

Social Media Branding Workbook for Realtors & Lenders

1. Define Your Brand

Who are you as a real estate professional / lender?

My Mission:

My 'Why' (why I entered real estate/lending):

How I want clients to feel when they work with me:

Words to describe my brand:

2. Define Your Target Audience

Get specific. Who are you speaking to online?

My ideal client is:

Their biggest concerns/questions about buying/selling:

Where they spend time online (IG/TikTok/FB):

How I can connect with them:

3. Define Your Value & Authority

What makes you the trusted expert? Fill in below:

What makes working with me unique:

Problems I solve for my buyers:

Problems I solve for my sellers:

What I'm known for (communication, negotiation, advice, market knowledge):

4. Build Your Content Pillars

Use these categories to guide your posts. Fill in ideas under each one.

Authority (Education, Market Tips):

Local Expertise (Neighborhoods, Restaurants, Schools):

Personality (Your Life, Hobbies, Behind-the-Scenes):

Social Proof (Client Successes, Testimonials):

Promo (Listings, Open Houses):

Connection (Questions, Polls):

5. Set Your Social Media Goals

Define clear goals to guide your content strategy this month.

My social media goals for the next 30 days:

How I plan to drive engagement:

How I plan to generate leads:

How I will measure success:
