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**Branding Concepts**

**By Michael Bloch**

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"Branding" is the process by which a company employs marketing strategies to get people to easily remember their business and products over others...essentially, it's applied psychology.

As a child, I was introduced to a relatively new hamburger chain that had begun in Australia. I still visit that burger chain regularly 25 years later. Not a lot has changed over those years in regards to this particular company and I guess that's one of the reasons that I am still a customer. I know each time I walk into that establishment what I am going to have, where everything is and God help them if they ever remove the item from the menu! Even if they radically changed the decor, it would make me nervous. Many millions of people around the world would feel the same.....

One of our countries major supermarkets has a habit of occasionally moving products around in their stores. It works well for them as it increases sales. Customers who usually seek out particular products are exposed to other items as they hunt for their favourites. It is a highly annoying tactic and only works in this situation because the supermarket is very competitive in pricing and range of products. People are not so patient on web sites and continuously moving items around on your site will see you losing traffic....nothing surer.

After having worked in management of another major fast food chain outlet, I learned that once a company has established a presence and become successful, any changes to operation must be carried out extremely carefully. Our patrons became very attuned to the company, they were essentially a part of it. Their perceptions and opinions needed to be taken into account every step of the way, and not just in regards to the products.

Why?

We have succumbed to the branding experience..... it makes us feel "safe"

Branding isn't just about logos, it's the entire "feel" associated with a company. In these days of bleeding edge technology and rapid change, people still enjoy going to places that follow a pattern of

## Branding Concepts

operation. This very much applies to our websites. Your logo should appear on every page, your domain name and one line blurb contained in every email, your theme consistent throughout your site. Granted, quality content is king, but it's important that visitors remember where the content came from. Branding establishes recall abilities of your site.

Recently, I decided that I was going to change the colour schemes on my site due to the research that I had carried out on the psychology of colour. Many articles I had studied suggested that black was not really appropriate for a site about web design. After discussing the plans with a few regular visitors, I was surprised by the response. The feedback was for me not to change the colour in any way. Even those people who did not feel that black was appropriate considering the nature of site did not want me to change it. They were "used" to it. It was a constant on the site, the same as the logo placement and

general navigation structure. So it is all staying. My plans were to make the site look more in tune with other very successful web presences that focus on web design. What was I thinking!?!?!?

Branding is not only about constants, but individuality.....

If some one told you that they were going to establish a hamburger franchise and the logo colour scheme would be red and yellow, you would probably think they were insane. Red tends to signify danger and yellow is purported to be the most annoying colour of all. But try telling McDonalds that.....

But having stated that, if you are just in the planning stages your site, I suggest that you do be careful in your choice of navigation, logos and colour schemes. If your site is established with a good traffic flow and you are considering revamping it, it is of the utmost importance that you consult your visitors first via some sort of survey before any radical changes are made. Otherwise the many hours of hard work that you put into the upgrade, as well as the hours invested in developing the original theme, may be lost.

.... along with your traffic.

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### **3 Powerful Concepts That Climb Marketing Mountains**

**By Michael Nicholas**

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You have probably heard many times how you should offer fr.ee reports. Like many of us, the idea of putting in work to give something away may have gone through you transparent. (Right in your mind's ear and out the other :>)

So, if you passed over this idea before, you are not alone. However, I am here to tell you to reconsider it and for good reason. Why? Because this is one idea that is doable from any level. And, it still works and always will.

It can get your marketing off the ground without much if any costs. It can literally be your marketing vehicle to gain exposure, build a email list and even crank in affiliate commissions along the way.

This is not just another gorilla marketing tactic for folks who can't afford to advertise. Not at all. It's way more than that. Top marketers still use fr.ee reports as a legitimate marketing tool.

Why? Because they can penetrate a valuable message almost instantly with the least amount of marketing friction.

In this article you will discover why Fr.ee, Branding and Viral are 3 powerful concepts that hold a strong place in online marketing. You can get in on it now and climb some marketing mountains – here's how.

"Fr.ee" speaks for itself. It can cheapify or gratify depending on how you present it. There are many ways to add value to make people want what you will give them. Offer useful information to a targeted group and they'll eat it out of your hands.

"Viral Marketing" is a coined term in Internet marketing which indicates a passing from one to another – like a virus.

"Branding" is the key to viral marketing. This is a form of personalization that can be passed along from marketer to recipient. Then the recipient can also pass it along as a

marketer to his recipients, and so on.

This forms an ongoing cycle that carries with it an incentive to keep the distribution in motion. Your personalization can travel along by literally hundreds, even thousands carrying links leading back to you and the products you represent.

Sound complicated? – It's not!

So, how does this viral marketing information get into so many hands? Again, it's the incentive that everyone involved can achieve something. This propels the viral distribution. And it's all possible because of branding!

Hot Tip: Think of it this way.

How many thousands of people do you think are interested in buying a popular ebook or piece of software that you already own?

What you should do then is create a fr.ee special report teaching something useful about the product. Show them a few of it's many benefits before they buy it and they may just decide to buy it through your affiliate link.

That's the power of the 3 concepts and it works like a charm everyday on the Internet. Please don't over look this very important point.

So, what's in branding reports for you?

Great question – let's go over it.

For example:

\* In return for joining your email list, you can use fr.ee branded reports offering them to your signups.

\* You can let others a give them away adding useful content to their websites or even as an added bonus with products that you sell.

\* You make affiliate commissions when someone buys from your branded links inside the report(s).

And, even if you are branding someone else's report, there's about zero work involved and you can still benefit

as if it's your own.

By giving away fr.ee reports, you can dramatically build your email list and boost affiliate commissions. The more viral reports you use in your marketing, the more it will increase your opportunities.

So, remember to offer several Fr.ee Branded Viral Reports and let the multiplicity of the Internet work for you!



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