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## Creating An Unconscious Brand

By Rachele Disbennett-Lee, MCC, MS

Creating An Unconscious Brand by Rachele Disbennett-Lee, MCC, MS

### Creating An Unconscious Brand

Branding is a big topic in today's business world. Everywhere we look we can see examples of branding. Just think of companies like McDonald's, Coca Cola, and Toyota. These companies work hard to create and maintain their brand images. Branding is actually somewhat of a recent phenomena in business. It was started back with Proctor and Gamble when they decided to name one of their soaps Ivory. Naming the soap proved to be an excellent idea to the detriment of their other soap products. People stopped buying the generic soaps and began buying Ivory. Because of the success of Ivory, P&G realized the importance of branding and began a branding revolution. Moreover, branding is not just for companies; individuals have their own brands too.

You may not think of yourself as a brand, but you are. Most of us do not work at creating a specific brand like the big name products that we have all come to know and love. But, it doesn't matter. We are creating a brand everyday, consciously or unconsciously. Unfortunately, most of us are creating our brands unconsciously.

Everything we do, say, wear, every expression and even things we don't say and do create a brand. We cannot not communicate our brand because it is part of who we are. We might have a brand as a trustworthy person, or a good friend, or perhaps something not as positive such as someone who is always late. Our brand is communicated everyday by every action we take.

Stop creating an unconscious brand. Your brand is important because it says who you are and what you stand for. It communicates a great deal of information about you and can help or hurt you. Instead of being oblivious to the brand you are creating, begin taking charge of your brand. Your brand lets others know what you stand for, what they can expect from you and what kind of person you are. Make sure it communicates accurately.

Coach Lee is a Certified Master Coach specializing in working with business owners and professionals in being more profitable and productive while staying sane and balanced. Coach Lee is the publisher of the award winning e-zine, 365 Days of Coaching, because life happens every day. Visit Coach Lee at her websites [coachlee.com](http://coachlee.com) and [365daysofcoaching.com](http://365daysofcoaching.com). True Direction, Inc. Copyright 2003

### **Just What is The Consumer Thinking?**

**By Darrin F. Coe, MA**

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Just What Are Consumers Thinking?

Darrin F. Coe, MA

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Research would indicate that consumers don't know what they're thinking. According to an article written by Jack Shimell (2002) for Quirk's Marketing Research Review, Consumers make their decisions and react to advertising based more on unconscious emotional processes than on conscious rational processes.

There appears to be an interplay between the conscious and the unconscious with the unconscious being the driving force, when it comes to reactions to advertising and purchase decision making.

There is also a distinct personality / temperament factor involved in consumer thinking and behavior. People with moderate extrovert traits tend to react more positively to advertising, while introverts and people with few extrovert traits would appear to be very difficult to affect through advertising.

Part of this may reside in the fact that introverts tend to be energized by solitary activities that are less affected by outside factors while extroverts tend to be energized by outside influences such as social status, social engagement, peer relations, and social value of products or services.

The introvert tends to be more affected by internal factors that can be analyzed and processed at their leisure. They operate based on facts, information, and internal beliefs and attitudes.

The above discussion is why you must develop a demographic profile of your ideal customer. From this profile you can develop advertising and a marketing campaign that feeds the unconscious of the consumer.

Based on the research presented in Shimell's (2002) article, marketers and advertisers would be smart to incorporate elements that target both the conscious and unconscious processing of targeted consumers.

Unconscious elements would be music (the research in the article indicated that music was an very important factor in positive reaction to advertising), color, graphics, and movement. Conscious elements would be text, voice-over, overt product offers, and interactive elements such as redeemable

coupons.

Different segments, audiences, and occupations tend toward predictable personality and temperament qualities which can guide targeted marketing and advertising. Take the time to know and understand your ideal customer and adapt your advertising to their personalities and unconscious processes. In your marketing campaign it's smart to have a combination of conscious and unconscious elements that tie into different media channels and your consumer's personalities.

\*\*\*\*\*Darrin F. Coe, MA holds a master's degree in psychology and operates "The Center For Understanding Consumer Thinking" at <http://dcoe1.tripod.com> his special report "The Internet Consumer Exposed" is available at <http://dcoe1.tripod.com/exposed1> contact him for consulting at [coe@ris.net](mailto:coe@ris.net) or 719-275-5907 after 5:00 PM MST\*\*\*\*\*



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