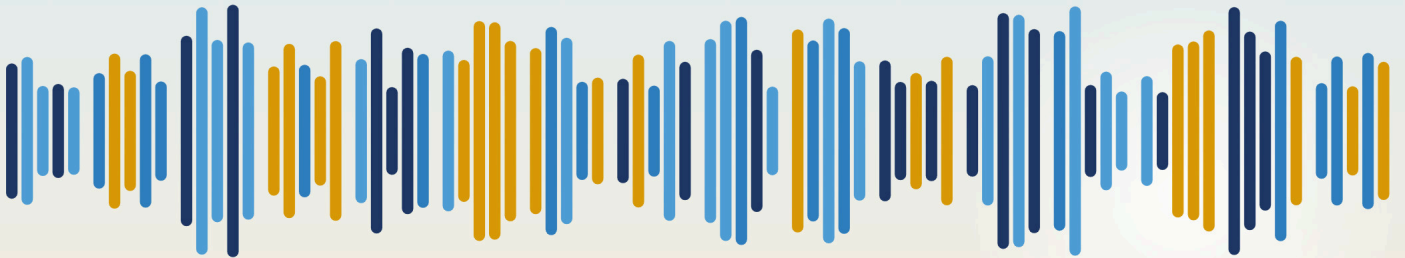


● BRAND DNA STUDIO · LEADERSHIP PLAYBOOK

Help every agent find the thing **only they** can say.

How KW MKE leaders use Brand DNA Studio to recruit, retain, and grow every agent's brand, with an AI Teammate that writes like them.



For KW MKE leadership, recruiting, and the Marketing Concierge team

EACH OFFICE IS INDEPENDENTLY OWNED AND OPERATED.

● WHY IT MATTERS

Most agents sound the same online. Yours won't.

Most agents sound the same online. Same promises, same phrases, same stock photos. Clients scroll right past them.

Brand DNA Studio changes that. It asks real questions, flags generic language and fair housing risks as agents type, and turns their answers into a brand that is unmistakably theirs, plus an AI Teammate that writes like them every day.

Every agent leaves with a brand that's unmistakably theirs and an AI Teammate that sounds like them.

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● SECTION 01

The Studio at a glance

A guided builder that turns an agent's real stories, clients, proof, and voice into a brand that's unmistakably theirs. Most agents finish in about 30 to 45 minutes, and their answers save as they go.

STAGE 1

Discover

Their raw material: their story, the clients they loved, their proof, their personality, and real samples of their writing.

STAGE 2

Define

A sharp position: their ideal client, a UVP stress-tested with "Could anyone else say this?", proof pillars, voice, and a signature story.

STAGE 3

Activate

Put to work: their channels and tools, pitch and bios, content pillars, and the finished kit.

THE EXPERIENCE

Their strand

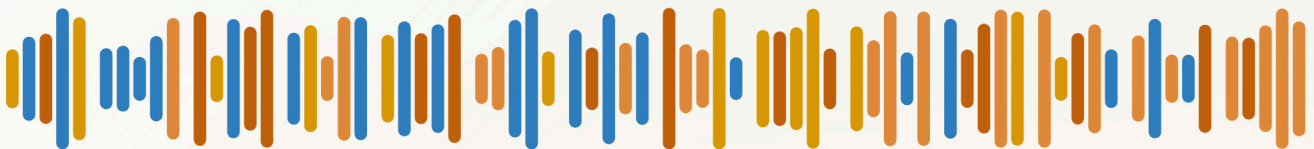
It forms the moment they type their name, then grows a segment with every step they finish. No two look alike.

A fork in the road

Three paths tune every question to where they are today: brand new, already producing, or leading a team.

A card worth posting

Their photo, their colors, their UVP, and the KW MKE logo, closing with "I'm ready to thrive!"



● WHAT EVERY AGENT WALKS AWAY WITH

One tap. One zip. Everything they need.

Brand DNA file

Their whole brand in one document their AI reads before every task.

AI Teammate instructions

Paste-in instructions that make Claude, Gemini, or ChatGPT write in their voice.

Brand DNA card

A share-ready graphic with their photo, their colors, their UVP, and the KW MKE logo.

Setup guides

Click-by-click guides for building their AI Teammate in Claude, Gemini, or ChatGPT.

Prompt library

A Read Me First file with every prompt they'll want later, so they never have to come back to find one.

Save file

Reopens the Studio right where they left off, so updating their brand takes minutes.

GUARDRAILS BUILT IN

- Fair housing checks as they type, with situation-based suggestions
- Alerts for the generic phrases most agents use
- A privacy check that flags phone numbers, emails, and addresses
- The KW MKE logo and "Each office is independently owned and operated." in every kit
- Their AI Teammate only uses facts the agent provides
- Private by design: answers stay in the agent's own browser until they download their kit



● SECTION 02

Three paths, three kits

Right after agents type their name, they choose a path. Their questions, their strand, and their AI Teammate are tuned to where they are today, and they can switch anytime without losing an answer.

PATH 1

The Launch



WHO IT'S FOR

New agents and first-time business owners with no brand yet.

DESIGNED TO

Build a brand from scratch, starting with people they've already helped and the sphere that already trusts them.

THEIR AI TEAMMATE BECOMES

A coach. It explains why things work, breaks goals into weekly actions, starts with their sphere, and sends contract or compliance questions to their managing broker.

PATH 2

The Level-Up



WHO IT'S FOR

Experienced agents already in production with an existing brand.

DESIGNED TO

Audit and evolve what they've built instead of starting over, with more leverage from past clients and their sphere.

THEIR AI TEAMMATE BECOMES

A production partner. It evolves their brand, turns closings into content with permission, suggests referral follow-ups, and protects their time.

PATH 3

The Rainmaker



WHO IT'S FOR

Team leaders who want the team brand to match their own.

DESIGNED TO

Define the team's brand, promise, standards, and roster alongside the leader's personal brand.

THEIR AI TEAMMATE BECOMES

A director of operations and marketing. It writes as the team, a specific agent, or the leader, helps with SOPs, agendas, onboarding, and recruiting, and only uses Brand DNA files for agents on the roster.

● HOW THE KIT CHANGES BY PATH

Same Studio. Three different kits.

	The Launch	The Level-Up	The Rainmaker
Extra questions	Their first-year goal and their sphere. “People you’ve helped” replaces “clients you loved.”	“Your brand today”: tagline, current bio, links, business snapshot, lead sources, what’s working, and what feels stale.	The team’s brand today, plus mission, team promise, structure, brand rules, leadership voice, operating rhythm, recruiting, and roster.
Their strand	14 segments	15 segments	16 segments
Core files	Brand DNA with their goal and sphere, plus AI Teammate instructions in coach mode.	Brand DNA with a “My brand today” section, plus AI Teammate instructions as a production partner.	Team Brand DNA with the team and roster, plus Team AI Teammate instructions. Each agent adds their own Brand DNA file.
Prompt library adds	“Coach me” prompts	“Grow your business” prompts	“Your team” prompts
First gut check	A text telling a friend they just got their license	A check-in text to a past client	A text celebrating the team’s weekly wins

Every kit also includes the Brand DNA card, setup guides, the prompt library, and a save file. The Rainmaker’s guides add two steps: adding each rostered agent’s Brand DNA file, and what to do when an agent leaves the team.



● SECTION 03

Recruiting with the Studio

Every brokerage says it supports your marketing. The Studio lets you show it in two minutes, and moves the conversation past splits and fees to what an agent's business could become here.

When to bring it up

- They say they feel invisible or sound like every other agent
- They ask about marketing support, tech, or tools
- They talk about time: posting, writing, keeping up
- A team leader asks how you support their agents

The two-minute demo

- 1 Open the Studio and have them type their name. Their strand forms on the spot, in a palette that's theirs.
- 2 Tap Start and show the fork in the road: "Which path fits you right now?" Let them pick.
- 3 Show a finished Brand DNA card and the one-zip kit. Your own card works perfectly here.
- 4 Close with what happens when they join: they build this in their first week and leave with an AI Teammate that writes like them.

LEADER TIP

Build your own Brand DNA first. A demo with your real card, your real strand, and your own AI Teammate is far more convincing than a sample.

● SAY IT LIKE THIS

“Most brokerages hand you a logo template. We help you find the thing only you can say, then build you an AI Teammate that writes like you.”

**TO AN AGENT SWITCHING
BROKERAGES**

“You’ve already built something. The Level-Up path audits your current brand and sharpens it, without starting over.”

TO A NEW LICENSEE

“You don’t need a brand yet. The Launch path builds one with you and gives you an AI coach that works alongside your training.”

TO A TEAM LEADER

“The Rainmaker path gives your team one AI Teammate that knows every agent’s brand and thinks like a director of operations and marketing.”

Questions you’ll hear

“I’m not techy.”

Plain questions with examples, about 30 to 45 minutes, and click-by-click setup guides at the end.

“Is my information private?”

Their answers stay in their own browser until they download their kit. Nothing is sent to KW MKE.

“What does it cost?”

The Studio is free for KW MKE agents, with no account needed. Their AI Teammate works on free AI plans; a paid plan around \$20 a month gets the most out of it.

“I already have a brand.”

Perfect. The Level-Up path starts with what’s already working and evolves it.

AFTER THE CONVERSATION

Follow up with a photo of your Brand DNA card and one line about theirs: what their strand looked like, and which path fits them. It keeps the conversation about their future, not your splits.

● SECTION 04

The Marketing Concierge play

A Brand DNA file is the best creative brief the concierge team will ever get. Before designing anything for an agent, point them to the Studio first.

PLAY 1

Reimagine

For agents who want a fresh start: a rebrand, a new niche, or branding that no longer fits who they are.

SUGGEST

The Launch for agents with no brand yet.
The Level-Up for experienced agents ready to rebuild; its “what feels stale” question shows exactly what to retire.

PLAY 2

Level up

For agents who like their brand but want it sharper, more consistent, or easier to keep up with.

SUGGEST

The Level-Up. Their “brand today” answers, plus the generic-language alerts on their current bio, show the concierge what to keep and what to sharpen.

When to suggest it

A new logo or rebrand request

A bio or headshot refresh

A new website or social profile

“My posts don’t sound like me”

Launching a niche or a team

A new agent’s first marketing request



● THE CONCIERGE WORKFLOW

From request to on-brand, in six steps.

- 1 **Suggest the Studio before the first design request.** Share the Agent Hub link.
- 2 **Ask for their kit.** When they finish, the agent sends their Brand DNA file and card.
- 3 **Use it as the brief.** UVP, ideal client, voice, brand colors and what they communicate, proof pillars, and content pillars.
- 4 **Design to their DNA.** Templates in their colors, bios in their voice, posts built from their content pillars.
- 5 **Check compliance.** The KW MKE logo and “Each office is independently owned and operated.” on marketing pieces.
- 6 **Close the loop.** When their brand changes, they update it from their save file and resend.

SAY IT LIKE THIS

“Before we design anything, spend 30 minutes in Brand DNA Studio. Send me your Brand DNA file when you’re done, and everything we make together will sound and look like you.”

What’s inside the Brand DNA file you’ll receive

- Who they are and where they work
- Their ideal client
- Their UVP
- Proof pillars
- Voice words, do’s, and don’ts
- Real samples of their writing
- Their signature story
- Brand colors and what they communicate
- Channels, rhythm, and tools
- Content pillars
- Pitch and bios

● SECTION 05

The value to KW MKE

The Studio turns “we support your marketing” from a promise into something every agent can hold in their hands.

A recruiting edge

A live, personal demo no template can match. Recruits see their own strand within seconds.

Retention

Agents build their brand and their AI Teammate with us, and come back to update both as they grow.

Productivity

An AI Teammate that already knows their voice, clients, and channels means less time staring at a blank caption.

Consistency and compliance

Fair housing checks, the KW MKE logo, and the ownership statement are built into every kit.

Concierge leverage

Every request starts from a real brief instead of a blank page.

One tool for everyone

New agents, producers, and team leaders, at every KWMKE office from the North Shore to the Northwoods.



● SECTION 06

Where agents find it

ACCESS POINT

The Agent Hub

Agents open Brand DNA Studio from the Agent Hub in Notion. One tap and they're in.

ACCESS POINT

The KWMKE App

Agents tap Brand DNA Studio in the KWMKE App. It opens in their phone's browser.

No Claude account needed

Agents build their Brand DNA without signing up for anything. The Studio runs from KW MKE's own link, so they tap and start.

WHEN DOES AN AGENT NEED AN ACCOUNT?

Only for the AI they choose for their AI Teammate: Claude, Gemini, or ChatGPT. Free plans work. A paid plan, around \$20 a month (Claude Pro, Google AI Pro, or ChatGPT Plus), gets the most out of it.

Easy ways to help agents

- **Open it in the phone's browser.** Safari or Chrome keeps answers saved and downloads working.
- **Switching devices?** The save file in their kit picks up right where they left off.
- **On iPhone,** the kit lands in the Files app. One tap unzips it.
- **Forgot a prompt?** Everything is in 00-READ-ME-FIRST.txt inside their kit. No need to reopen the Studio.
- **Updating their brand?** Open the Studio, tap "Have a save file? Resume from it," and download a fresh kit.
- **Want AI help polishing?** The Read Me First includes a prompt for sharpening their Brand DNA in their own AI.

BEHIND THE SCENES

For whoever manages the link: the no-account Studio is a single website file hosted on a simple static site, such as Netlify, behind a KW MKE link. The Agent Hub and the KWMKE App both point to that link. When the Studio gets an update, drag the new file onto the same site and every agent gets it automatically.

Are you ready to *thrive*?

Every agent has something only they can say. Brand DNA Studio helps them find it, and gives them a teammate to say it every day.



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