

This Free E–Book is brought to you by Natural–Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Better Marketing Through Modern Mind–Control

By Linda Cox

Better Marketing Through Modern Mind–Control by Linda Cox

There are two kinds of marketing: Direct Marketing and Brand Marketing. Direct marketing targets wallets. Branding is about hearts and minds.

DIFFERENT BY DESIGN

Ads designed for branding are cool. They don't plead and beg and cajole, they just sit there. They may be loud, but in a very smug way because they already got what they want. They may tell you where to click or who to call, but they don't really care if you do. You saw them... that's enough. An impression was made.

Think Absolut Vodka.

Direct sale ads have a real do–or–die attitude that can make them a bit annoying and undignified, especially amid their mellower counterparts. By their directives shall ye know them: Call Now! Order Now! Click Now!

Think infomercials.

You can't track the results of a branding campaign like you can a direct sales campaign, but you don't have to. You don't need to prove that an ad performed its function when its function was to just sit there and look cool.

But where does that leave the accountants who need those stats to further trim the marketing budget?

Who cares?

THE NEW CUSTOMER

Say it's your friend's birthday and you buy her a t–shirt with the logo of the Mikey Running Shoe Company emblazoned across the front. Does that make you a Mikey person?

No. You're just some putz who bought something. As far as the Mikey Running Shoe Company is concerned, you're irrelevant... a statistical aberration.

Frankly, Mikey would rather have their shirt back.

But say you buy ALL your friends gifts with the Mikey logo – plus most of your own wardrobe. You don't even have to think about it, you just do it. Now you're not an aberration, you're a customer, and that's a whole different level of commitment.

You pay money to be a walking billboard for Mikey. You strive to represent the Mikey ideal. You craft your self–image based on the models and sports stars in Mikey ads (even if you're a pudgy smoker with a lazy eyeball and a ten dollar–a–day twinkie habit).

IMAGE IS

But your adoption of the Mikey image runs far deeper. You're not just a Mikey customer, you're a Mikey PERSON.

If someone bad–mouths Mikey, you set them straight. If someone speaks well of a non–Mikey product, you respond with autonomic contempt. If someone converts to Mikey–hood, you embrace them into the fold.

If it were a cult, it would be called programming.

If it were an ideology, it would be called brainwashing.

If it were a religion, it would be called a conversion.

But it's a shoe. It's called branding.

THE NEW WORLD ORDER

In any field, there are two brands and a bunch of off–brands or wannabes. Democrat and Republican are brands. Reform, Libertarian, Green Party and whoever else are merely Other.

It's a Yin Yang interdependence thing. Note how Democracy is diminished without Communism for counterpoint?

In the new world order, stores and websites are clubs, brands are families, and The New Person is defined simply as the combination of several dozen brand settings, like toggle switches on a motherboard: Coke (not Pepsi). Chevy (not Ford). Burger King (not McDonalds). Shaken (not stirred). Catholic (not Protestant). White Sox (not Cubs).

And is there ever any real difference between the first and second place players in any given category?

Sure. The one I prefer is like ten times better.

Duh.

Three Golden Ways & Steps To Mar Stress...

By Ashish Jain

Ask a literary person how to deal with stress & he will say you, do it the way Shakespeare, Wordsworth & Shelley did. Or, read the positivity of their writings and you will be stress free.

Ask a modern stress management guru & he will come out with a whole set of CDs, manuals and modern techniques to beat the stress.

Better Marketing Through Modern Mind–Control

...different people have different ways to manage the stress.

What do you prefer? The object is one Stress Management. Let's find out one by one how you can lead a stress free life.

Step 1: Gush into the literature:

"UNDER the greenwood tree, Who loves to lie with me, And turn his merry note Unto the sweet bird's throat, Come hither, come hither, come hither: Here shall he see No enemy But winter and rough weather -William Shakespeare

Then let not what I cannot have My cheer of mind destroy; Whilst thus I sing, I am a king, Although a poor blind boy. -Colley Cibber

It's simple. Just read the above lines again and again, and get at the meaning of the words, through your heart!

Step 2: Introspect

What is stress? Stress is the state of your mind!

What is mind? Mind is a bundle of thoughts.

When your mind unnecessarily ponders about the bundle of thoughts, stress takes control of your personality!

What is the solution then? The stressful thoughts will have to be changed to sincere and pleasing thoughts– and as the wise saying goes:

When the Thoughts are changed, the Mind is changed, When the Mind is changed, the Man is changed, When the Man is changed, the Society is changed, When the Society is changed, the Nation is changed, And when the Nations change for the better, we say there is plenty and prosperity all over the world!

It is so simple—oh, man, you have complicated the issue, beyond the tolerable proportions and that is the reason for your stress!

Step 3: The modern stress management techniques:

All the modern stress management techniques, the lengthy lectures on causes of stress, the bulky books on the subject, become a kindergarten stuff, as compared to your ability to control your mind. When you establish control on the rapid and agile movements of the mind, where is stress?

Do not think that by controlling the mind, you are curbing its normal and useful activities. It is just like the horse, galloping ahead, but well–controlled by the reins!

If the stress is related to your health, it is another matter, it needs to be tackled in consultations with health professionals and good psychologists. Severe health problems, combined with stress, can be fatal also. Share your views, sorrows and health related concerns with your friends and well–wishers. You may get valuable advise and unburdening the stressful thoughts in your mind, will itself relieve you to a great extent!

The mind tools, thus, have a definite role to play in taking the stress out of your personality.

Ashish Jain writes about many different topics. For more information on stress management visit [www.natural-aging.com](#) and also visit the main articles page:

To comment on this article visit:



This Free E–Book has been brought to you by Natural–Aging.com.

**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**

