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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

How To Brand Your Business In 30 Seconds Or Less With Little Or No Money!

By Larry Dotson

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Dotson

Have you ever tried to solve a problem and the first thing that pops in your head is to buy a specific product to solve it? Yes, we all have.

Well, that's because that product name was branded in your brain. It was stored in your mind and the memory of the product was triggered by the problem you were having.

How did you remember it? You likely saw it in an advertisement many times over and over. The business (advertiser) links their product as a solution to that specific problem.

Some businesses spend thousands, if not millions to brand their products. They use repetition by purchasing ads that you see on tv, hear on the radio, see on the internet, etc.

Luckily, you don't have to. There is a simple, but powerful solution by spending little or no money.

You simply link a trigger to your product that's already branded in your prospects everyday life. Like eating, falling asleep, awakening in the morning, watching tv, etc.

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For example, say in your ad:

Every morning you will feel compelled to turn on the computer or order (name of your product).

Whenever you are eating, you'll picture how much better your life could be by investing in (name of your product).

In conclusion, you linked your product to an action that has already been branded in their life for years. The action they are taking has been repeated many times throughout their life.

Creating An Unconscious Brand

By Rachelle Disbennett–Lee, MCC, MS

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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

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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 and 365daysofcoaching.com. True Direction, Inc. Copyright 2003



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