

# FINDING YOUR WHY:

Establishing  
a Mission  
and Wearing  
it as a BRAND



**HARTMANLAW**

CLOSING • TITLE • ESTATE

What is “branding”  
or a  
“personal brand”?

# A Personal Brand

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- A **Personal Brand** is 'a widely-recognized and largely-uniform perception or impression of an individual based on:



# A Personal Brand

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- A **Personal Brand** is 'a widely-recognized and largely-uniform perception or impression of an individual based on: experience, expertise, competencies, actions and/or achievements within a community, industry, or the marketplace.



# A Personal Brand

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- A Personal Brand helps you build trust, helps others understand you, it enables talent acquisition, it can create brand awareness for you and your company.



# A Personal Brand

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- It can help you command increased compensation, it opens up opportunities and it can build respect



# A Personal Brand

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- You have a brand... whether you like it or not!
- You don't have to turn into **someone else** to build your brand



# What the HECK is Personal Branding?

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Your personal brand is a promise to your client... a promise of quality, consistency, competency and reliability.

Your brand is what people say about you when you're not in the room.

If people like you, they will listen to you. But if they trust you, they will do business with you.

You too, are a brand whether you know it or not. And whether you like it or not.

If you are not a brand, you are a commodity.

Be Yourself.  
Everybody else is already taken.

Life isn't about finding yourself. It's about creating yourself.

Personal branding is all about discovering what makes you special and then communicating it to the right people, through multiple channels.

Your personal brand serves as your best protection against business factors you can't control.

Everyone is a salesman and the product is each person. Personal branding is being conscious to the continued nature of selling yourself.

# What elements make up a Personal Brand?

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# What elements make up a Personal Brand?

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Story

Passions

Values

Skills and Experience

Behavior and Actions

Communication

Image



# Why is “personal branding” important for a Realtor?

(even if you’re on a team)

# Market Differentiation

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- What makes you better at your job than other qualified professionals in your field?



# Market Differentiation

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- What makes you better at your job than other qualified professionals in your field?
- Where do you shine and **STAND OUT**? What sets you apart and differentiates you from the crowd?



# Differentiating Yourself

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If you're not clear about what separates you from your peers/competitors, figure it out:



# Differentiating Yourself

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If you're not clear about what separates you from your peers/competitors, figure it out:

- How do you approach your work **differently?**



# Differentiating Yourself

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- How do you approach your work differently?
- What can people **count on** when they hire you?



# Differentiating Yourself

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- How do you approach your work differently?
- What can people count on when they hire you?
- Why would you hire **YOU** vs. somebody else?



# Differentiating Yourself

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Cultivate an interesting, powerful, and (possibly) controversial point of view about the work you do – and express it with loads of conviction



# You Want Me to Be Controversial ??!



# Differentiating Yourself

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Keep tabs on your competition; pay attention to how others in your field are promoting themselves and the branding techniques they use



# Differentiating Yourself

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Dress for success and possibly even develop a unique fashion statement, accessory, color scheme, or visual element to increase your memorability



# Differentiating Yourself

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Still unclear about your  
unique differentiators?



**FINDING YOUR WHY:**



# Differentiating Yourself

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Still unclear about your unique differentiators?

Consider using a tool like [www.reachcc.com](http://www.reachcc.com) to solicit input from your friends/acquaintances

360 R E A C H™

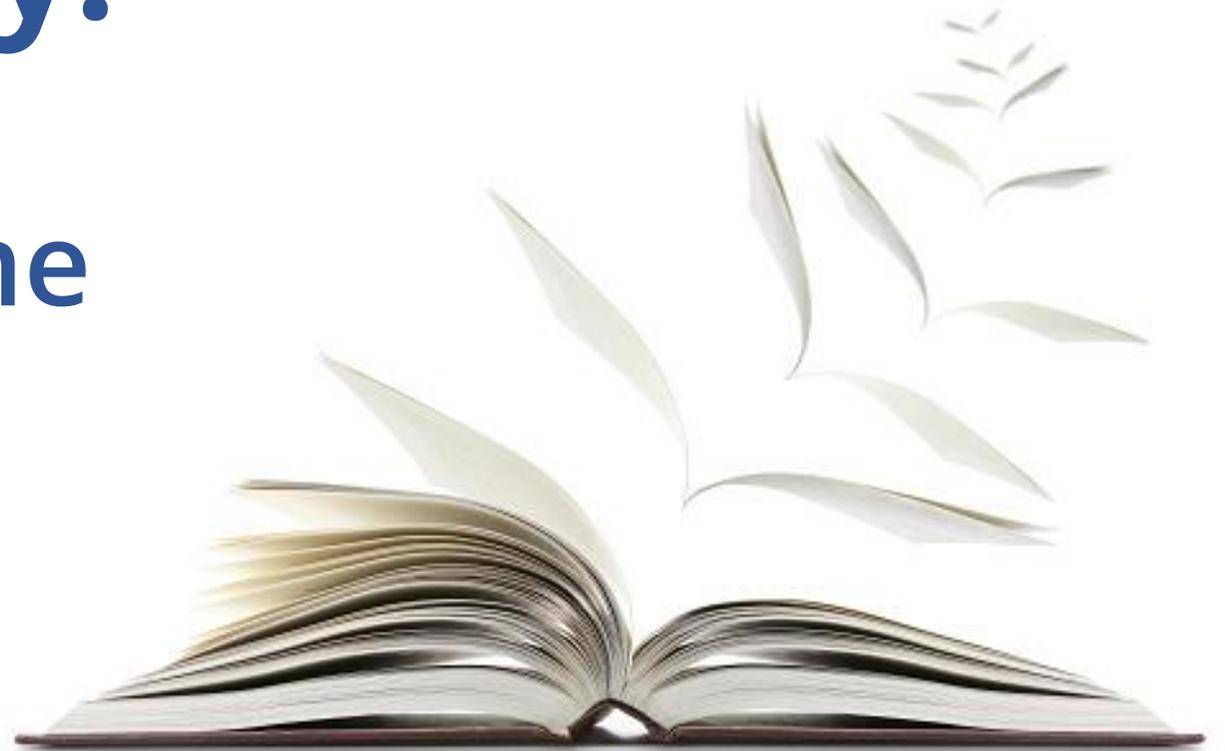


# How do you create a Personal Brand?

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## Hone your story!

How do **YOU** become  
the YOU you are  
today?



# How do you create a Personal Brand?

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What are you passionate about?

How does this translate into work?



# How do you create a Personal Brand?

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What are your values – take a “10 Top Values exercise” at

<https://www.berkeleywellbeing.com/core-values.html>.



**FINDING YOUR WHY:**



# How do you create a Personal Brand?

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Do you live your values?

How does your behavior reflect what's important to you?



# How do you create a Personal Brand?

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Dress for the role  
you want, not the  
role you have



# How do you create a Personal Brand?

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Create consistency  
in your marketing  
(colors, logos,  
servicemarks)



# How do you create a Personal Brand?

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**Get out there!**

**Network groups,  
volunteer, attend  
neighborhood  
events**



How do you maintain the strength of your brand and grow your brand?



**Consistency, Reliability and Adaptability.**



CREATING

# Hartmanlaw



# Creating Hartmanlaw

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Hartman-Imbriale was founded in 2000 and grew as a “real estate closing and personal injury law firm” for 15 years



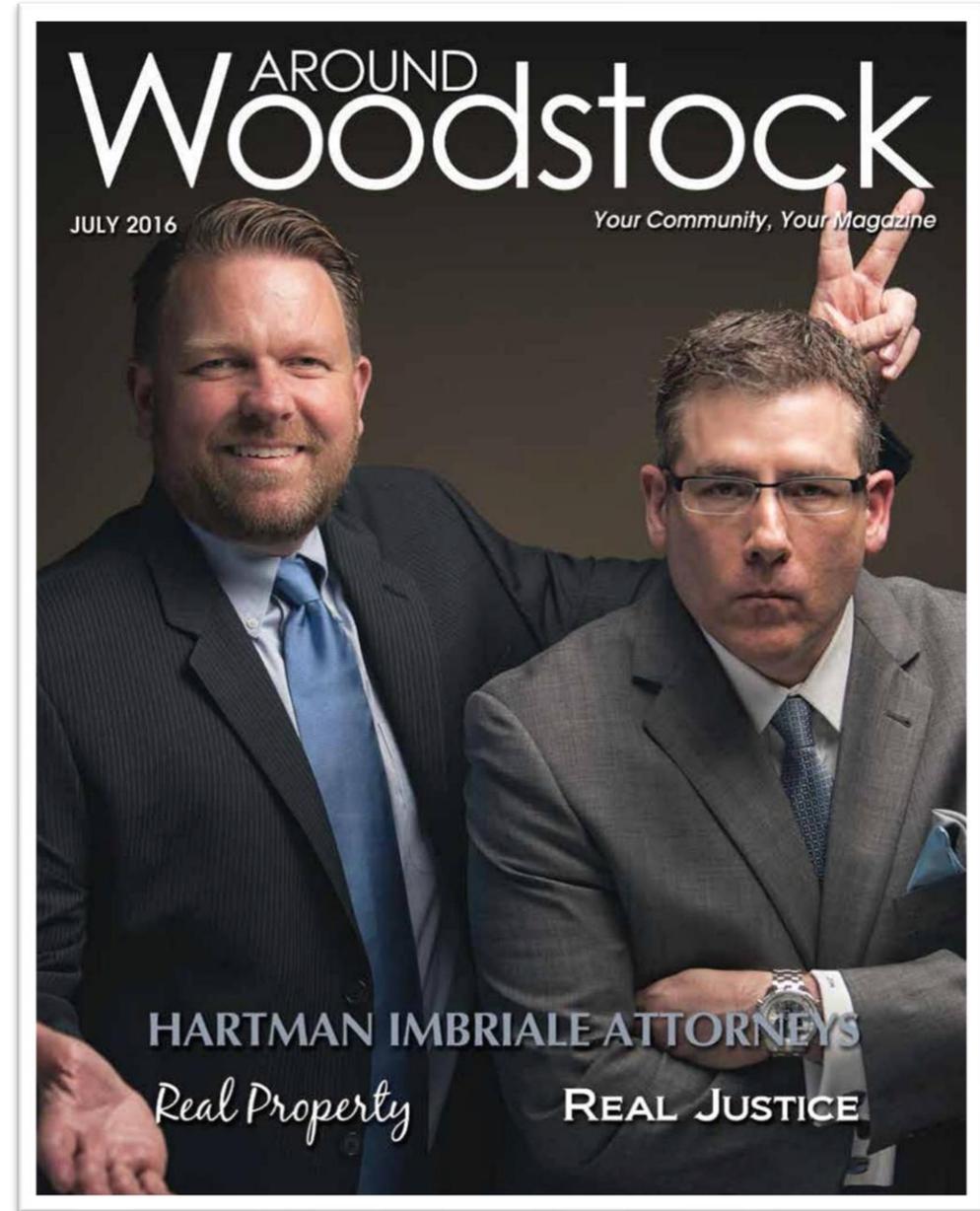
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It was really just two friends desiring to look bigger, with no real structure or mission



FINDING YOUR WHY:



# Creating Hartmanlaw

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Sometimes you can find yourself starting a business and becoming successful so fast that you miss the basics of a solid brand foundation



# Creating Hartmanlaw

The more successful  
I became, the more  
cracks I found in the  
foundation of  
Hartman-Imbriale  
as a brand

Hartman-Imbriale LLP ?

hartman-imbriale.com/ ▼

Call **Hartman-Imbriale** 678-445-7423 for your car accident lawyers, real estate closing & personal **injury** attorneys ready to get you the outcome you deserve!

James Imbriale - Hartman-Imbriale LLP ?

hartman-imbriale.com/attorneys/james-imbriale/ ▼

★★★★★ Rating: 5 - 7 votes

James **Imbriale** has built a very successful results driven, value-added, performance based only, client-first, Plaintiff Personal **Injury** law firm in Woodstock over ...

Hartman - Imbriale LLP - Personal Injury Law - 145 Towne Lake Pkwy ... ✓

https://www.yelp.com › Professional Services › Lawyers › Personal Injury Law ▼

★★★★★ Rating: 5 - 1 review

(678) 647-7220 · 145 Towne Lake Pkwy Ste 200. Woodstock, GA 30188 ...

**Hartman - Imbriale** LLP has helped **injured** people obtain compensation after ...

Hartman - Imbriale LLP - a Kennesaw, Georgia (GA) Personal Injury ... ?

pview.findlaw.com/lawfirm/hartman—imbriale-llp/ga/kennesaw/.../PP ▼

Oct 14, 2016 - If you have recently suffered a personal **injury** event in Kennesaw, Georgia, you may be experiencing pain, fear and stress. At the law firm of **Hartman-Imbriale** LLP, our goal is to alleviate your concerns through providing you with comprehensive and compassionate representation.

Hartman - Imbriale LLP - a Jasper, Georgia (GA) Personal Injury ... ?

pview.findlaw.com/lawfirm/hartman—imbriale-llp/ga/jasper/NDk2NzQwNF8x/PP ▼

May 31, 2017 - Our staff at the law firm of **Hartman-Imbriale** LLP in Jasper, Georgia, is committed to advocacy on behalf of victims of negligence. Our personal ...

Hartman - Imbriale LLP - a Woodstock, Georgia (GA) Personal Injury ... ?

pview.findlaw.com/view/2161305\_1

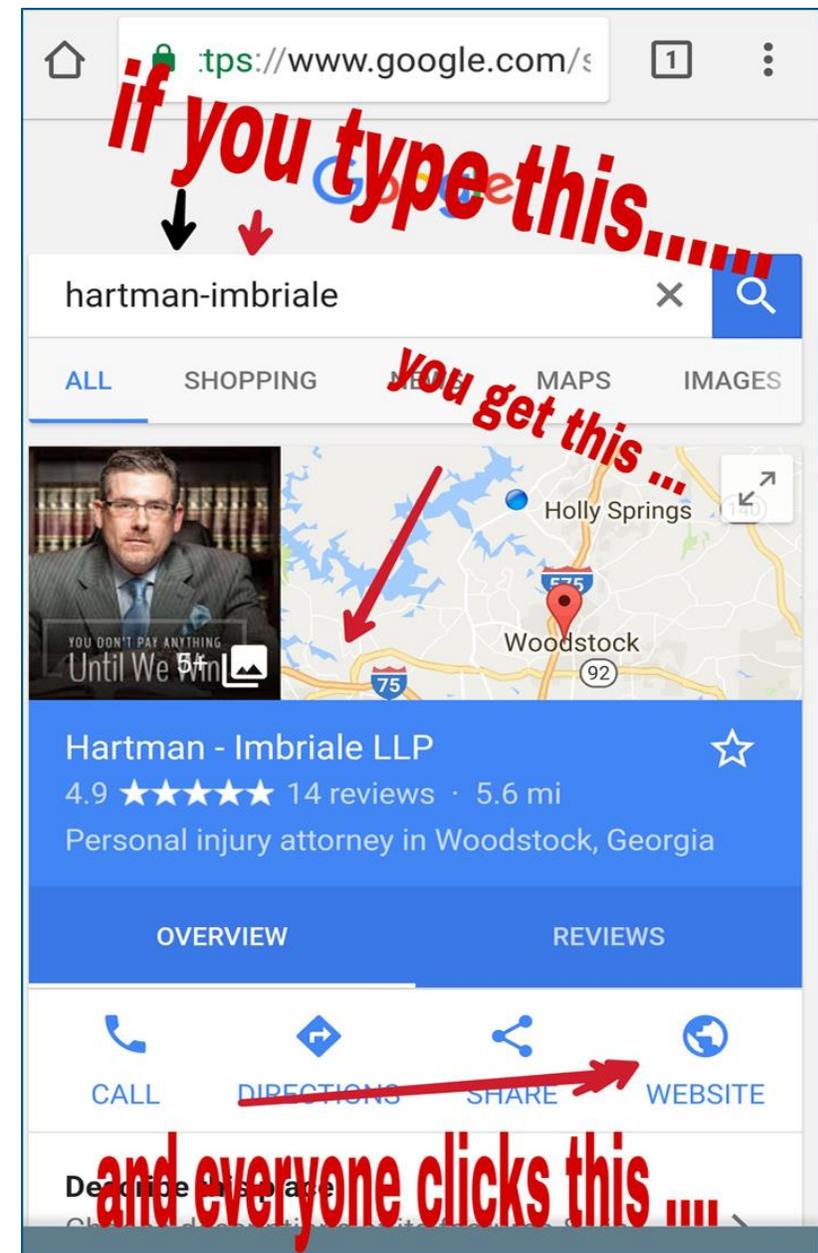
Nov 30, 2016 - Find **Hartman - Imbriale** LLP, a Woodstock, Georgia (GA) Law Firm focused on Personal **Injury**, Car Accidents, Construction Accidents, etc.

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This began to happen primarily because Imbriale spent lots of \$\$\$ on SEO, and I spent none



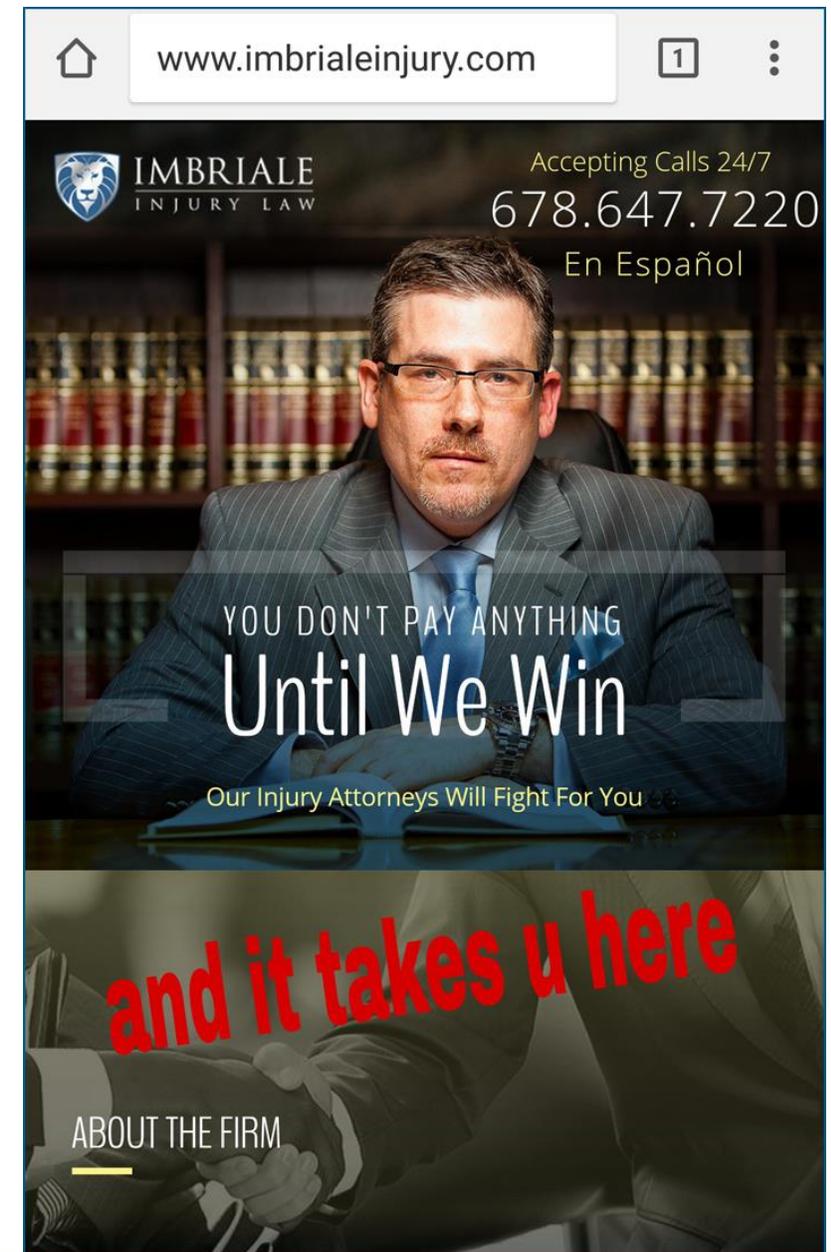
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FINDING YOUR WHY:



# Creating Hartmanlaw

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Hartmanlaw was growing and becoming successful with 100% word of mouth and relationship building, with no conventional advertising



# Creating Hartmanlaw

In 2017, I blew up my firm and ended the partnership, and set out to completely rebrand Hartmanlaw in the image I wanted



FINDING YOUR WHY:



# Creating Hartmanlaw

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Still, I got ahead of myself early in the process and began to make a common mistake ....



# Creating Hartmanlaw

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I focused on the external look of my brand first instead of building the brand from the core-outward.

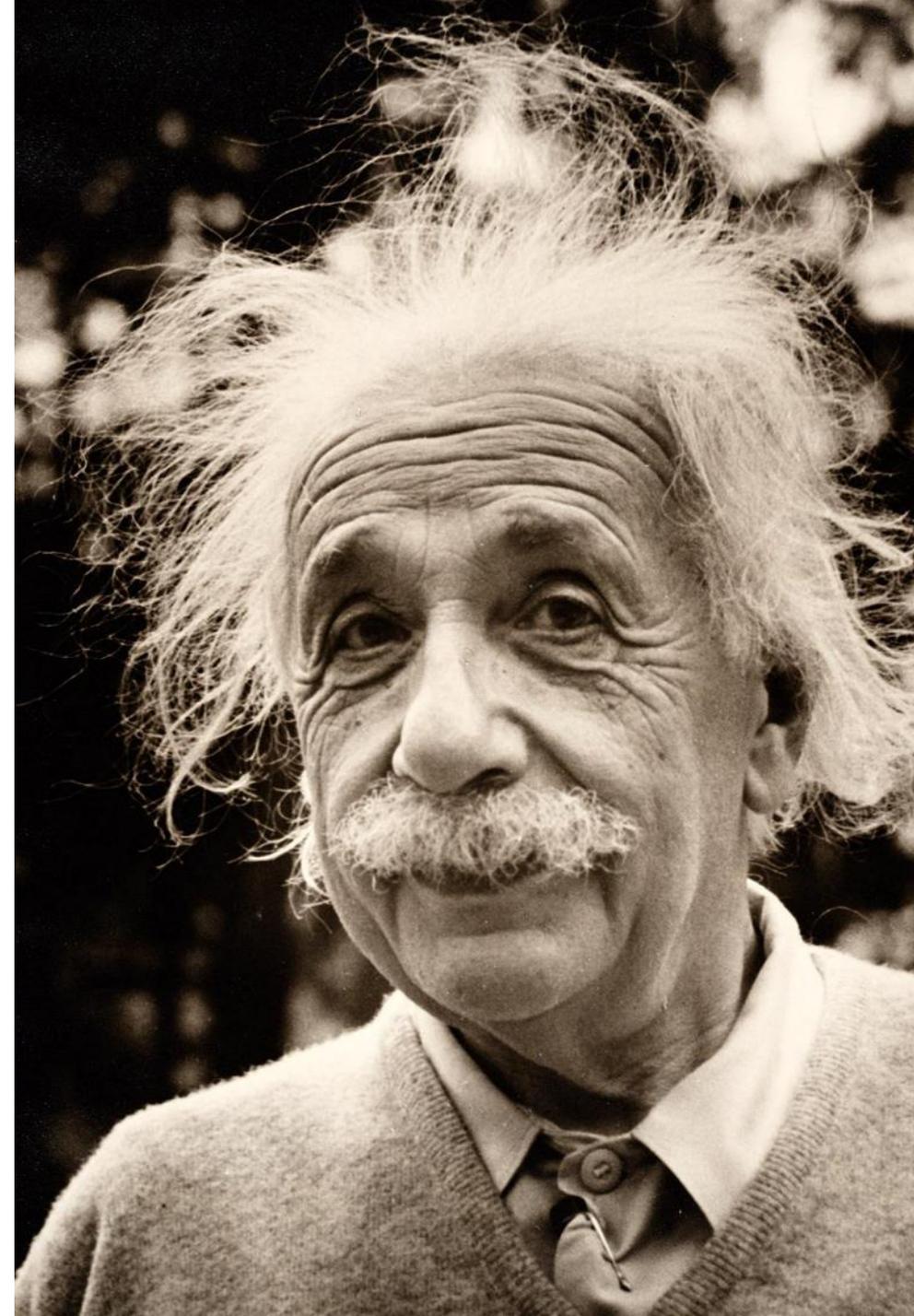


# Creating Hartmanlaw

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“I think 99 times and find nothing. I stop thinking, swim in silence, and the truth comes to me.”

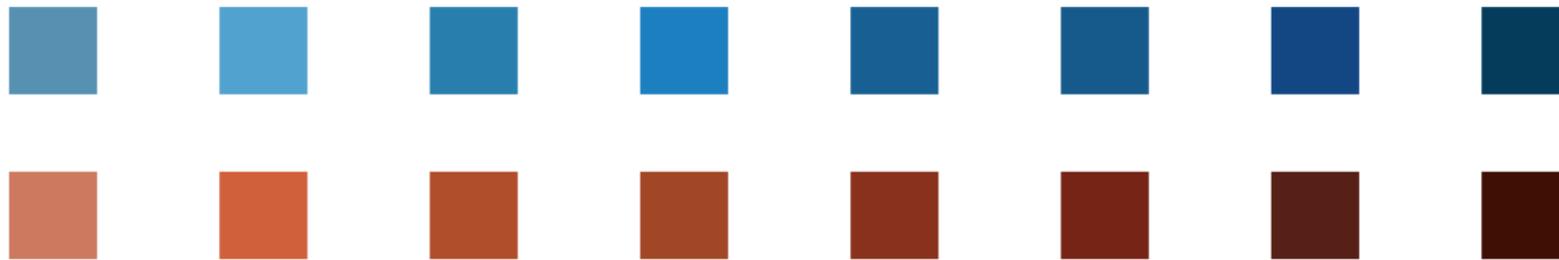
—*Albert Einstein*



# Creating Hartmanlaw

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And through the right process, the “Hartmanlaw” logo and colors were born



# Creating Hartmanlaw

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# HARTMANLAW

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FINDING YOUR WHY:



# Creating Hartmanlaw

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And through the right process, the “Hartmanlaw” logo and colors were born

- But it was the last part of the process



# Creating Hartmanlaw

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And through the right process, the “Hartmanlaw” logo and colors were born

- But it was the **LAST** part of the process
- First things first. I needed to evaluate my “why” and develop a mission statement



# Creating Hartmanlaw

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So I started with my core values

Which I learned in large part from my father, watching him conduct his life and business and interact with people



# Creating Hartmanlaw

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## Max Hartman Basics:



# Creating Hartmanlaw

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## Max Hartman Basics:

- Show interest in everyone you meet, find what's common and special



# Creating Hartmanlaw

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## Max Hartman Basics:

- Show interest in everyone you meet, find what's common and special
- If you make a mistake, own it, fix it and learn from it



# Creating Hartmanlaw

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## Max Hartman Basics:

- Show interest in everyone you meet, find what's common and special
- If you make a mistake, own it, fix it and learn from it
- Use what you know about someone to make a unique impression on them



# Creating Hartmanlaw

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So then, what is MY value proposition and “why” would a realtor or lender use ME to close rather than a competitor?



FINDING YOUR WHY:



# Creating Hartmanlaw

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The answer came to me rather simply because I had been in biz and seen success now for several years



# Creating Hartmanlaw

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## Hartmanlaw Values



# Creating Hartmanlaw

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## Hartmanlaw Values

- We provided great communication and follow up to clients



# Creating Hartmanlaw

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## Hartmanlaw Values

- We provided great communication and follow up to clients
- We provided thoughtful, knowledgeable legal analysis of titles and problem solving



# Creating Hartmanlaw

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## Hartmanlaw Values

- We provided great communication and follow up to clients
- We provided thoughtful, knowledgeable legal analysis of titles and problem solving
- We genuinely desired to create relationships with our clients



# Creating Hartmanlaw

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## Hartmanlaw Values

- We provided great communication and follow up to clients
- We provided thoughtful, knowledgeable legal analysis of titles and problem solving
- We genuinely desired to create relationships with our clients
- We wanted to curate the coolest most memorable closing experience possible



# Creating Hartmanlaw

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It all culminated with the experience I wanted to provide for my clients

**“That Was Easy, and That Was Fun!”**



# Creating Hartmanlaw

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It all culminated with the experience I wanted to provide for my clients

**“That Was Easy, and That Was Fun!”**

- This phrase drives my business to this date and rounds out our mission statement.



# The Mission Statement

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We are Guardians of Title  
And Navigators of Contracts;  
With Superior Customer Service  
and Genuine Concern,  
We Will Consistently Shine a Light;  
Clear the Path, and Lead the Way  
For Each Customer, Agent and Lender  
Entrusting Us With Their Closing Experience –  
Sending Them Home Celebrating:  
“That was easy! And that was fun!”

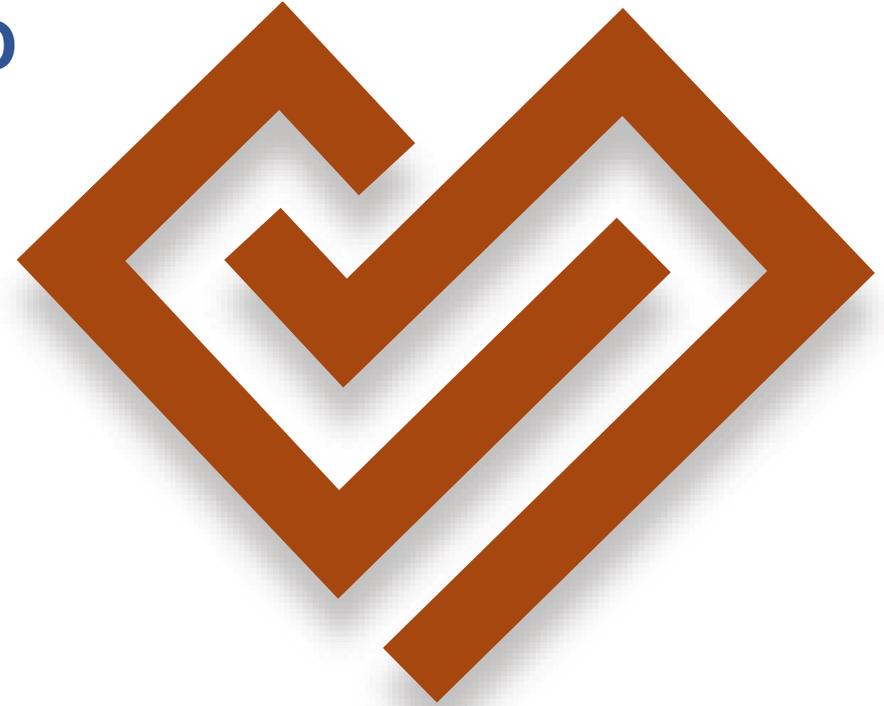


# The Mission Statement

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So, our “WHY” proposition lead to the MS, and the MS lead to the logo

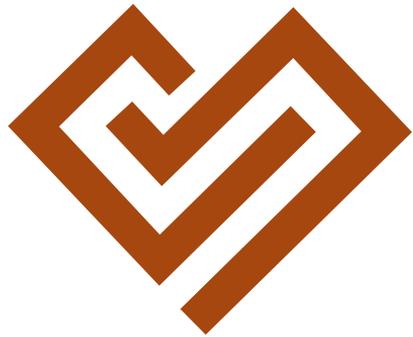
The logo is a labyrinth in the shape of a heart, which emotes the concept of guiding and leading people through a difficult “maze” like a real estate closing process



# The Logo

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Like it should, the final logo came LAST, not first



**HARTMANLAW**

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**FINDING YOUR WHY:**



# Branding

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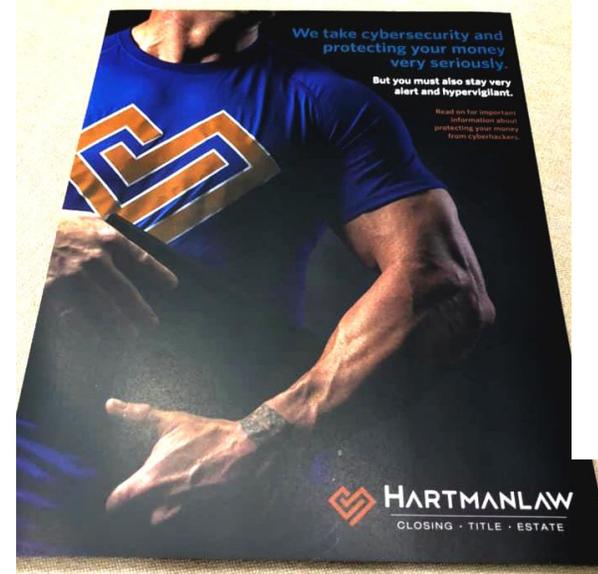
Our branding is carried consistently through:



# Branding

Our branding is carried consistently through:

- Print media



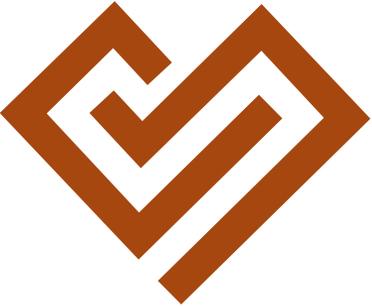
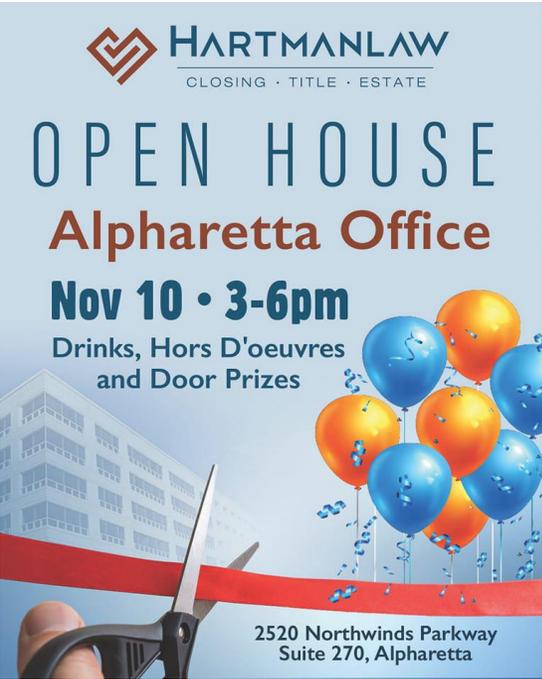
FINDING YOUR WHY:



# Branding

Our branding is carried consistently through:

- Print media
- Social media



FINDING YOUR WHY:



# Branding

Our branding is carried consistently through:

- Print media
- Social media
- Signage and other on-site items

And also ...



FINDING YOUR WHY:

# Branding

It's carried forth in our actions and events



FINDING YOUR WHY:



# Branding

It's carried forth in our actions and events

- We are the firm of **"FUN"** – right?



FINDING YOUR WHY:



# Branding

## It's carried forth in our actions and events

- We are the firm of **"FUN"** – right?
- We offer an environment that's laid back and have candy and ice cream



FINDING YOUR WHY:



# Branding

It's carried forth in our actions and events

- Our social events involve fun



FINDING YOUR WHY:



# Branding

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It's carried forth in our actions and events

- All while maintain the core of our values, which is to:

**Shine a light, lead and guide,  
with genuine care and concern**



# Branding

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I also have cultivated a Personal Brand based upon my hobbies and interests

“what do people say about you when you’re not around”

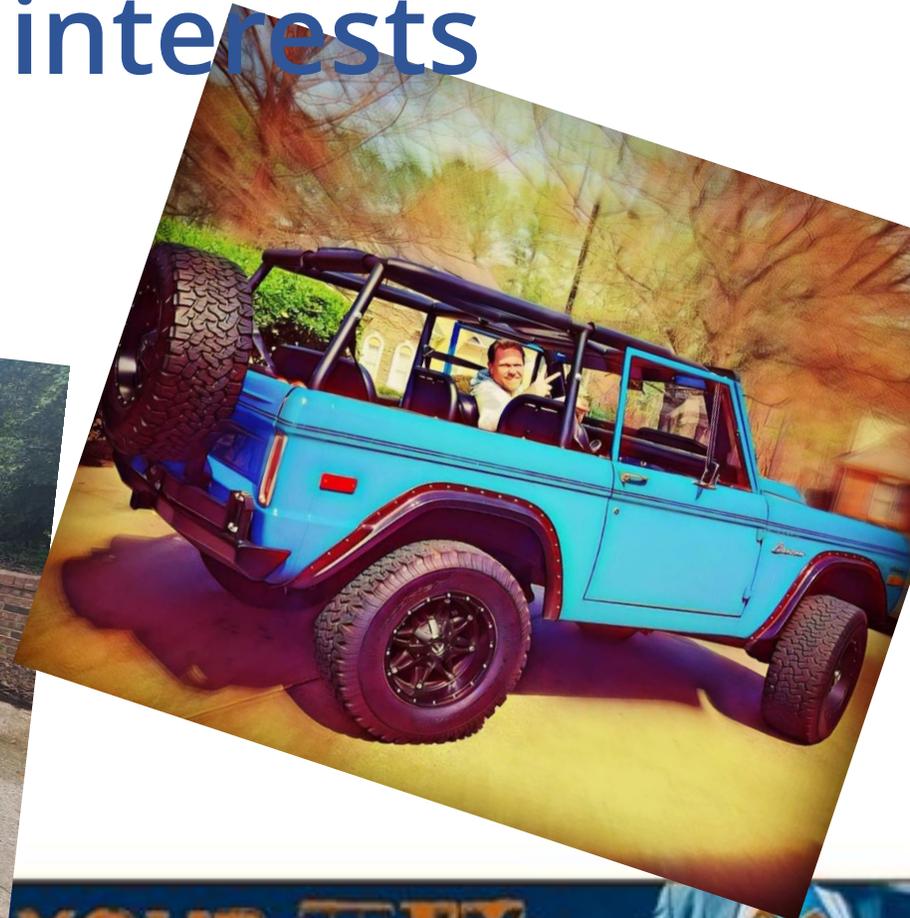


# Branding

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I also have cultivated a Personal Brand based upon my hobbies and interests

He loves Ford Broncos ...



FINDING YOUR WHY:

# Branding

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I also have cultivated a Personal Brand based upon my hobbies and interests

He loves to travel.



FINDING YOUR WHY:

# Questions?



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