

THE REAL QUESTION

The question isn't how to get more followers.
It's how to become someone worth following.

Slide 01



Edie · 1927–2026

MEET MY GRANDMOTHER

Dr. Edith Eger

Sent to Auschwitz at 16. Forced to dance for Josef Mengele.

Became a psychologist, then published her first book, *The Choice*, at 90.

Grew to more than **500,000 followers** online, with no agency and no polish.

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01 · WHAT 500,000 FOLLOWERS TAUGHT ME

She never performed. She just showed up as herself.

1

Her voice, not a voice

Her own words, accent and all. Real moments beat produced ones.

2

One message, said a thousand ways

Choice. Freedom. Healing. People knew what she stood for.

3

She gave before she asked

Every post helped someone. The book sales followed.

Slide 03



*“What you discover
will not be the new you,
but the real you.”*

— DR. EDITH EGER, THE GIFT

Slide 04

02 · WHY THIS MATTERS NOW

Three shifts in three years

- 01 **You have to explain your value** Before the first showing
- 02 **The client got older and more selective** And does homework on you
- 03 **The first conversation is with AI** Not with you

Slide 05

02 · THE MARKET IN FOUR NUMBERS

AI does the research. People still say your name.

62

Median age of a repeat buyer

55%

Of buyers use generative AI tools every month

43%

Of buyers still found their agent through a friend or relative

57%

Trust brand messaging less because of AI-generated content

Sources: NAR 2025 Profile of Home Buyers and Sellers; Cotality buyer survey, 2026; Gartner consumer survey, Sept. 2026

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03 · DISCOVER YOUR UNIQUE VOICE

“Our painful experiences aren’t a liability — they’re a gift.”

— DR. EDITH EGER

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03 · GENERIC VS. DISTINCTIVE

Which agent would you call?

AGENT A

“Top-producing luxury agent with 15 years of experience and \$500M in career sales, committed to exceeding your expectations.”

AGENT B

“My family moved eleven times before I was twelve. I know the difference between a house and a home — and I won’t let you settle for a house.”

Illustrative examples

Slide 08

WORKSHEET · PART 2

5 minutes

Write, don't think. First answers are usually the true ones.

01 What do you believe about real estate, service and the client experience that most agents don't?

02 What personal experience, value or turning point has shaped the way you serve people?

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WORKSHEET · PART 2

5 minutes

What three words would you like people to use when they encounter your brand?

Edie's, for example

Hopeful

Edie's, for example

Resilient

Edie's, for example

Inspiring

Then question 04: **Why should someone choose you**, beyond production, experience or market knowledge?

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THE PHOTOGRAPHER'S VIEW

Your photo is the first sentence of your brand.

Does it look like you — today? Not ten years and two hairstyles ago.

Does it say your three words? Warm and approachable is a different photo than sharp and decisive.

Is it the same everywhere? One face, one feeling, on every profile.



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04 · FROM AUTHENTICITY TO ATTRACTION

Promotion asks for attention. Connection earns it.

Promoting yourself

"Just listed!"

"Sold \$200K over asking."

"Top 1% in the region."

Creating connection

Why *you* fell for this house, in your own words

The lesson from the deal that almost fell apart

Your Saturday in the neighborhood you sell

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04 · WHAT WORKS IN THE AGE OF AI

AI can write the words. Only you can be the proof.

Let AI help with

- First drafts of listing descriptions
- Market summaries and research
- Turning one video into five posts
- Prep before a listing appointment

Never outsource

- Your face and your real photos
- Your voice and your opinions
- Your stories
- Your relationships

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04 · BE EASY TO FIND, AND EASY TO RECOGNIZE

3 minutes

Show up the same way everywhere, for people and for AI.

One identity

Same name, photo, bio and three words on every profile

Story reviews

Ask clients to name the moment you made a difference

Real answers

Answer your clients' actual questions, in your voice, on video

A clear point of view

Have an opinion on your market, and say it often

Worksheet 05–06: who you most want to serve, and your brand gap check.

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05 • PUT YOUR VOICE INTO WORDS

I believe _____,
which is why I _____,
so my clients can _____.

MINE

"I believe everyone has a story worth seeing, which is why I photograph people as they really are, so my clients can own the room before they're in it."

Worksheet • Part 4

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06 • YOUR 7-DAY CHALLENGE

Pick one. Do it in the next seven days.

1 Rewrite the first line of your bio using your brand statement

2 Text three past clients: "What one word would you use for working with me?"

3 Record a 60-second video sharing your why: what's behind your passion for this career

4 Make sure your brand says your three words, everywhere

"You can't change what happened. But you can choose how you live now." — Dr. Edith Eger

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THANK YOU

Be someone
worth following.

Jordan Engle
PROFILE Business Photography

ProfileBusinessPhotography.com
EdithEgerFoundation.com

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