



I'm on a mission. Thirty-two years ago, when I became a salesman in the real estate business, I wasn't on a mission. I grasped and struggled for years. Today, all these years later, hundreds of thousands of real estate sales agents still grasp and struggle. Grasping for respect and self-respect, struggling for success.

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 self-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* and *ride social media waves*, learn how to *consciously overcome subconscious barriers* and basically succeed financially; with both self-respect and respect.

So about three 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 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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About the Author – [Ken Brand](#)

As a leader, mentor, speaker, parent, amateur athlete, real estate sociologist, husband and Transmedia anthropologist (pew, 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.

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Q&A With The Author

Q: Why did you write the book?

A: Two reasons. Reason one, the recent economic meltdown has created two smash-mouth challenges for today's real estate agent. First there are fewer transactions; the cherry pie of opportunity has shrunk. Because the pie is smaller, competition for tinnier slices of business is fierce and frustrating. Reason two is about cultural change. Economic chaos, uncertainty and financial loss has most everyone on high alert, hyper sensitive and adverse to BS, and look-how-great-I-am selfish selling tactics. Old school selfish selling styles, like chasing strangers, spamming, annoying the hell out of friends, bragging and other ego-centered sales strategies are ruining real estate careers. Today it's all about trust, listening, sharing, solving and serving. The book outlines the steps to becoming trusted, choosable and referable in today's modern culture.

Q: Where did you come up with the ideas in the book?

A: In the book I share the best of what I've learned from thirty-two years of personal experience as a crappy new real estate agent, a successful agent, and sales manager. It also includes what I've gleaned from observation, collaboration and competition with nationally recognized top performing real estate agents and leaders in-and-outside the real estate industry. And last but not least, the book shares modern methods, tailored for real estate agents, learned from studying today's most respected marketing experts; experts like Seth Godin, Chris Brogan, Brian Solis, Roy H. Williams, Malcom Gladwell, Tom Peters and others. The book is a best-of collection of what works in our new normal - an insanely competitive and demanding real estate world.

Q: Who is the book written for?

I wrote this book for three groups of people. (1) Lifelong Learners who are always on the lookout for interesting ways to renew and enhance their value. (2) For Aspirationalists who enjoy soaking up fresh information, engaging in new experiences and pursuing mastery and excellence. And last but not least, (3) the legion of Temporary Strugglers who feel disappointed and frustrated that their sincere efforts lead to dead-end rejection, stuck-going-nowhere stress and financial disappointment. In this book I share how real estate agents can immediately begin to enjoy the personal rewards of respect, trust, sweet success, and an income equal to their goals and newfound value.



Quotable “Ah Ha’s” from the book

The two true two secrets to success are Knowing What Others Don’t and Doing What Others Won’t.

If nobody knows you as a trustworthy, knowledgeable, and remarkable real estate agent, you don’t have a chance. You’ll starve.

To succeed in this business we must create Top of Mind Awareness in the minds, imaginations and memories of everyone we know. We do this through relevant, remarkable, and repetitious contact, engagement, and marketing.

When you engage with a tribe that has shared passions, interests, activities, and opinions, you click and stick. Clicking and sticking happens when you’ve joined the right psychographic tribe because you’re just like them, and in return, they like you.

In today’s business world, the Golden Rule is broken. In fact, if we conduct our business based on The Golden Rule principles, we’ll go bust. Now, please don’t get all indignant and huffy, hear me out. Let me introduce you to The Golden Rule 2.0.

Hundreds of millions turn more frequently to the Internet as the resource and authority for real estate information, including character-confirmation and answers to their big and small questions. The importance of our being easily found cannot be overemphasized.

If you’re not having rich, On-Purpose and In-Person Conversations (with civilians, not colleagues) every day, you’re strangling your success. If your daily conversations are tainted with aimless yammering, if it’s about me-me-me, and blah-blah-yada, you’re killing your success and repelling opportunity.

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