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Living Your Brand

By Kristie Tamsevicius

Too many people look for quick and easy ways to market their business. It's like they are looking for some mojo or voodoo trick to woo unsuspecting customers who mesmerized by their savvy marketing message come running with open wallets.

A more ethical approach to business is one of giving value first. Imagine no telling, selling, convincing or explaining. Business success is as simple as sharing who you are, being your best, and coming from a place of caring. Do that and you'll get back tenfold what you give.

Albert Hubbard once said, "People who never do more than they get paid for, never get paid for any more than they do." And Winston Churchill really "got" the secret to business success too. He said, "We make a living by what we get, but we make a life by what we give." At the heart of this is the idea that we need to give value first, in order to receive.

Here's how that translates to your brand:

Do you know what your gifts are? Do you share generously with others? Do you communicate the essence of the value you offer in a way others get it?

The essence of a business/client relationship starts from a place of trust. In order for that to happen, people have to first be introduced to you. Then you have to give value. Then you have to follow up and create a relationship. Once they see the value in what you are offering, they will reciprocate by giving you their business. It's a win/win situation.

What are some ways that you can give value first and build trust?

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Ask yourself what you are giving in business? Put yourself in your customer's shoes and see what you offer through their eyes. Would you be thrilled with your level of service? Would you like doing

business with you? Would you be happy with the level of quality and professionalism?

The truly great man is a servant and not a master. I find that the more I give, the more there is to give. That's the heart of my brand. -- Is it yours?

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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 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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