



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.

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 Prudential Gary Greene, Realtors (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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Users Review

From reader reviews:

Billy Stinson:

This Less Blah Blah, More Ah Ha: How Social Savvy Real Estate Agents Become Trusted, Preferred, Referred - and Rewarded book is absolutely not ordinary book, you have after that it the world is in your hands. The benefit you obtain by reading this book is usually information inside this guide incredible fresh, you will get facts which is getting deeper an individual read a lot of information you will get. This kind of Less Blah Blah, More Ah Ha: How Social Savvy Real Estate Agents Become Trusted, Preferred, Referred - and Rewarded without we understand teach the one who reading it become critical in considering and analyzing. Don't become worry Less Blah Blah, More Ah Ha: How Social Savvy Real Estate Agents Become Trusted, Preferred, Referred - and Rewarded can bring whenever you are and not make your carrier space or bookshelves' grow to be full because you can have it with your lovely laptop even mobile phone. This Less Blah Blah, More Ah Ha: How Social Savvy Real Estate Agents Become Trusted, Preferred, Referred - and Rewarded having great arrangement in word as well as layout, so you will not truly feel uninterested in reading.

Caleb Jones:

This book untitled Less Blah Blah, More Ah Ha: How Social Savvy Real Estate Agents Become Trusted, Preferred, Referred - and Rewarded to be one of several books which best seller in this year, honestly, that is because when you read this reserve you can get a lot of benefit on it. You will easily to buy that book in the book retailer or you can order it by using online. The publisher with this book sells the e-book too. It makes you more easily to read this book, as you can read this book in your Touch screen phone. So there is no reason to your account to past this e-book from your list.

Michael Green:

The book untitled Less Blah Blah, More Ah Ha: How Social Savvy Real Estate Agents Become Trusted, Preferred, Referred - and Rewarded contain a lot of information on it. The writer explains the girl idea with easy means. The language is very straightforward all the people, so do not really worry, you can easy to read the idea. The book was published by famous author. The author will bring you in the new era of literary works. You can read this book because you can continue reading your smart phone, or program, so you can read the book in anywhere and anytime. In a situation you wish to purchase the e-book, you can start their official web-site as well as order it. Have a nice read.

Warren Bowers:

With this era which is the greater man or who has ability in doing something more are more important than other. Do you want to become among it? It is just simple solution to have that. What you should do is just spending your time not much but quite enough to have a look at some books. One of many books in the top checklist in your reading list is usually Less Blah Blah, More Ah Ha: How Social Savvy Real Estate Agents Become Trusted, Preferred, Referred - and Rewarded. This book which can be qualified as The Hungry Hills can get you closer in getting precious person. By looking upwards and review this guide you can get many advantages.

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