



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

By Ken Brand

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**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 where 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.

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### Editorial Review

#### From the Author

The painful problem is that most everything a real estate sales agent is taught about how to sell and succeed is *lame, rude and unsmart* in today's consumer culture. For decades, and even now, most all of the sales training for agents is based on proven sales techniques and personal marketing strategies that kicked-ass-and-took-names during the baby boomer era. *Shouting, bragging and me-centered selfish- selling doesn't fly these days.* People hate it.

So I'm on a mission to help sales people understand how to *earn* trust and create Top of Mind Awareness, understand and appreciate modern human behavior, psychographics, Transmedia strategies, how to *navigate cyber space, ride social media waves*, learn how to *consciously overcome subconscious barriers* and basically succeed financially; with both self-respect and respect.

So about five years ago, in the evenings and on the weekends, I started writing. I've taken what I've learned from thirty-two years of study and in-the-trenches sales and management experience (San Diego, Austin, Aspen and The Woodlands TX) and put it into a 287 page book titled **Less BLAH BLAH More Ah Ha - How social savvy real estate agents become trusted, preferred, referred - and rewarded**

Although the book is dedicated to real estate agents, the principals and perspectives apply to anyone who sells personal services to fellow human beings.

#### About the Author - Ken Brand

Ken Brand is the Sales Manager of the Better Homes And Gardens Real Estate Gary Greene multi-award winning Research Forest Office in The Woodlands TX.

Ken also presents at social media events, is a guest contributor for one of the nation's most read online real estate magazines: AgentGenius.com, and teaches sales and business development classes for Better Homes And Gardens Real Estate (Houston, TX) and The Wizard Academy (Austin, TX)

You can learn more about Ken Google searching "Ken Brand" or connecting with him in these online communities:

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#### From the Back Cover

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**About the Author**

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As a leader, mentor, speaker, parent, amateur athlete, real estate sociologist, husband and Transmedia anthropologist (phew, that was long), Ken's been involved in more than 16,700 real estate transactions since

1978, San Diego, Austin, Aspen, and The Woodlands TX. When not helping, Ken's typically floor-burning up the racquetball court or unearthing third gravitating bodies in films, books, social media, and the majesty of life's daily spectacle.

Ken Brand is the Sales Manager of Prudential Gary Greene, Realtors multi-award winning Research Forest Office in The Woodlands TX.

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You can learn more about Ken Google searching "Ken Brand" or connecting with him in these online communities.

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### **From reader reviews:**

#### **Daniel Hendrix:**

Why don't make it to be your habit? Right now, try to ready your time to do the important action, like looking for your favorite guide and reading a publication. Beside you can solve your long lasting problem; you can add your knowledge by the book entitled Less Blah Blah, More Ah Ha: How Social Savvy Real Estate Agents Become Trusted, Preferred, Referred - and Rewarded. Try to face the book Less Blah Blah, More Ah Ha: How Social Savvy Real Estate Agents Become Trusted, Preferred, Referred - and Rewarded as your friend. It means that it can be your friend when you really feel alone and beside that course make you smarter than ever before. Yeah, it is very fortunate for you personally. The book makes you far more confidence because you can know every thing by the book. So , let me make new experience in addition to knowledge with this book.

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In this period of time globalization it is important to someone to acquire information. The information will make you to definitely understand the condition of the world. The condition of the world makes the information quicker to share. You can find a lot of personal references to get information example: internet, classifieds, book, and soon. You will observe that now, a lot of publisher that print many kinds of book. Often the book that recommended to your account is Less Blah Blah, More Ah Ha: How Social Savvy Real Estate Agents Become Trusted, Preferred, Referred - and Rewarded this book consist a lot of the information with the condition of this world now. That book was represented how do the world has grown up. The terminology styles that writer require to explain it is easy to understand. The actual writer made some analysis when he makes this book. Honestly, that is why this book ideal all of you.

**Marjorie Calhoun:**

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