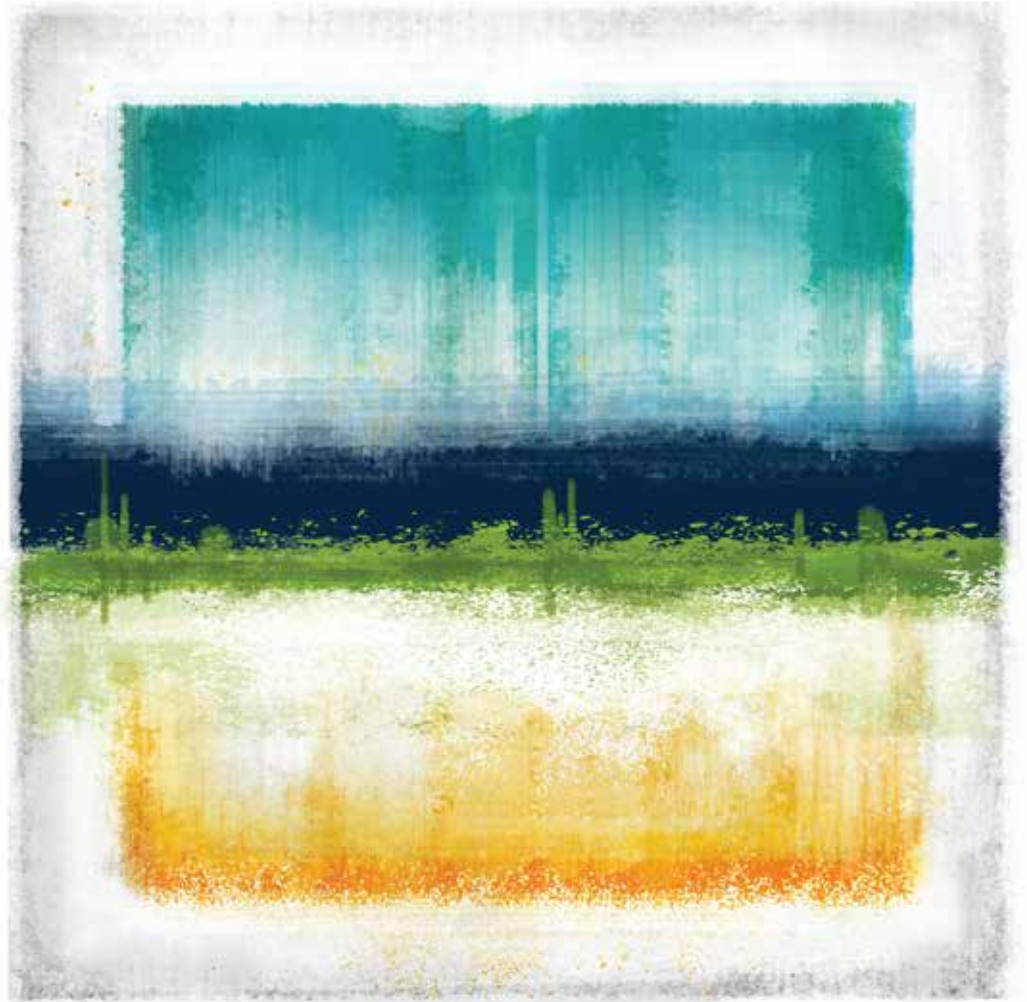




*smart*START™



orientation + brand standards
THE GOOD STUFF



back to the basics

what does it take
TO MAKE IT IN THIS BIZ?

*“ it’s not who
you know, it’s
who trusts you.”*



caseSTUDY

{THE BRAND} Uber is a smartphone app which connects passengers to drivers of available “for hire” car services. The app sends an electronic hail for a car based on the person’s location. This service is convenient and reliable because it is a guaranteed ride, and all transactions are automatically billed to the passenger’s on file credit card.

{CHALLENGE} How does Uber stand out from the crowd of cabs and limos?

{TARGET MARKET} Adults who end their wild nights in a cab.

{TARGET’S TONE} Courageous, empowering and unapologetic. “I’m going out and I’m going to party hard.”

{TOOLS} Smartphone

{TARGET’S DESIRES} Keep it simple, reliable and not be a negative ending to a great night.



*case*STUDY

1. What is your **{BRAND}**?

2. Who is your **{TARGET}**? (remember, you cannot be everything to everyone)

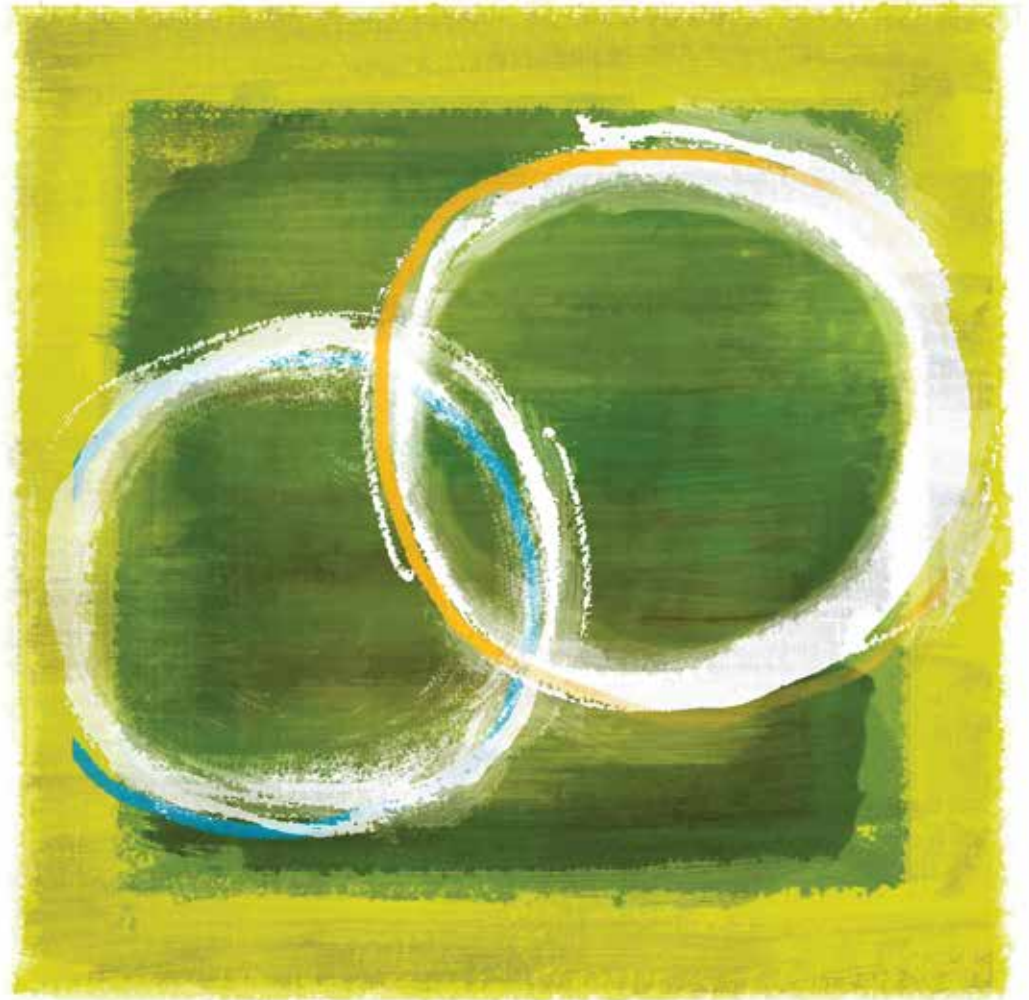
3. What are your **{CHALLENGES}**?

4. What is the **{TONE}** of your voice?

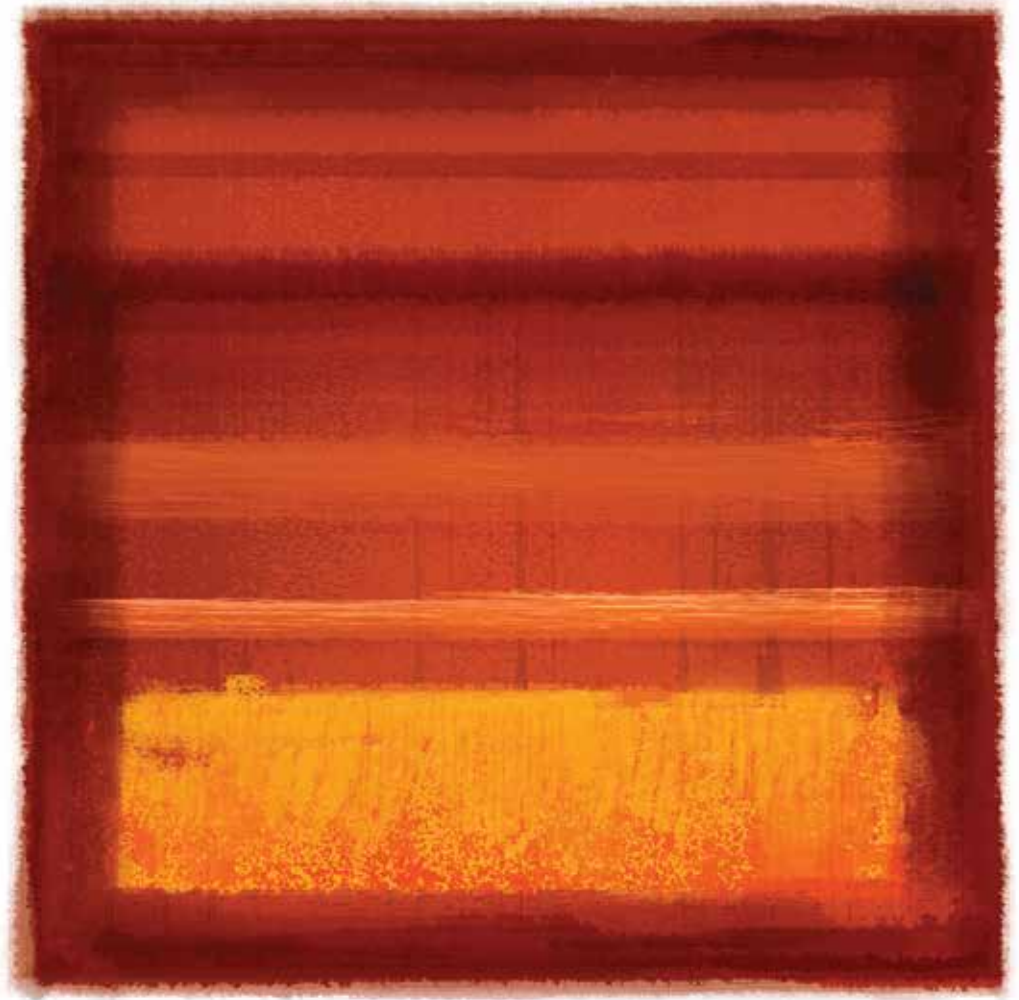
5. What **{TOOLS}** does your target use?

6. **{WHERE}** can you find your target audience?

7. What does your target **{DESIRE}** from your services?



clients for life



processes for success



creating the brand

steps to {ELEVATOR PITCH}

{STEP 1} *personal validity*

How do you describe yourself?

How would others describe you?

{STEP 2} *define what sets you apart*

Define your customer service.

Define what benefits you offer.

{STEP 3} *what is the benefit to the consumer?*

{STEP 4} *create your elevator pitch*

Combine your personal validity + what sets you apart + what value you bring to your customers.

formula {ELEVATOR PITCH} = *so what* + *so that*

steps to {VALUE PROPOSITION}

{STEP 1} *market*

Who are you creating the value proposition for?

{STEP 2} *value experience*

What do your customers say they value?

{STEP 3} *offering*

Describe the product/service being offered.

{STEP 4} *benefits*

What are the benefits of using or referring you as a realtor?

{STEP 5} *alternatives + differentiation*

What substitutes or alternatives are there? How are you different from anything else offered?

{STEP 6} *proof*

What evidence do you have that you do what you say? Do you have testimonials on Facebook, LinkedIn and verbally?



creating your eYou



listings
THE NG WAY

MAMA SAYS
*“list it
to last!”*



buyers
THE NG WAY

*“first and
foremost, always
be nice.”*

