

HOW TO *Rebrand Yourself*

SIX STEPS TO CREATING AN EFFECTIVE BRAND FOR YOURSELF
ALL ON YOUR OWN!

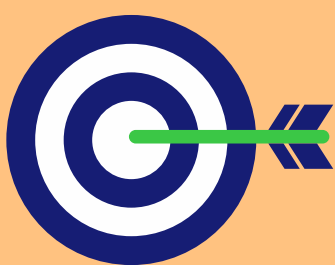
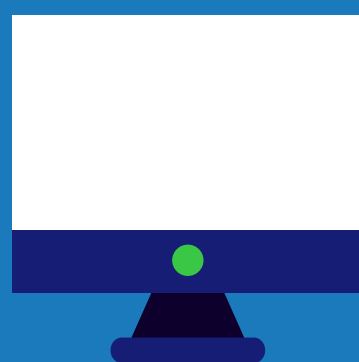


GET A NEW HEADSHOT

Always make sure your headshot is up-to-date & professional. This could be many people's first impression of you!

MAKE YOUR PRESENCE KNOWN ONLINE

The go-to's for research today are Google and social media. Make yourself discoverable and approachable online!



REFOCUS YOUR PURPOSE

What gets you out of bed in the morning? What helps you get better? Why do you do what you do?

ASK QUESTIONS AND LISTEN

Remember the principles of listening and empathy. It will not only get you referrals, but more importantly build good relationships with clients.



ANALYZE YOUR COMPETITION

Analyzing your competition gives you a better idea of what does and doesn't work. It also helps you to know what you're marketing against, and create strategies to combat that.

DETERMINE YOUR BRAND STATEMENT

Start weaving your personal narrative and you can craft your brand statement from that. Think of it as a mission statement.



Join forces with Agent Pipeline today!
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or give us a call at 800-962-4693 today!