



# **Less Blah Blah, More Ah Ha: How Social Savvy Real Estate Agents Become Trusted, Preferred, Referred - and Rewarded**

*Ken Brand*

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**LESS BLAH BLAH - MORE AH HA** - How Social Savvy Real Estate Agents Become Trusted, Preferred, Referred -- and Rewarded.

**This Book Is for YOU If You Relate to One or More of These Groups.**

**Lifelong Learners** are always **stretching, growing, and searching** for interesting ways to renew and enhance their value. The strategies in this book will contribute to your ongoing curiosity and desire to excel mentally, creatively, and professionally.

**Aspirationals** like to **soak up fresh information, engage in new experiences, and glide forward towards mastery**. In this book I'm offering you some new ways of thinking and acting that will help catapult you to higher, more tangibly rewarding levels of success.

**Temporary Strugglers** feel **frustrated and stuck**? You're determined to succeed, but no matter how hard you work, it seems your sincere efforts lead to dead-end rejection and stuck-going-nowhere stress. What I want to assure you is this: It's not your fault!! More importantly, there's nothing wrong with you. The problem is that you've been mistaught, or you've on-your-own stumbled into the soul-sucking quicksand of doing the wrong things with the wrong people at the wrong time. In this book I share how you can immediately begin to enjoy the personal rewards of respect, trust, sweet success, and an income equal to your goals.

**Here's The Problem . . .**

Hateful real estate market conditions are traumatic enough without the compound fracture of sizzling competition and sky-high consumer expectations. Old school selfish-selling styles, along with chasing strangers, spamming, badgering friends and other unattractive and unproductive behaviors is causing real estate agents in Houston and across the country to struggle for relevance, self-respect and success.

**Here's The Solution . . .**

Ken's book shines a flood light on how to create modern success and self-respect by focusing on others; how to listen, share, communicate and serve real people in the real world -- a place w3here selfish sales strategies, arrogance and insensitivity are shunned.

The book leads readers through the three stages of Social Savvy Success. In *Stage One* the reader discovers the philosophical foundations for becoming more visible, choosable, and referable. In short, how to *attract*, instead of *chase*. In Chapters One to Eight the reader learns precisely what business they are *really* in; The Two True Secrets to Success; the high-impact dynamics of Top of Mind Awareness and how to earn True Blue Trust.

But it's not enough just to know *what* to do. Most real estate agents fail to get where they're trying to go because they get in their own way. *Stage Two* of the book acknowledges and addresses the self-imposed emotional and mental obstacles that stop real estate agents from moving forward. Chapters Nine through Thirteen cover how to face and consciously-conquer subconscious fears; slay self-doubt; why it's wise to use psychographics to connect with their tribes, networks, and niches; what The Golden Rule 2.0 is all about, and why they can't win without it. Of course no modern book would be complete without a chapter on how to ride the social media wave; enhance character-confirmation: and become discoverable, findable and sharable (aka, how to become omnipresent).

Once the reader has learned what behaviors and actions work and how to get out of their own way, it's time to apply some practical, simple-to-follow ideas that will help them attract, discover, and create new opportunities. *Stage Three* (Chapters Fourteen to Twenty-Three) shares forty instantly implementable action events that put everything the reader has learned into play - becoming trusted, choosable, referable - and rewarded.

**Ready to get STARTED? Buy the book and away we GO, GO, GO.**

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