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Britney Spears Branding

By Sopan Greene, M.A.

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How would you like to sell as much in one year as Britney sells in one day or in one hour? Have you put much thought into how marketing empires are created? If you're selling anything then you're a marketer and you should study the biggest successes to follow in their footsteps.

We've all heard of branding, but do you do it? Have you branded yourself? If you have, are you expanding your marketing opportunities with your brand?

Once you've created a name, built successful marketing campaigns and gotten people to know and like who you and your company are don't stop there.

The real money is in building multiple streams of income. Once your brand begins to build you can diversify to create your own franchise. Think Star Wars, Harry Potter, the books for "Dummies." You don't have to be a celebrity or an acclaimed author to cash in, but we can definitely learn from them.

Here are some examples:

Britney Spears makes money on CD's, concert sales, posters, books, movie appearances, TV appearances, videos, Pepsi commercials and other endorsements.

Paul Newman makes money on movies, and makes money for charity on salad dressing, pasta sauce, popcorn, salsa, lemonade, steak sauce, cook books, T-shirts, hats, and sweatshirts.

Mark Victor Hansen and Jack Canfield (The "Chicken Soup For The (fill in a lucrative target market here) Soul" authors make money on a series of books and tapes so large and profitable that they have their own book rack at Barnes and Noble stores everywhere. There are over 35 titles and 53 million copies in print in over 32 languages. What if they would have stopped with the first title and not bothered to expand the money making potential of their brand?

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Talk about branding! ...and they get other people to send them stories for free so they don't even write the books. Beyond this, they make money from other books and tapes, public speaking, joint ventures, and seminars.

Robert Kiyosaki (author of "Rich Dad, Poor Dad) makes money from books, tapes, board games, public speaking, seminars, an affiliate program, game events, teleconferences and real estate.

There are limitless possibilities of where you can go in expanding or capitalizing on your brand. Mark and Jack have used their "Chicken Soup" fame to sell unrelated products that are also directed at helping people live the lives of their dreams. Paul Newman is using his fame as an actor to sell food and sauces that have nothing to do with the movies he's been in.

So don't limit yourself. As your success builds over time continue to write down new and bigger goals.

Imagine what you would do and what products you would create if you were already famous in your field. What would you sell? How would you market? How would you expand your empire?

You are a brand and so is your company. Even before you had a business everyone you came into contact with had an idea of who you were (your brand) because of how you presented yourself. Now it's time to be aware of the brand your building and make the most of it.

Hey, we can't all be Britney, but we're missing the boat if we don't learn from watching her cash in.

Sopan Greene, M.A. is a marketing & life coach & editor of the Net Profits newsletter. Grab Your 2 FREE eBooks & a FREE report: "Million Dollar Emails" "How To Start Your Own Traffic Virus" & "The 13 Deadly Internet Marketing Mistakes Almost Every Business Is Making..." mail to:

The Bigger the Carat the Better the Wedding?

By Donna Monday

Ahh . . . sweet romance.

The flowers. The chocolate. The late night whispers of "I love you."

For most people in love, the culmination of months of togetherness and special friendship comes down to one single moment: The marriage proposal – featuring a simple, but elegant, diamond engagement ring.

Of course, if you're a celebrity, a simple ring may not have enough wattage to suit your tastes. Thus, we see many celebrities sporting five-carat to seven-carat diamond studded engagement and wedding rings.

Well, if you can afford it, why not flaunt it, right?

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Take for instance the recent marriages of Britney Spears and Star Jones. When Britney Spears got engaged to her former back up dancer, Kevin Federline, she promptly bought herself an awesome-looking five-carat diamond engagement ring. (Does anyone really believe that Kevin bought this for her on his dancer's salary?)

Britney bought herself the ring she felt she deserved - nothing wrong with that. Then, she and Kevin quickly made the leap to matrimony in a matter of months with a surprisingly nice (no lip kissing of Madonna) wedding ceremony.

As for Star Jones, it's not known whether her stunning seven-carat princess cut diamond ring was bought or donated, but she too happily skipped off to a wedding ceremony with all the trimmings.

So, does all this extra diamond wattage mean that celebrities have a better wedding ceremony than everyone else?

Absolutely, not.

There's absolutely no proof that their multi-carat diamond rings and fancy wedding accommodations gave them any more satisfaction at the alter than Joe and Jane Doe's down right sparse nuptials in a run-down back yard.

Buying the biggest and fanciest diamond engagement ring on the planet doesn't guarantee anything but a nice piece of ice jewelry to show off to your family and friends. Other than that, celebrities have the same odds for a successful, happy union as the rest of us.

And that's the way it should be.

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Donna Monday

One special moment. One special ring.

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