

Step Into Your Brand

Develop Your Personal Brand And Increase Productivity On Social Media.

Agenda

- Defining your niche.
- Strategies for managing your time.
- How to choose the right social media platforms.
- How to turn your audience into your best marketing channel.
- Content ideas for connecting with your audience on a deeper level.
- Best practices for positioning yourself as the go-to agent in the marketplace.

Branding

Personal Branding



The Five P's Of Personal Branding

Purpose

Promise

Presence

Personality

Positioning

Email Signature

Website

Visual Branding

Skills

Customer Experience

Network

Print Materials

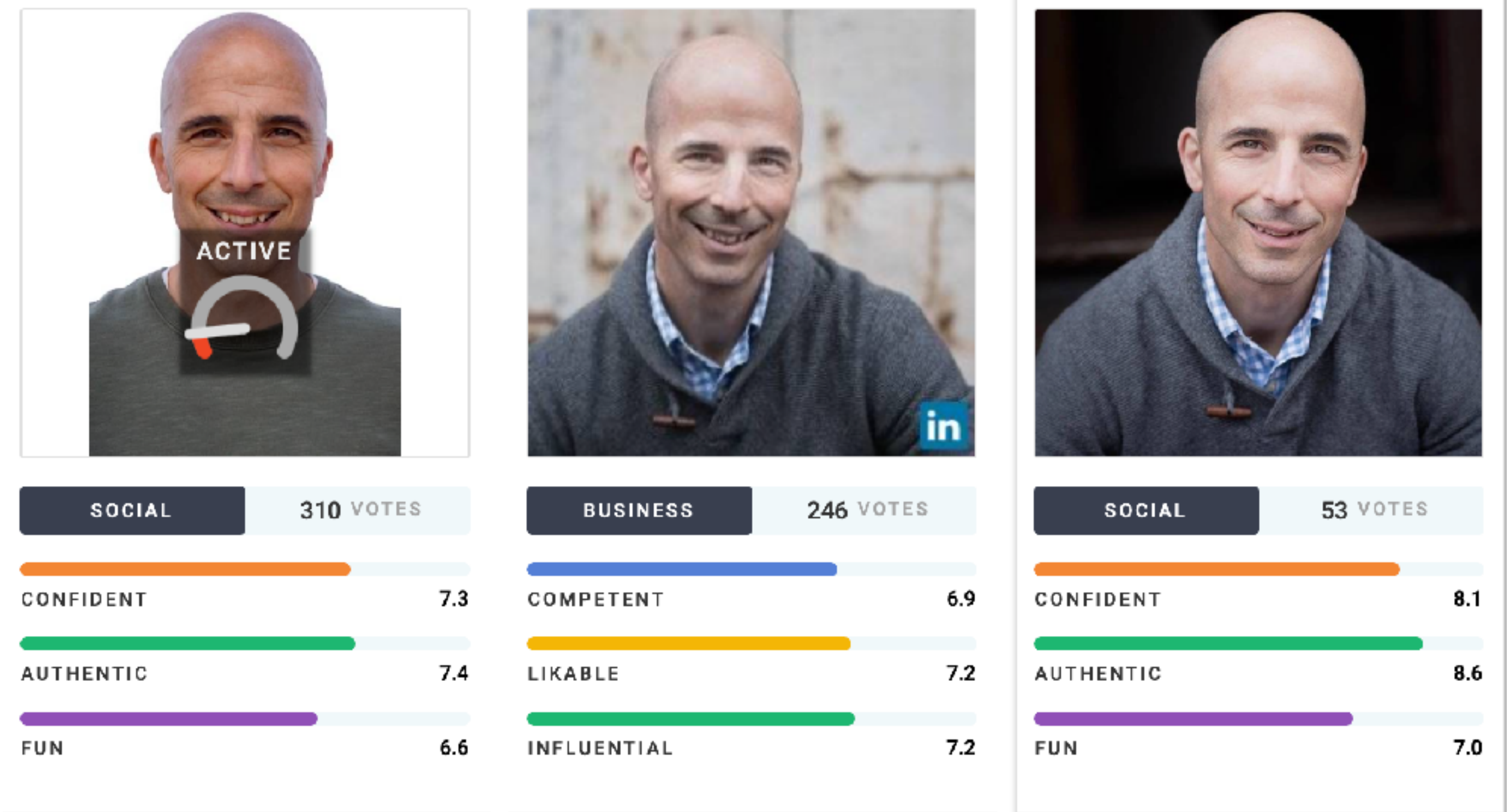
Service

Messaging

Think less about the technology
and more about the psychology.








STATUS
INACTIVE

VOTES
53

QUALITY
PRECISE

SOCIAL



ScoresDataNotes (8)

"Great outfit!"

"Great photo!"

"Great photo!"

"Great photo!"

"Great photo!"

"I think they seem a bit timid in this photo."

"Great smile!"

"Great photo!"

**Marketing isn't about closing a sale,
it's about opening a relationship.**



What do you want to be known for?

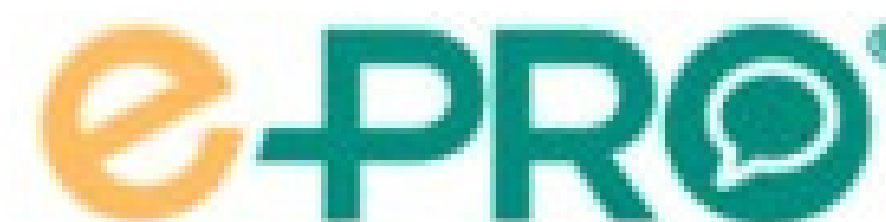
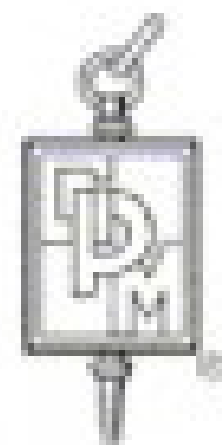
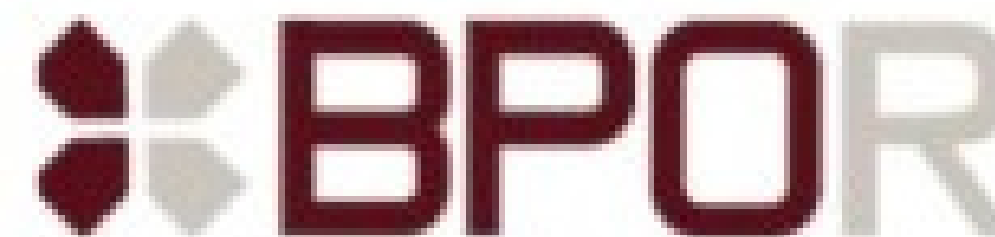


Ben Caballero

Specialization.

In his own words:

“Specialists dominate all professions from ditch digging to rocket science. I can’t overstate its importance to success in any profession. Real estate has many areas in which agents can specialize. I choose to be a corporate specialist.”



A creative hub for anyone
and everyone

We can help *you* with your
creative endeavor.



Success story

Strong female business
leaders were missing from
the fiction I was reading.
So I wrote one.

Shaz Kagnh

A creative hub for over
150,000 authors

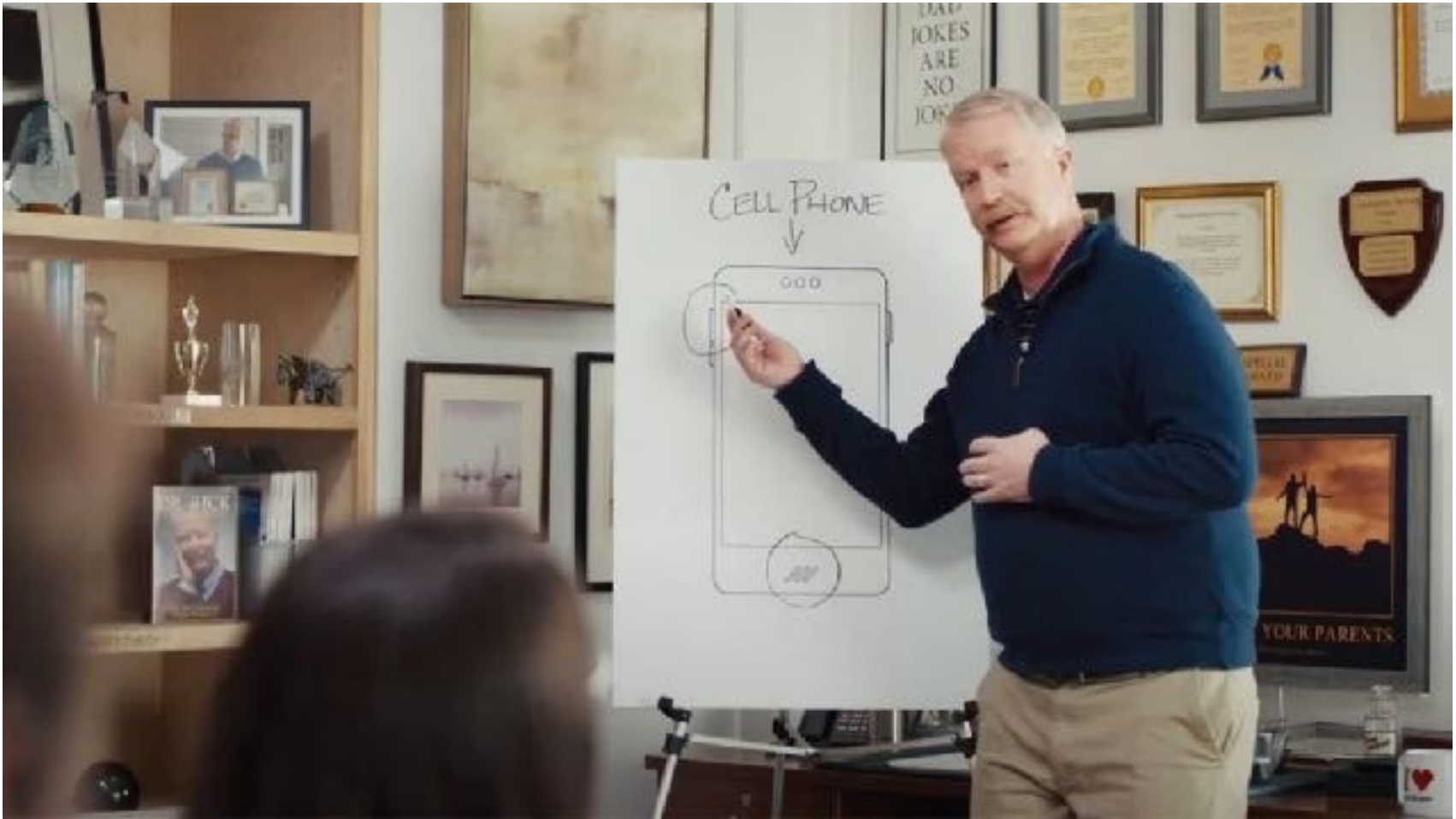
We can help *any author* with their
literary endeavor.



Success story

Strong female business
leaders were missing from
the fiction I was reading.
So I wrote one.

Shaz Kagnh



Your Personal Brand Statement

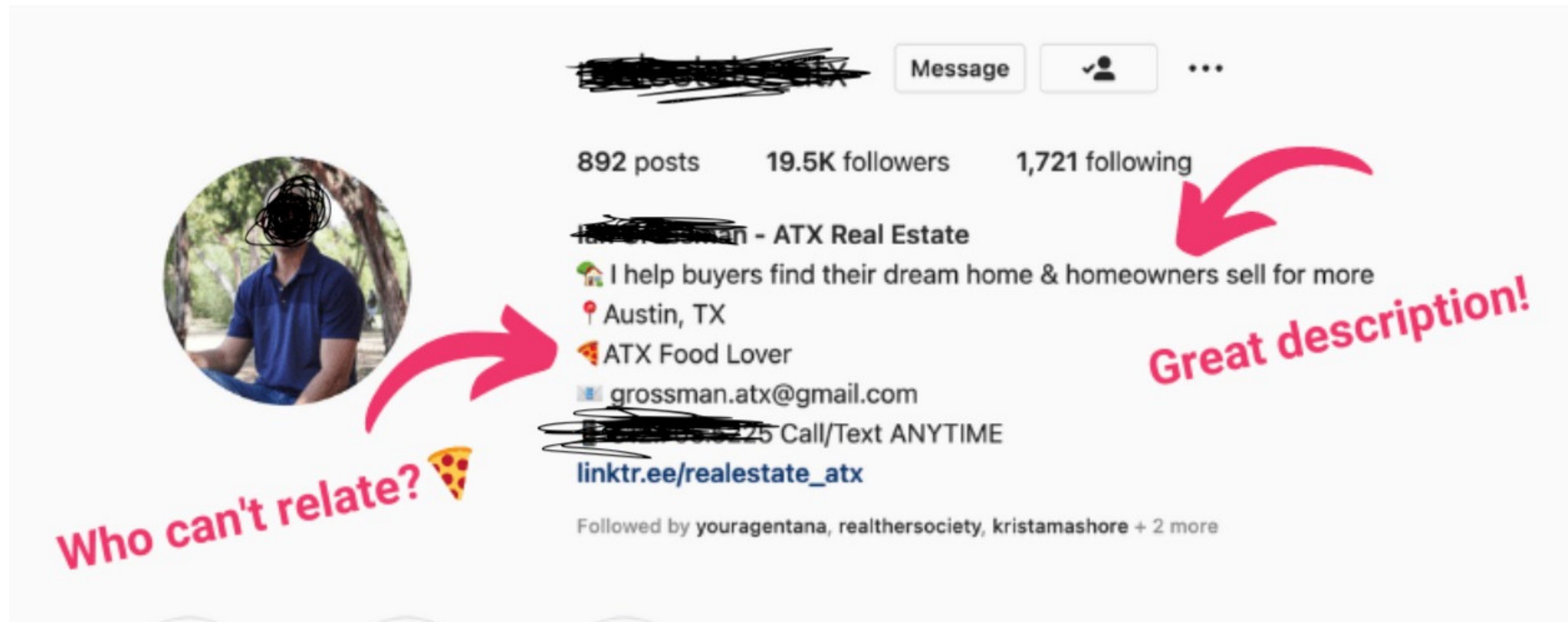
What are the benefits and outcomes of working with you?

I help (who?)_____ (benefit?)_____ (outcome?)_____.

“I help real estate agents and small business owners stand out in the marketplace and increase productivity.”

“Business Coach for Women ready to think differently to grow their business and unlock more time and profit in as little as three months.”

“I help homeowners maximize their profits and transition smoothly into their next chapter”



Entrepreneur

🧠 I help service providers set themselves up for success
w/ legal templates+training 🌟

🧐 10+ yrs legal exp/ex-NYC Biglaw/copywriter 🏳️‍🌈

More Goodies 📌

Find your tone of voice.

Tone = The emotional inflection, changes with the situation.

Voice = Your personality

Example

- *An economically priced hotel located in the city centre.*
- *Easy on the wallet, this hotel enjoys having the city on its doorstep.*
- *This cheap as chips hotel gives you a night's shut eye, slap bang in the city.*



Words to Post By

“You are responsible for everything you post
and everything you post will be a reflection of you.”

[Social Media]

— Germany Kent

Your personal brand is the accumulated impression you leave on people.

Build a presence on the right social media networks

You don't need to be on every platform to succeed, including jumping on the newest, hottest app just because everyone else is.

Before opening a new account, ask yourself:

- Does my audience spend time here?
- Do I (or my team) have the bandwidth to create relevant content for a new platform?
- Does the purpose and tone of this platform fit my brand?

Understand the tone and usage of each platform.



Short and long form video, live streaming, products, thought leadership, inspirational, educational, behind the scenes, a day in the life of, entertainment



Short and long form video, live streaming, thought leadership, company culture, jobs, success/fail stories, achievements, informative, educational, listicles, audio rooms (coming soon to creators)



Short and long form video, live streaming, memes, curated and social content, groups



Short and long form video, entertainment, products, services, educational, ads, becoming a media company



News, blog posts, memes, conversation, live streaming



Short and long form video, livestream, educational, informative, advertising

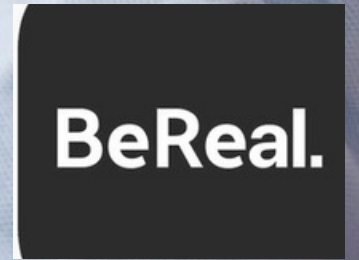


About Me Video Formula

- Who you are.
- What you do.
- Who you help.
- How you do it.
- What makes you unique.
- Your call-to-action.

About Me Video





Content is King
Engagement is Queen

Information

Insights are your own takes on what is going on in your industry and the world. You're adding your view.

Your perspective differentiates you from others doing the same thing, share it often!

Content Strategy

Informative, educational, authoritative and entertaining.

Social media posts create awareness.

Articles & podcasts build credibility.

Videos increase engagement.



Engagement Strategy

Be a connector. Grow your network, grow your business.

Add new connections daily, personalize your requests.

Respond to comments, messages, and reviews (+ or -).

Leave thoughtful comments on 5-10 posts daily.

Look for opportunities in the comments.

Keep the conversation going.

FEBRUARY

sunday	monday	tuesday	wednesday	thursday	friday	saturday
Content creation	Motivational Post Facebook, Instagram LinkedIn	Q&A Forums Education day	Video Facebook Instagram LinkedIn Website	Blog Post LinkedIn, website	Fun Post	

Why People Share

Educational or informative.

Makes them feel like insiders.

Helps them look good in the eyes of others.

People want to better the lives of others.

When it has a connection to them as an individual, be it political, emotional, cute, or funny.



Quora

Sample Questions



Richard Doumani · [Follow](#)

Lives in New York City · Oct 21



What are some reasons why rent is expensive in Westchester County, New York?

. The end of rent control in cities and towns throughout the county. Three decades ago I had friends who lived in White Plains, Fleetwood and Yonkers and they lived in nice apartments with reasonable stabilized rents. The \ [\(more\)](#)



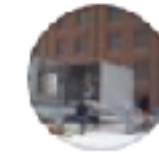
Bob Smith · [Follow](#)

Former Semi-retired Due to Health Problems. · Sep 13



What are some nice, quiet suburbs of New York City (Westchester County) where you can get a house for under \$500,000?

I remembered Westchester County where my old friend who grew up in Chappaqua very expensive area where her late mother used be a realtor there. (Clintons and Vanessa William in that area too) Now lot of wealthy and.. [\(more\)](#)



Jordon Seacor · [Follow](#)

Lives in Westchester County, NY (1990–present) · May 26



How is commute from Westchester county to the Bronx? I want to keep working in the Bronx, but considering making a move but not liking the idea of driving too much. Does anyone commute and drive every day and do you just get used to it?

Westchester shares a southern border with the Bronx. There are numerous parkways and two interstates(I-87 & I-95) that run north and south from the Bronx to Westchester and vice versa. During rush hour some of these re [\(more\)](#)



Christopher

Personal Branding & Productivity Coach / International DJ · 4y

When do people start buying homes/real estate after the December break?

The spring market begins in the markets I cover early-mid February. Every market is different but much of the country has struggled with tight inventory levels the past two years.

There are many residual buyers who missed out on homes due to competing bids. Add them into the typical spring market traffic and we should see a robust buying season again.

Search Engines crawl Quora's content and add them to search results. Because people are asking questions that are similar (if not exactly the same) as they are on Bing, Google and Quora, your answers to topic-relevant, keyword-rich questions, on Quora have a good chance of showing up in search results.





International Network of Elite Real Estate Professionals

Private group · 205 members



+ Invite

About

Discussion

Announcements

Rooms

Members

Events

Media

Files



What's on your mind, Christopher?



Room



Photo/Video



Tag People

Unread Announcements · 5

[See All](#)



Angela Harmon uploaded a file.

November 15, 2018 · 🌐



IF you need to UPDATE your info on the roster and/or map, complete this form and email to AHarmon@CDanJoyner.com Then, comment here so I know to check junk mail if I don't see it in my inbox!

Thanks!!!!



DOCUMENT

International-Network-Elite-Agent-Form.docx



8

36 Comments Seen by 98



Like



Comment

View 17 more comments

About

This International Network of Elite Real Estate Agents is the best of the best. I carefully hand selected each individual based on ethics, profe... [See More](#)



Private

Only members can see who's in the group and what they post



Hidden

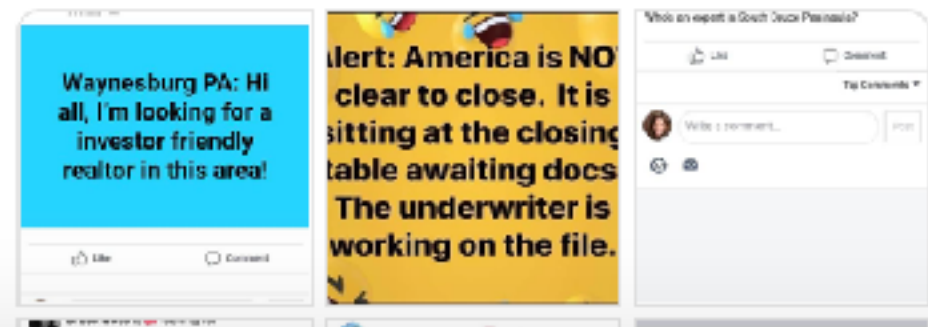
Only members can find this group.



General Group

Popular Topics in Posts

Recent Media



Scarborough Maine Moms (Kick Ass)

Private group · 2.7K members



Joined

+ Invite

Discussion

Videos

Members

Media

Files

Questions



Write something...



Anonymous Post



Photo/video

Featured



Events

3 events are coming up.



THIS SATURDAY AT 9 AM



2022 Turkey Trek



SAT, NOV 26 AT 10:30 AM



Eyes on Owls - 3 ...



THU, APR 13, 2023 - APR 22, 2023



Fancy Fox Travel!...

[See all](#)

About

This is a group for us amazing moms who live in Scarborough. Because let's face it, we're pretty great.

Post only when the kids are in bed and... [See more](#)



Private

Only members can see who's in the group and what they post.



Visible

Anyone can find this group.



Scarborough, Maine



May include flagged content

Admins may allow some posts and comments to be visible in the group even if they're flagged by Facebook's systems. [Learn more](#)

[Learn more](#)

Popular topics in this group

#smallbusiness

3 posts

#donttellyouforgot

1 post

#momfail

2 posts

Most Relevant



Morgan Royle shared a post.

35m · 🌐



We're right here in scarborough and our fur and feather kids love treats! I'm home most days just let me know and come by for a visit!

hgar_ny



242
Posts

1,097
Followers

91
Following

HGAR_Realtors

We're a not-for-profit trade organization supporting our members in Westchester, Rockland, Putnam, Orange County, Bronx, & Manhattan.

Learn more

taplink.cc/hgarnewyork

One Maple Avenue, White Plains, New York

Professional dashboard

1.2K accounts reached in the last 30 days.

Edit profile

Call



Events



Leadership



Member Day



Safety Tips



Video



Publishing the page



> QR code

< Link

Your website url

<https://taplink.cc/hgarnewyork>

Action

Share your link

Copy link



Share on Instagram



Share on TikTok



Share on Twitter



Share on Facebook



Share on LinkedIn



> Website widget

What was the last remarkable
experience you had with a brand?


Taylor Sipes @taylorsipes7 · Feb 28, 2019

@SouthwestAir help!! My friend is in a wedding on Saturday in Costa Rica but she left her bridesmaid dress here in Houston! Can we get her dress on flight #1734 tomorrow??? #WorthATry #BestCustomerService

97 196 1,810



Alright, let's do it!

**Taylor Sipes** @taylorsipes7 · Feb 28, 2019

@SouthwestAir help!! My friend is in a wedding on Saturday in Costa Rica but she left her bridesmaid dress here in Houston! Can we get her dress on flight #1734 tomorrow??? #WorthATry #BestCustomerService

[Show this thread](#)

10:37 PM · Feb 28, 2019 · Twitter for iPhone

684 Retweets 427 Quote Tweets 7,757 Likes



Southwest Airlines @SouthwestAir · Mar 1, 2019

The dress is officially en route to Costa Rica! Track the status: swa.is/dresstracker



34 95 1,422

Southwest Airlines @SouthwestAir · Mar 1, 2019

Southwest Airlines @SouthwestAir

Ladies and gentlemen, it has arrived.

Operation [#RescueTheDress](#): COMPLETE!



Southwest Airlines  @SouthwestAir · Mar 3, 2019

Yep. That was totally worth it. 😊





Thread



CarieAnn @falana1967 · Mar 1, 2019

...

Replying to @SouthwestAir

@SouthwestAir I love everything about this and more! Exceptional customer service!













Daniel Huerta @WSeriesBound · Mar 1, 2019

...

Replying to @SouthwestAir

Sounds like the makings for a good commercial in the future. ❤️ Nicely done @SouthwestAir on the customer service and saving the day!






 2









Chi-Cho Molinar @chichomolinar · Mar 1, 2019


...


Replying to @SouthwestAir


This is great! Bravo to @SouthwestAir and their excellent customer service. This is what it's all about!





 4







Canberra Coeliac @CanberraCoeliac · Mar 1, 2019

...

Replying to @SouthwestAir

Makes me feel great to be flying your airline later this month for a wedding!













Stephanie Officer @OfficerStephNY · Mar 3, 2019

...

Replying to @taylorsipes7 and @TaylorKenney7

Hi Taylor, do we have permission to use your picture for [InsideEdition.com](#)? Thanks!


 1











Taylor Sipes @taylorsipes7 · Mar 3, 2019

...

Replying to @OfficerStephNY

Absolutely!



Madison Roberts @madisonlaner · Mar 5, 2019

...

Replying to @taylorsipes7 and @TaylorKenney7

Hi Taylor, I'm a reporter for PEOPLE magazine and we'd love to use this image in covering this heartwarming story. Do you own the rights to the picture and give us permission to use it in our piece?

Many thanks, Madison











PRESIDENT'S PLATFORM

Anthony Domathoti

2022 President of the Hudson Gateway Association of REALTORS®



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2022 Q1 Bronx County >	2022 Q1 Dutchess County >	2022 Q1 HGAR/OneKey MLS Report >
2022 Q1 Orange County >	2022 Q1 Putnam County >	2022 Q1 Rockland County >
2022 Q1 Sullivan County >	2022 Q1 Ulster County >	2022 Q1 Westchester County >
2022 Q2 Bronx County >	2022 Q2 Dutchess County >	2022 Q2 HGAR/OneKey MLS Report >
2022 Q2 Orange County >	2022 Q2 Putnam County >	2022 Q2 Rockland County >
2022 Q2 Sullivan County >	2022 Q2 Ulster County >	2022 Q2 Westchester County >
2022 Q3 Bronx County >	2022 Q3 Dutchess County >	2022 Q3 HGAR/OneKey MLS Report >
2022 Q3 Orange County >	2022 Q3 Putnam County >	2022 Q3 Rockland County >
2022 Q3 Sullivan County >	2022 Q3 Ulster County >	2022 Q3 Westchester County >

Just Sold!



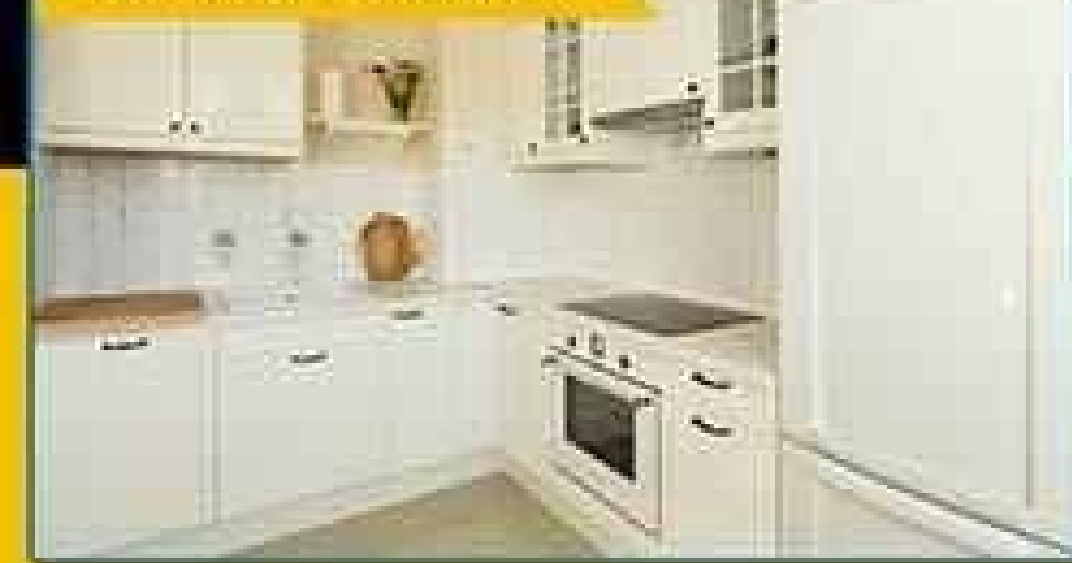
Spacious



2 Bathroom



Remodeled Kitchen



Call today to have us sell your home! 1-800-628-1804

ABC Realty

Direct Mail
HARTSDALE HOMES ARE SELLING QUICKLY!



SINCE JANUARY 2019, HOMES WITHIN \$550K-\$650K AND 1 MILE OF 2 WOODS END LANE, ARE SELLING FOR 97.76% OF THEIR ASKING PRICE. THE AVERAGE DAYS ON THE MARKET WAS ONLY 36. CURRENT ACTIVE INVENTORY IS 12 HOMES.

← Grab attention

← Peak curiosity

← Support your claim



Christopher Pagli

Licensed Associate Broker/REALTOR®
Accredited Buyer Representative
(914) 406-9023 Cell

Chris@LegendsRealtyGroup.net
www.WestchesterCountyRealEstateMarket.com

Sellers often ask me how I determine a fair price for their home. I look for comparable homes that sold within the past 3-6 months, as close to your home as possible. Then, couple that data with the condition and size of your home to determine a range of value. I will provide you with my professional opinion so you can make a well-informed decision.

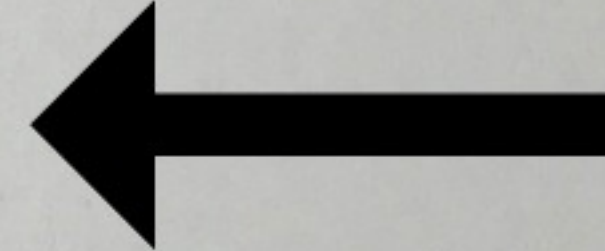
Proper pricing and impactful marketing are essential. Ask me how I will use Video, Social Media, Professional Photos, and Digital Ads to sell your home.



Each Office Independently Owned and Operated. © Merrill
Corporation LLC. Printed in USA. GP48S

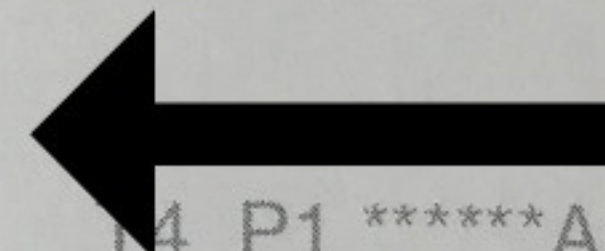
WILLIAM RAVEIS
LEGENDS REALTY GROUP

38 Main Street
Tarrytown, NY 10591



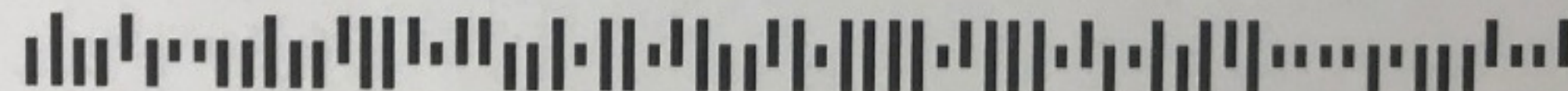
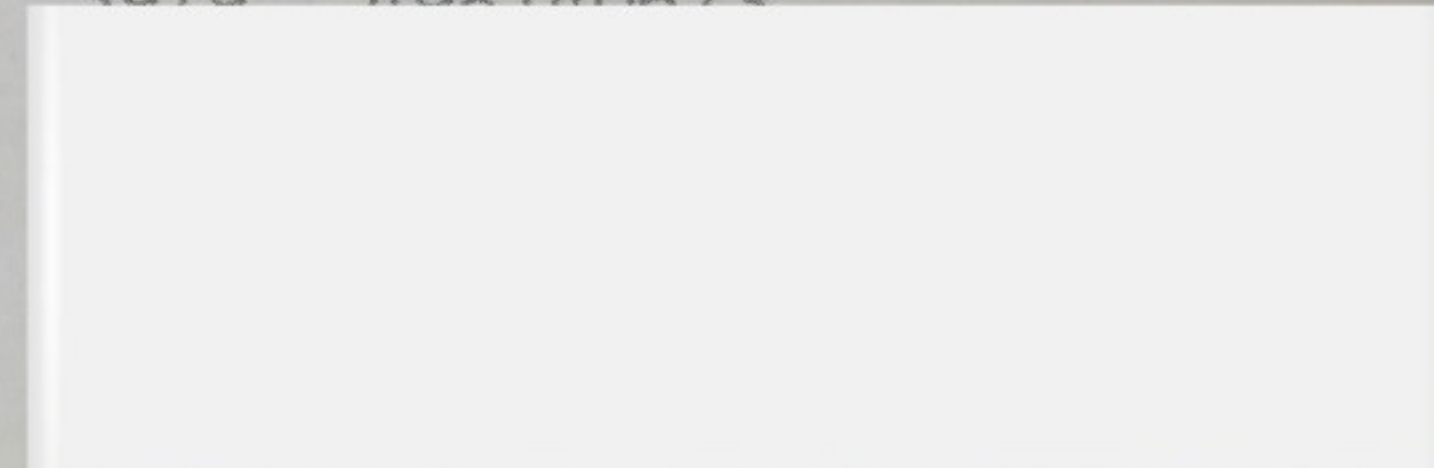
Educate them

PRSRT FIRST CLASS
U.S. POSTAGE PAID
ZIP CODE 76161
PERMIT NO. 4145

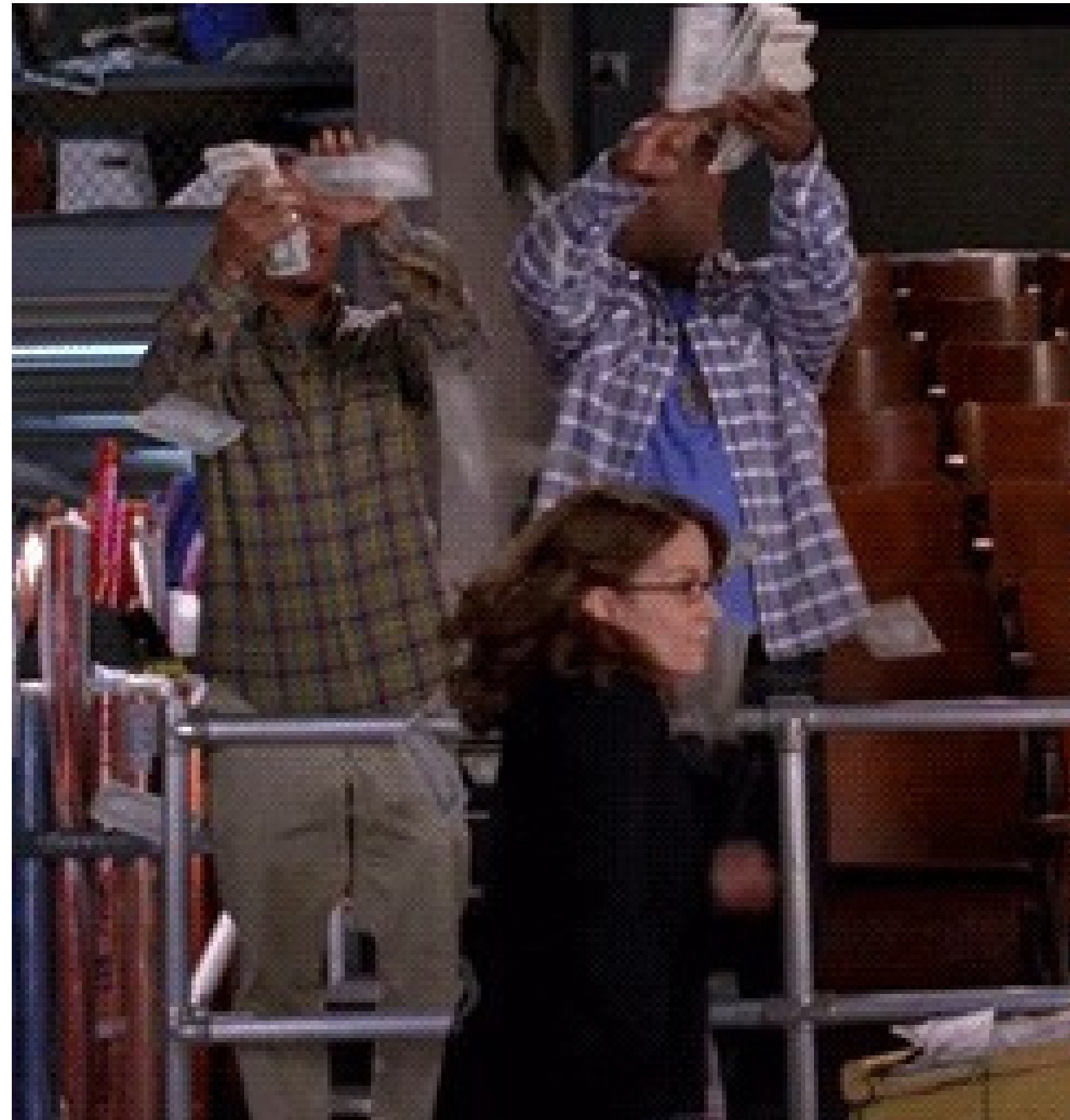


Call-To-Action

14 P1 *****AUTO**MIXED AADC 750
3070 408140672



**Remarkable experiences =
Your best marketing and sales strategy.**



Tools

Design/Editing - Canva, InShot, Keynote (Mac) Power Point (PC)

Books - “This Book Will Teach You How To Write Better” by Neville Medhora, “Everybody Writes 1 & 2 by Anne Handley, “Contagious by Jonah Berger, “Influence by Robert Cialdini, “The Go-Giver” by Bob Burke, “The Experience Maker” by Dan Gingiss

Video - Pop Voice Lavalier Lapel Mic, Mic adaptor for iPhone (Apple store), ProMovie (iPhone) or Filmic Pro (Android) app, Inshot app, Inkletech Ring Light or Limo Light Studio, VicSeed 67” Tripod.

Business Cards - [Moo.com](https://moo.com)

Email Signature - [Wisestamp.com](https://wisestamp.com)

Link In Bio - [Taplink.at](https://taplink.at) or [Linktr.ee](https://linktr.ee)

Let's connect!

Instagram - @Go_Above_and_Beyond
Facebook/LinkedIn - Christopher Pagli

Email: christopher.Pagli@HGAR.com
Cell: 914.406.9023