

"What Is In A Brand Name?"

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"What Is In A Brand Name?"

By A.T.Rendon

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A rose is a rose, is a rose.

What is in a name? Certainly a rose is still as beautiful no matter what name it might have. Even if it would not have the same ring to it.

An online name is very much the same.

Or so it seemed when investors plunked down almost \$8 MILLION to purchase the Business.com domain. They logically thought the name itself would provide them with instant 'Branding'.

But that recognition failed to materialize to the degree expected and that domain is now only a memory, a footnote in dot.com history, not because it no longer exists, it is still active, but rather because it has yet to live up to the promise investors had envisioned.

That same story holds true for many of the best known e-commerce brand names, like Pets.com, eToys and Furniture.com.

The Internet has suddenly discovered that it takes more than just a catchy name to make for a successful web site.

The name is important.

But it is not the only thing that matters.

Branding alone does not equal traffic.

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Customer Service and Community are far more important factors although those play out over time.

That is why online communities such as Yahoo!, <http://www.yahoo.com/>, America Online, <http://www.aol.com/> and the premier auction site, eBay, <http://www.ebay.com/> are excellent examples of online brand success stories.

They built themselves up from the basic foundation of providing a valuable and necessary resource. And it is certainly not a coincidence that they are also some of the very few Dot.com businesses that are profitable companies on the Internet.

Branding is important but alone it will not provide a web site with the quality traffic that it needs to survive over the long haul.

Your web site will need to provide visitors with a good reason for them to visit, not just once, but to repeatedly provide a sense of community that will bring them back for more, over and over again.

And without 'Customer Service', that is, attending to the needs of your visitors and also 'listening' to what visitors want from you... you might as well pack up your web site and just play games with your computer.

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.

"What Is In A Brand Name?"

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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