

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!

How To Brand Yourself On a Shoestring Budget

By John Colanzi

How To Brand Yourself On a Shoestring Budget by John Colanzi

Have you spent hours on end trying your best to make money on the internet and ended up empty handed? Trust me you're not alone.

I've been there myself.

After running into a brick wall for years, I've finally found what works for me.

If I were starting today and could choose one method to promote my business and to brand myself, it would be writing and submitting articles.

Why?

** It's Free promotion

** It's extremely viral

** It brands you fast

** Most marketers won't do it

Your articles are actually more than just free promotion, they're free promotion on steroids.

Think about it?

How To Brand Yourself On a Shoestring Budget

What's the main feature of the average ezine? The featured article. Get featured in an ezine and you're the spotlight of that issue.

Get featured in multiple ezines every week and readers will be saying, I see this name everywhere.

You're branding yourself fast and it hasn't cost you a dime.

Once you start getting your name recognized, the articles will start taking on a life of their own. Have a few webmasters pick them up and you're name recognition (brand) keeps spreading.

It's truly amazing what article writing can do. After you've been doing it long enough, readers will get the feeling they know you.

There's not much chance of that happening from running an ad. An ad is just one of many and gives no clue as to who you are.

The fourth reason I gave for writing articles was, "Most marketers won't do it."

If you're serious about your business and branding yourself, there is one thing you should realize. You have to start thinking out of the box.

Become a contrarian. Learn what everybody is doing, and then start doing what they are not.

You're a unique individual and you don't have to follow the herd. Birds of a feather may flock together, but the brave eagle flies alone.

Get in the habit of writing and submitting articles and hopefully, the next article I read will be yours.

John Colanzi. John publishes the "Street Smart Marketing" newsletter. To subscribe visit: <http://johncolanzi.com/freeware.html> and take advantage of our free marketing library. If you want to cash in on the the information gold mine and make 100% profits visit: <http://johncolanzi.com>

Creating An Unconscious Brand

By Rachelle Disbennett–Lee, MCC, MS

Creating An Unconscious Brand by Rachelle 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 and 365daysofcoaching.com. True Direction, Inc. Copyright 2003



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!