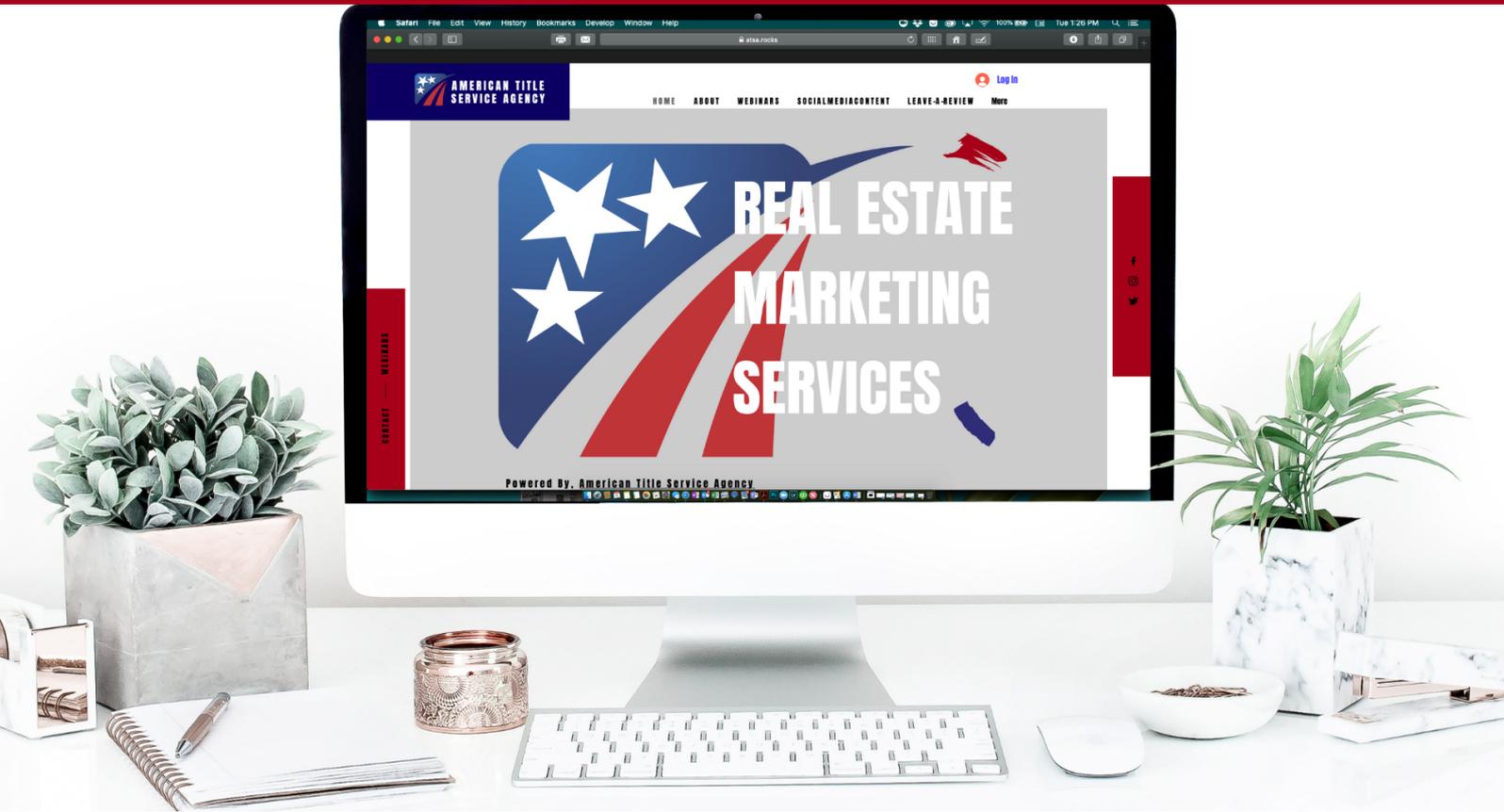


# AMERICAN TITLE SERVICE AGENCY



**\*Don't try to appeal to everyone! Niches get riches!**



**AMERICAN TITLE  
SERVICE AGENCY**

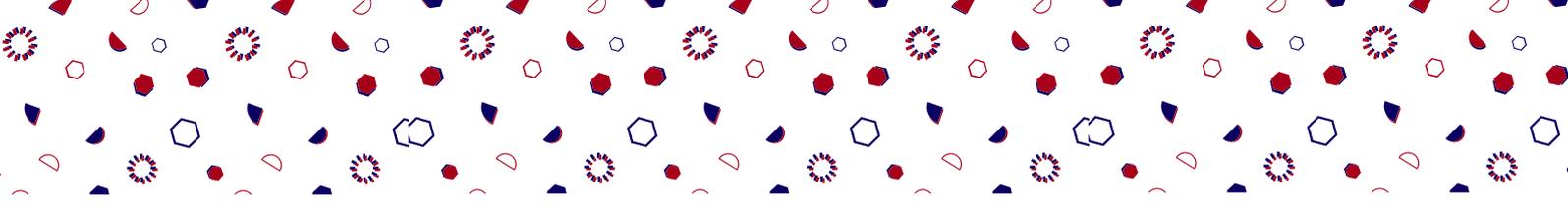
*Above All Else...Service!*

# BRANDING CHECKLIST

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BROUGHT TO YOU BY, @THESOCIALMEDIA.DOCTOR

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## **FIGURE OUT WHY YOU'RE DOING THIS.**

Every business owner should figure out their “why?” - why are you doing this? Why are you building a business? Why this business? Why does it matter to you?

## **WRITE DOWN YOUR GOAL(S).**

What are your short-term + long-term goals for building a brand?

## **WHO IS YOUR IDEAL CLIENT/CUSTOMER?**

Don't worry about specifics like how many kids they have, or how much they make (unless it really does matter to your business model). Focus on their struggles, fears, hesitations and goals. Picture this perfect client in real life.

## **WHAT ARE YOUR TOP 3 SERVICES?**

Without trying to please everybody, or convolute your brand awareness, what services would you like to focus on in your business? Pick your top 3.

## **HOW WOULD YOU DESCRIBE YOUR BRAND?**

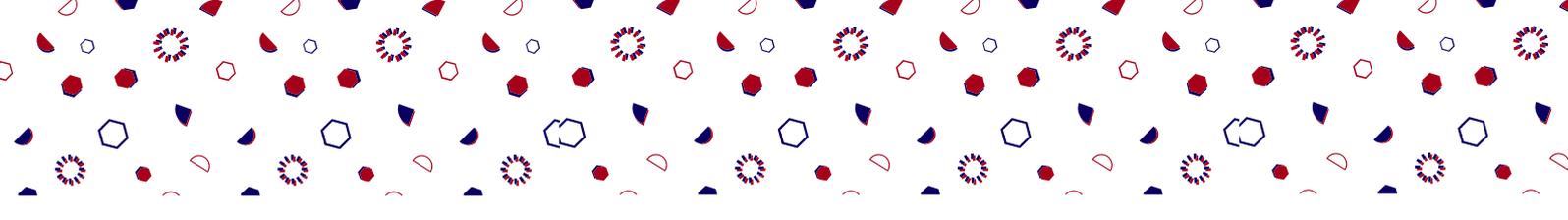
Will you go by your name? A business name? Will you have a tagline or a title? Write out 2-3 words you want to use to describe your brand and expand on them with sentences.

## **HOW WILL PEOPLE FIND YOUR BUSINESS?**

Will people find you through online searches? Social media channels? Referrals or word of mouth? Brainstorm this so you know where you should focus your marketing energy.

## **RESEARCH AND CREATE A PINTEREST MOODBOARD.**

Research brands you love and designs that resonate with you. Figure out why you're drawn to them. Use them as sources of inspiration. but don't copy! It's not nice.



## **CHOOSE 2-3 BRAND VIBES/KEYWORDS.**

How do you want your audience to feel when interacting with your brand? What tones can you use to elicit those particular feelings? What keywords come to mind about your brand?

## **CHOOSE YOUR BRAND COLORS.**

Which colors will represent your brand to your ideal audience? What colors can help you communicate your overall brand tone?

## **CHOOSE YOUR BRAND FONTS.**

Which fonts will you use to represent your brand to your ideal audience? What fonts can help you communicate your overall brand tone? Choose 2-3 fonts and stay consistent. Title, Subtitle, Body.

## **CREATE A LOGO.**

Have a wordmark (font based logo) or a logo designed by a designer, or create one yourself to represent your brand in all interactions. These should be professional, scalable, and all versions should be used consistently across all platforms, social media and websites.

## **GET A FUNCTIONAL AND PROFESSIONAL WEBSITE UP.**

## **GET ALL OF YOUR SOCIAL MEDIA PROFILES LINED UP.**

## **MARKET YOUR BUSINESS USING YOUR BRAND.**

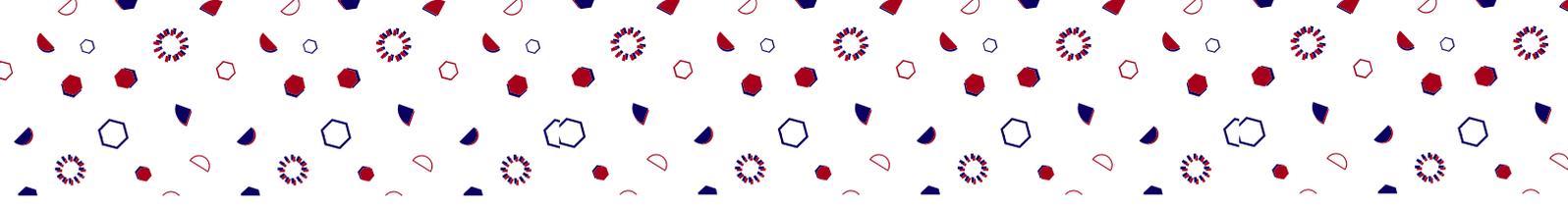
Gain trust, expand your community, give value to your audience, build relationships and stay consistent with your brand ALWAYS. Consistency is key to all things branding. Consistently post, consistently ask, consistently show up and always use the same types of imagery, colors and fonts when doing so. When you show up this way in your business, it makes it easy for your audience to remember your brand and keeps things top-of-mind.

# BRANDING CHECKLIST



MAKE SURE YOU HAVE EVERYTHING YOU NEED FOR A SUCCESSFUL REAL ESTATE BRAND

- PROFESSIONAL HEADSHOT
- LOGO
- NICHE
- SLOGAN / CATCHY PHRASE
- BRAND COLORS (KEEP CONSISTENT)
- BUSINESS CARDS
- FACEBOOK BUSINESS PAGE
- FACEBOOK GROUP
- INSTAGRAM
- YOUTUBE
- GOOGLE BUSINESS PAGE
- OTHER SOCIALS; TWITTER, LINKEDIN, SNAPCHAT
- SOCIAL PAGE COVER PHOTOS
- YELP (FREE VERSION)
- WEBSITE
- LANDING PAGE
- EMAIL SIGNATURE
- YARD SIGNS
- PHOTO PROPS
- BLOG
- POST CARDS
- LETTERS / LETTERHEAD
- BRANDED FOLDERS / BINDERS FOR PRESENTATIONS



# TOOLS:

**Color Palette Generator**

<https://colors.co>

**Da Font**

<https://www.dafont.com>

**Find font in image:**

<https://www.myfonts.com/WhatTheFont/>

**Change font in bio**

<https://lingojam.com/FontsForInstagram>

**Pair your fonts:**

<https://fontpair.co>

**Find color hex codes:**

<https://www.color-hex.com>

**Pantone color app:**

<https://apps.apple.com/app/apple-store/id329515634>

**App I used to create logo / graphics:**

<https://www.madewithover.com>

**Another Graphic Design App:**

[www.Canva.com](http://www.Canva.com)

**Favorite shop for graphics, fonts, and more:**

[www.creativemarket.com](http://www.creativemarket.com)

# MARKETING ACCOUNT MANAGER'S

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