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A POSITIVE REAL ESTATE
EXPERIENCE

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Workbook: Authentic Branding Checklist

An authentic brand is what makes you memorable and trustworthy. This workbook guides you through creating a brand that resonates with your audience and aligns with your values.

Step 1: Defining Your Brand Values

1) Core Values: List three words that describe your work ethic (e.g., integrity, passion, reliability).

Reflect on how these values influence your business practices.

- How do you demonstrate these values to clients?
- Can you share a specific example?

2) Non-Negotiables: Identify values you will never compromise in your business. Examples might include transparency, professionalism, or client care.

- **How do these values appear in your contracts or client communication?**

3) Shaping Client Experience: Describe how your values influence the service you provide. How do you incorporate them into everyday interactions?

- Are there policies or workflows you use to ensure this?

4) Your "Why" in Branding: How does your personal mission influence your brand?

- Are your marketing materials aligned with this?

5) Building Trust: What steps do you take to build trust with new clients?

- Do you gather testimonials or reviews to share?
- How do you handle difficult client situations while maintaining trust?

Step 2: Crafting Your Voice

1) Elevator Pitch: Write a concise summary of your business in 1-2 sentences. Example: "I help first-time buyers navigate the home-buying process with confidence and ease."

- How can you refine this to make it even more compelling?

2) Tone of Messaging: Choose a tone for your brand (e.g., professional, approachable, empowering). Practice writing two social media posts using this tone.

3) Tagline/Slogan: Create a tagline that captures your brand's essence. Example: "Where dreams meet doorsteps."

- How can this tagline stand out against your competitors?

4) Communication Channels: Where do you communicate most effectively with clients? (e.g., email, social media, in-person meetings).

- How can you make these channels even more effective?

5) Consistency in Voice: How do you ensure your messaging remains consistent across all platforms?

- Do you have a checklist or style guide for your communications?

Step 3: Building Visual Identity

1) Colours and Imagery: What colours and visuals best represent your brand's personality? Consider your audience and your message.

- Are these aligned with your market and clients' expectations?

2) Logo Inspiration: Sketch or describe your ideal logo design. What symbols or elements resonate with your brand?

- How does this logo connect to your values?

3) Website and Social Media Audit: Look at your website and profiles. Are they visually consistent and engaging?

- What updates are necessary?

4) Emotional Connection: What feelings should your brand evoke in clients (e.g., trust, excitement, reliability)? Use examples of imagery that reflect these emotions.

5) Review and Revise: Regularly evaluate your brand. Is it still authentic and aligned with your goals?

- Are there new elements you need to incorporate?

Action Plan:

- Audit your current branding materials (logo, website, social media profiles). Identify areas for improvement.
- Update one element of your brand—such as your tagline or social media bio—to align with your core values.
- Use Canva or a professional designer to refine your visual identity.
- Test your updated branding with trusted colleagues or clients for feedback.
- Commit to quarterly reviews to ensure your branding remains aligned with your evolving goals.

Let's Make Your Next Move a *Positive* One!

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