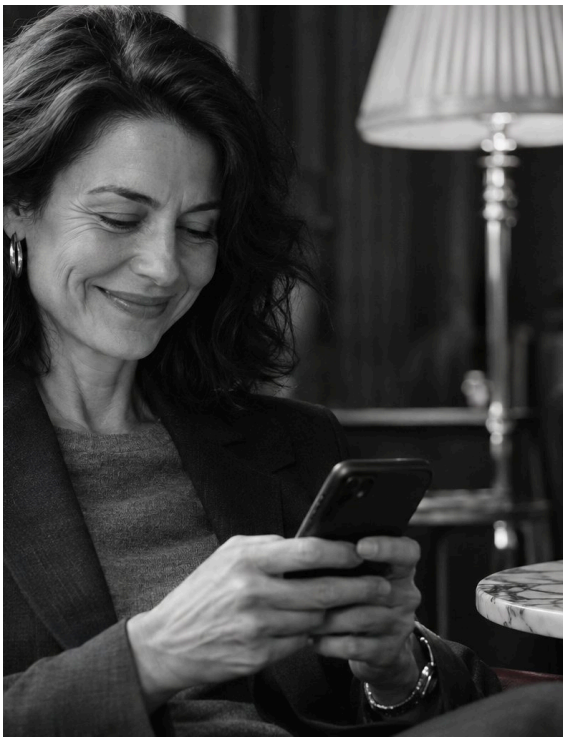
Someone familiar: It was so good to see you. How did _____ turn out?

A possible collaborator: I liked your idea about _____. Want to grab coffee and compare notes?

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08

Borrow the Polish. Keep the Personality.



Let AI help tidy your writing. The facts, the stories, and the voice stay yours.

Good jobs for AI

Shorten a long paragraph.

Suggest a clearer first line.

Catch typos and clunky sentences.

Try it now. Use this prompt on your next draft.

"Here's my draft: [paste it here]. Make it clearer and shorter. Keep my voice, and don't add any facts."

- ◯ Would I actually say this?
- ◯ Is every fact true?
- ◯ Does it still sound like me?

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09

A Little Proof Goes a Long Way.



You don't have to call yourself exceptional. A true, specific example lets people see it for themselves.

Show it instead

"I'm a great communicator" becomes "I send every client an update on Fridays, even when nothing has changed."

"I'm a strong negotiator" becomes "I helped a buyer keep her closing date after a tough inspection."

Try it now. Show “I'm a great communicator” your way.

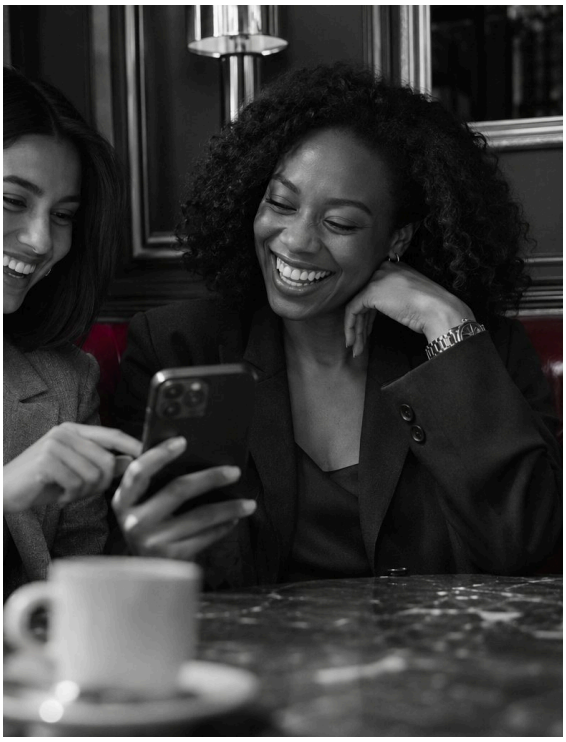
What did you actually do?

Who did it help?

What happened next?

10

Your Next Post Is Already in Your Day.



You don't have to hunt for ideas. Useful moments show up during an ordinary week.

What to watch for

A question you've answered three times.

Something a client didn't expect.

A nervous buyer who finally relaxed, and what helped.

Try it now. Collect one thing a day this week.

Monday: a question _____

Tuesday: a surprise _____

Wednesday: a lesson _____

Thursday: a resource _____

Friday: a small win _____

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Make Yourself Easy to Recommend.



People may want to refer you but not know what to say. Give them clear words to use.

What it can sound like

You should talk to Jordan. She helps first-time buyers figure out where to start.

You should talk to Maya. She helps people moving to Rhode Island learn the area before they arrive.

Try it now. Write what you'd want people to say.

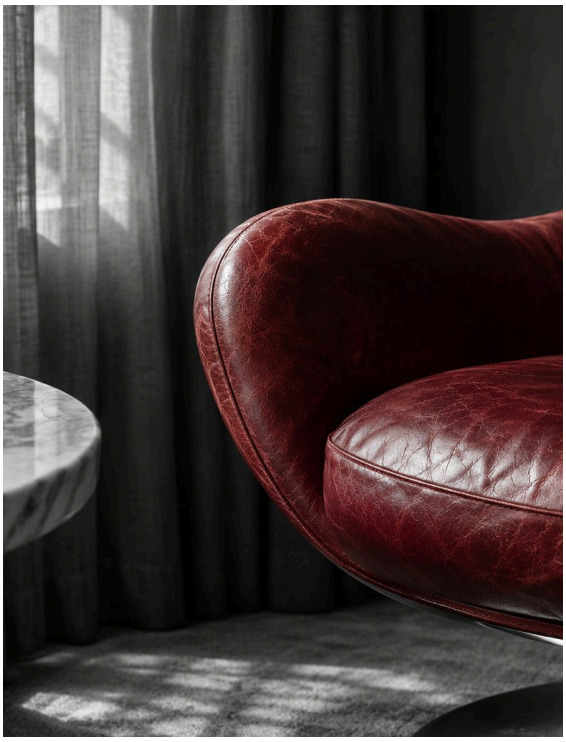
You should talk to [your name]. She helps with...

She's especially good when...

The easiest way to reach her is...

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You Don’t Have to Become an Influencer.



You don't need a big following. A small habit of sharing something useful and staying in touch can be plenty.

A few small routines

The morning coffee: one real comment before your first call.

The Friday note: one message to someone you miss.

The monthly story: one post about something you learned.

Try it now. Choose your routine.

I'll share a post

◯ Weekly ◯ Twice a month ◯ Monthly

I'll leave a comment

◯ Daily ◯ Three times a week ◯ Weekly

I'll reach out

◯ Weekly ◯ Twice a month ◯ Monthly

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