**BrandFace® for Real Estate Pros**

**Online Training—STEP BY STEP**

**MODULE ONE: MESSAGING**

* View all videos in the module
* Complete all 4 messaging documents
* Send all 4 at one time to [team@brandfacestar.com](mailto:team@brandfacestar.com)
* When we receive them, we will respond with a link to schedule your next one on one session (about a week out). This session will be conducted via Zoom video conference, and we’ll share the brand messaging we have written for you based on your answers.
* You will receive a calendar invite with a Zoom link for this session so we can do a screen share & make any necessary changes together instantly. If you have never used Zoom before, it’s a simple & fast download. We do a lot of our calls by video conference, so log in from a computer with a webcam for the best experience (and to see a large enough screen for viewing the text in the documents). Zoom does have an app for mobile/tablet as well, though.
* At the end of our call, I’ll share with you a link to your BrandFace Assets folder on Google Drive. This is where your virtual branding library will live! There is a tutorial on how to use Google Drive in Module 1 as well.

**MODULE TWO: LOGO**

* View the video in the module
* Choose your logo strategy as outlined in the video
* Fill out your logo form (depending upon which workshop you are in, choose either the Personal Power Brands form or the Ground-Up form)

**MODULE THREE: IMAGES**

* View the videos in the module
* Use the link provided in this module to see a collection of branding images that are already pre-approved by us. You are NOT required to use any of these photos. They are simply there for your convenience, and to give you an idea of some of the types of images you should be seeking. Should you have other images you prefer, just make sure to send them to us for approval before you purchase them. We want to ensure that they can be used with your new branding materials. It’s also important to note that you must either own those images or have permission to use them in your marketing. Here are some basic guidelines for choosing image:
  + No people in the image (remember, we’re overlaying photos of YOU on those images)
  + Must be at least 1,000 pixels wide for best use
  + Not too busy or colorful, because we want YOU to stand out, not the image
  + Colors should complement your brand colors. The colors in the images do not have to match your brand colors, but they should not clash with them.
* Send links to the ones you like to [team@brandfacestar.com](mailto:team@brandfacestar.com) and Tonya or Kary will help you narrow them down to the final 4 or 5 images we’ll need.

**MODULE FOUR: PHOTO SHOOT**

* View the videos in the module!
* Schedule a Photo Shoot with your photographer and send them the two documents you will download from this module (*BrandFace Photo Shoot* and *Instructions for Photographer*).
* Schedule your session with Erin Maloney, our official BrandFace Fashion Consultant *at least a week prior to your photo shoot* to discuss your wardrobe options, as well as hair and make-up options. This session is not required, but encouraged!

**MODULE FIVE: WEBSITE**

* View the video in the module
* Fill out the Website Customization form (the form link is in the module)
* We will be designing a web header for your website. Most of the time, that can be changed or updated on your site. Sometimes, however, it cannot. Don’t panic! Your website is part of your brand, but if full customization isn’t possible, we’ll customize as much as we can.
* After you fill out the form, our Brand Display Specialist (Stephanie) will provide you with a video screen recording of her recommendations for customizing your website with your new brand. When you receive this video, if you agree with the changes she recommends, you can choose any of the following options (or request revisions):
  + Forward it to your web designer and they can make the recommended changes
  + Make the changes yourself (if you know how)
  + Respond to Stephanie and ask her to make the changes for you (when you fill out your form, make sure you give Stephanie information that will allow her to access your website to make these changes)

**MODULE SIX: SOCIAL**

* View all videos in the module
* Fill out the Social Media Customization Form (the form link is in the module)
* We will be designing social media cover photos for each of the platforms you currently use
* Stephanie will provide you with a video screen recording of her recommendations for customizing your social media channels with your new brand. When you receive this video, if you agree with the changes she recommends, you can choose any of the following options (or request revisions):
  + Forward it to your social media manager and they can make the recommended changes
  + Make the changes yourself (if you know how)
  + Respond to Stephanie and ask her to make the changes for you (when you fill out your form, make sure you give Stephanie information that will allow her to access your social channels to make these changes)
* Here are the modifications we make for each social media channel.
  + LinkedIn: brand identifier/tagline, bio, signature sound bites, new profile photo and cover photo
  + Facebook Company Page: brand identifier/tagline, abbreviated bio and/or signature sound bites, new profile photo and cover photo
  + Twitter: brand identifier/tagline, new profile photo and cover photo
  + YouTube Channel: brand identifier/tagline, bio, profile photo and cover photo

**MODULE SEVEN: COLLATERAL**

* View all videos in the module
* Business Card: Fill out the business card form in the Collateral module
* These take approximately 5-7 business days to complete, and you will receive an email notifying you that the files are ready for preview in your Google Drive folder. Give us feedback and we’ll make any necessary revisions for the final files.
* Thank You/Note Card: No form is necessary for this. We will begin creating this once your business card files have been approved.
* Spotlight Sheet: No form is necessary for this. We will begin creating this once your thank you/note card files have been approved.

**MODULE EIGHT: CONTENT**

* View all videos in the module
* Download the Content Calendar Template and replace any existing content suggestions with your own monthly themes and topics.
* This module is not required to receive your BrandFace certification, but it is highly recommended to maintain expertise, order…and sanity☺. If you do complete this project, please send it to Tonya for review. *It’s a bonus!*

**COMPLETION REVIEW:**

When Module 7 is near completion, Tonya will reach out to schedule a call to discuss a wrap-up and what’s next.