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IN THIS GUIDE YOU WILL FIND:

10 STEPS TO PERSONAL BRANDING

2024 MARKETING PLAN TEMPLATE

10 STEPS TO PERSONAL BRANDING

Being able to brand yourself successfully can prove a great way to advance your mortgage business. Imagine yourself as a product and the job market as a shop. With the proper steps, you can build awareness and knowledge of your brand to interest your audience to invest in you. In this short guide by Kind Lending, we explain the purpose and importance of branding yourself as a mortgage broker and offer 10 steps on how to brand yourself.

WHAT IS BRANDING?

Branding refers to how you perceive an organization, product, service, or person. For both personal and product branding, the main objective is to differentiate the product. In this case, you're the product. As a mortgage broker, you want to distinguish yourself from other competitors in the market so that you can draw the attention of potential clients and referral sources.



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WHY IS PERSONAL BRANDING IMPORTANT?

Branding yourself is important because it's about how other people see you in a professional context. It helps promote your main strengths and attributes. It also emphasizes what standout qualities that put you ahead of the competition.

A powerful self-brand can create opportunities for you in mortgage and make a lasting impression with homebuyers and agents. You want to control how people first perceive you and develop a connection with you from there.

How to brand yourself

Your personal brand is defined by who you are as a mortgage professional and what makes you different from other people. Below are ten steps that can follow to brand yourself successfully:

1. Define yourself

When defining your brand, a good starting point is determining the strengths, skills, and talents you're looking to promote. Self-reflection can be challenging for some, but knowing what your strengths are can make a real difference when branding yourself. For example, you might have an easy-going personality and find talking to people relatively easy and enjoyable. These skills are highly valuable for customer-facing conversations with prospective homebuyers.

A good idea might be to consider the classic interview question, '**What are your strengths and weaknesses?**' Having an answer to this can help you identify the strengths you believe you have.

2. Identify your passions

Find out what makes you passionate about life and your mortgage career. These can be the things that push you to improve. Passion has several great benefits when it comes to branding yourself:

Passion is motivational. It can help motivate and continue to push you forward, even when things are challenging.

Passion is inspirational. People admire passionate people and see a driven person as achieving their goals and work.

Passion is fulfilling. Being happy and fulfilled in your career is important because you tend to deliver a better job when you're feeling both.

Passion usually comes from personal preferences, and you can use it for professional gains. For example, if you're passionate about social media and creating content, you can use that to brand yourself as an excellent digital marketer.

3. Identify your goals

Establishing clear goals is necessary to understand how you're going to achieve them. For example, consider where you would like to be in six months, one year, five years and 10 years. Considering each of these checkpoints is like building a roadmap from where you are now to where you would like to be.

4. Discover your unique value proposition

Spend some time thinking about what makes you different and what you can do better or more effectively in that role. Be prepared to research your competition so you can objectively compare your results to theirs.

For example, you may have a unique way of completing a common mortgage related task from other originators in the same role, which is more successful and gets better results. Being able to highlight unique qualities such as this can get you one step further to successfully branding yourself.

5. Determine your target audience

Knowing your target audience when self-branding can help you hone the message you're putting out and keep you focused on pushing your message to the right places.

For example, suppose if you're a home loan professional specializing in self-employed homebuyers. You want to focus only on that audience instead of pushing your brand to all areas of mortgage. Once you've discovered who your target audience is and what you can do for them, creating a strategy for branding yourself can prove easier.

6. Analyze the competition

Knowing your skills, qualities, passions, and goals is important, but you must also understand how these compare with your competition. This is a valuable way to see what other loan officers are doing well and what they have done poorly. Learning from their mistakes can help guide your future actions.

7. Connect with peers

With social media so readily available, unique networking opportunities exist for you to reach out and build a professional network with relevant people and brands. What people say about you is a powerful tool when branding yourself. Networking allows you to expand your professional brand and increase your chances of achieving the career goals you have set out.

8. Build a reputation

Once you've built the foundation of your brand by establishing yourself, your objectives, and your chosen platforms, you can begin to build a reputation with your audience. Word of mouth can be vital in defining your brand. Hence, you want to show and convince people that your skills are valid and backed by solid expertise.

This includes being active in your professional community and showcasing credibility, accuracy, and knowledge.

For example, suppose your main area of expertise is in Veteran Home Loans. In that case, you can build an audience and reputation by creating a series of videos or attending events that relate to that product type. Identify the right platforms to push this content out, such as social media, so people can see and share it.

10. You are marketable!

You can brand yourself through several platforms. To help spread your brand to the right audience, identify which platforms they're on and focus on how you can publicize yourself on them.

For example, as a mortgage broker social media apps can be vital in promoting your brand to a market interested in achieving the dream of homeownership.

Your market is not limited to social media either. There are many great ideas for you to consider when looking to build a brand. *For example*, consider:

- Launching a podcast (The number one personal branding tactic in 2023)
- Publishing a regular LinkedIn newsletter (The number two branding tactic in 2023)
- Starting a blog that you regularly update
- Engaging in online forums
- Publishing a book or series of articles
- Attending and speaking at conferences
- Talking to people face to face during networking events.

The purpose is to publicize your brand every way you can so people can find you more easily and understand who you are and what you represent as a brand. You want to make it as simple as possible for people to learn about you and get in touch with you. No matter how you choose to publicize yourself, be sure to keep co-workers, colleagues, clients, and friends updated about what you're doing. Getting people to talk about you is a powerful marketing tool as what people in your network say about you can ultimately affect your brand.

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