

Find Your Unique Voice

Personal Brand Worksheet

Jordan Engle · PROFILE

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

Name

PART 1 Your Brand Begins With You

"What you discover will not be the new you, but the real you." -
DR. EDITH EGER

Be honest — right now, when people encounter my brand, what they mostly see is... (check all)

- ☐ My logo ☐ My headshot ☐ My listings ☐ My social feed
- ☐ Me — what I believe and how I serve

PART 2 Discover Your Unique Voice

"Our painful experiences aren't a liability — they're a gift." -
DR. EDITH EGER

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?

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

Word one

Word two

Word three

04 Why should someone choose you — beyond your production, experience, or market knowledge?

PART 3 From Authenticity to Attraction

05 Who do you most want to serve? Picture one real client you'd love ten more of. What made working with them great?

06 Brand gap check. Do your three words show up where people meet you?

Where they meet you	Yes	Somewhat	Not yet
My headshot & brand photos	☐	☐	☐
My social media	☐	☐	☐
My listing marketing	☐	☐	☐
My website & bio	☐	☐	☐
My client conversations	☐	☐	☐

PART 4 Put Your Voice Into Words

"The opposite of depression is expression." –
DR. EDITH EGER

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

Turn and share. Read your statement to the person beside you. What one word would they use to describe you?

Their word: _____ Does it match one of yours? Y / N

PART 5 Your 7-Day Challenge

"You can't change what happened. But you can choose how
you live now." – DR. EDITH EGER

One thing I'll start doing in the next seven days to make my brand more authentic,
recognizable, and compelling:

Done by _____ Who'll hold me to it _____