

Stop Branding Your Products and Start Branding Yourself!

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By Wild Bill Montgomery

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Branding has power. Real power. A power that you can measure. But for those of us who have the dream of creating our own Internet Empire from our home cubicle or kitchen table, the Real Branding Power comes not from branding your business or product, but from Branding Yourself! Branding "You" (a phrase borrowed from Rick Beneteau) is a power that you can't afford not to understand and use.

"Branding Yourself" is the application of certain techniques which will help you gain popularity on the Internet by making yourself well known, maybe as an Expert in your field. When people recognize you as an expert you will gain popularity by means of more free publicity than you can imagine. Picture seeing an article written mentioning your name as an authority on Marketing or mentioning you for nothing more than quoting something you said. The point I'm trying to make is that you are seen as an Authority or better put, a "Personality". Now, try to fathom thousands or even hundreds of thousands of people seeing you in the same light. This is what successful Self-Branding is all about. You don't need to necessarily be an expert. You just need to be seen, heard and talked about.

How do you Brand Yourself? There are many techniques and methods, but it can be as simple as a hidden personality trait, a nickname (maybe something like "Wild Bill"), or helping others by consultation or

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assistance. You must look for ways to literally become a Celebrity in the eyes of the world or at least a small, select part of it. It could be by getting your name known as the "guy/gal who had the answer or made the comment". Is that all there is to it? Of course not.

The one thing I am slowly and surely learning about marketing on the Internet is that you have to build a name for yourself before people will trust you and trust your products. Trust is a big issue on the Internet. Can you blame people? The Internet is overrun

with rip-offs and fast-talking scam artists. Their whole existence is centered on the sole pursuit of relieving you of your money for a product with lots of promise and no result.

I recently purchased a book by Rick Beneteau, called "Branding You and Breaking the Bank". Now you might think that Rick had some kind of big money backing him. "Sure", you say, "that's the only way to get into the big time". Well, let me tell you Rick started out a few years ago from the very bottom. The one thing that he understood that many of us don't, is that you must Brand Yourself, whether it's as an expert in marketing or the guy next door who'll help you out with a problem. But, one thing is for sure; Rick knows how to do it. Would you like to learn more about Personal Branding and how to get your name known and respected? Learn how to get thousands of dollars worth the free advertising?

Is this a recommendation for a product? I have to say, without a doubt "YES"! But I am so thrown back by this book, that I simply had to write an article around it. Many of you may have read some of my articles, and I know that some of you read them religiously (thank you very much). Those of you that do, know that I do not write articles supporting products in this manner. I may have mentioned a product in the process, that's part of the Biz. But, I cannot stress enough the importance of "Personal Branding". I wholeheartedly support and recommend Rick's Book, "Branding You and Breaking the Bank".

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This Powerful new book puts YOU on the fast track to becoming an Internet Celebrity. Not only does Rick teach you step-by-step how he did it; he also asked many of the top Internet personalities to share their success secrets with you. If you're at all serious about achieving success on the Internet, you need to start Branding YOU and Breaking the Bank!

Do yourself a favor. Check It Out!

I'll be e-Seeing you Soon

Creating An Unconscious Brand

By Rachele 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.

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