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Your Aura is Your Brand

By Johann Sebastian S.

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About two weeks ago I unveiled my emotional sentiment to this wonderful lady friend of mine I have known for several months. Over a simple dinner on a Friday night, I shifted up the gear to ultimately culminate in an unforgotten moment – disclosing how I've come to admire her and proposing to explore the relationship further.

Unfortunately her reply wasn't the kind every mortal man ever craved for. Citing differences in character, she yanked the plug and put me in an absolutely zero voltage; in short, a total rejection.

Whatever the final chapter of this would-be long and arduous story is totally irrelevant to the central theme of this column. I was actually more amazed at how, in the course of two months, I subliminally managed to generate my aura of skepticism – one of personal nature she admittedly will never put up with.

Interestingly, I have received similar responses from those I know who allegedly observe that particular aura from things I say and my approach to various endeavors. To sum it up in a marketing context, skepticism is MY BRAND.

My brand? Could an individual possibly have a brand? For starters, little that we know that our aura — driven in some ways by our characters, inner feelings, the way we talk, how we dress — implicitly tells the world who we are and what they can (and should) expect from us. Our aura is analogous to consumers' expectations of a brand. Our aura is our brand.

Implementing this concept to online branding takes into account the fact that the Internet is now a primary destination of Americans for finding information, according to last December survey by Pew Internet and American Life Project. As people navigate your website to search for your products, services, and company information, it should consistently deliver your brand identity and conveys value propositions across pages. By now, your website should be a critical part of your entire brand-building efforts, far beyond electronic brochure. Like you, it generates an aura, and the aura is the brand.

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Resembling broadcast and print media, online interaction is capable of educating users of your brand promise and how it can realize that promise into distinctive value. What's more, the Internet enables longer interaction than the typical 30-second spot in traditional media – a unique advantage in information search – allowing bigger breathing space to ingrain your message by capitalizing on site elements. Basics such as content, colors, layout, and language style, as well as features like online survey, sweepstakes, or video, must incorporate and communicate your brand promise.

A case in point is ESP Guitars, whose guitars are recognized among the guitar-playing community as the weapon of choice for heavy, rock-oriented music. Coming in intimidating shape, hot-rodded parts, as well as eerie finishes, ESP guitars are associated with personas and bands with unforgiving image – the likes of Metallica's Kirk Hammet, Jeff Hanneman of Slayer, Sepultura, and solo artist George Lynch. Interestingly, despite its lengthy list of endorsing artists of various musical orientations, ESP

only manufacture signature guitars for a selected few of rock players.

Upon arriving at the gateway page that is adored with three bizarre-looking musicians in your average rocker fashion, you will instantly get the idea of what constitutes the ESP name – hard and fast music, independence, freedom, anti-establishment attitude.

Going further into the homepage, you will come across interviews and news on rock guitarists ESP touts as its unofficial spokespersons. There is an interview with Kirk Hammet, Metallica giveaway info, review of radical-shaped LTD Devil Girl guitar (see the name?), as well as tour updates on Danzig and Soulfly – two of the last defenders of heavymetal.

A bit to the bottom you will find a thumbnail image that leads you to a page showcasing ESP's custom guitars in, you guess it – flashy graphics and uncanny designs.

ESP doesn't shy away from more conventional designs and 'softer' players such as Rolling Stones' Ronnie Wood, but they are relatively insignificant – at least judging from a visit to the site. And unless you care enough to dig deeper into the artist-list page, all you will encounter is how ESP guitars can deliver the sound you need for playing heavy riffs and fast licks.

The incorporation of the news, product info, images, and endorsing artists educates new prospects of ESP brand and what it promises to deliver, while reinforcing its image and character to those already familiar with the brand. Would it be the same if ESP mimicked Gibson Guitars website? Considering the site's something-for-everyone impression that bolsters consumers' already-ingrained perspective of the Gibson name, ESP would likely confuse its loyal customers and drive prospective players to competing brands that are just a click away.

Your website is too important an element to be left alone as an electronic brochure. As the Internet has been shown to be an effective brand-building medium by various research, your website must be an integral element of your overall branding strategy. Like you, it generates an aura, and the aura is the brand.

Auras – The Energy of Life

By Jeffrey R. Palmer Ph.D.

Auras - Observations and Theories

I have seen auras my entire life. I remember feeling surprised and confused when I first learned that not everyone is able to see auras. This sense of bewilderment led me to search for clues at an early age as to what the exact nature of the aura really is.

My research encompassed eastern philosophy, biology, Jungian psychology, electro-magnetism, metaphysics, new age spiritualism and a host of other material which served to shed some light on the phenomena of auras but which didn't quite match what I observed with my own eyes. I do not mean to imply that other interpretations of auras are wrong or right, only that they are not exactly matched to what I have witnessed personally.

It has been my personal observations of auras which have led to the conclusions that I now share with you. First let me describe, as best as possible, what it is that I see when referring to auras. Later, I will offer my thoughts regarding the nature of auras.

I see a vibration upon the surface of objects consisting of multiple colors that seems to resonate based on how much energy the particular object is releasing or reflecting.

Note how I have used the word objects. The auras that I see surround everything, living or not.

I have noticed that the aura of people changes based on moods and health. Particular areas of the body seem to be more likely to manifest a change in aura than others. Hands, face and forehead specifically, seem to offer an indication of general mood and health. The aura vibrates more intensely and appears either orange or red in overall color when a person is ill or suffering some pain.

I have observed a purplish hue in the aura of people suffering from migraine headaches as well as depression. This purplish color is usually seen in the area of the temples or at the brow-line, but I have also noticed it surrounding the hands and feet of depressed people.

The color and size of the aura changes in people during various emotional states. By size I am referring to the distance that the aura spreads out from the body. People in an agitated or angry mood have an aura that appears chaotic and usually orange/red in color. I have also seen changes in aura colors before, during and after meditation.

The air surrounding people has an aura itself, and the aura of a person interacts with the aura of the air surrounding them, it's sometimes impossible to determine where the human aura begins and where the air aura ends.

The color of an object has an effect on the aura that it creates. Lighter colored objects seem to reflect aura energy and darker objects seem to absorb it. Primary colors create an aura that most resembles the aura color that I observe most often in people.

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The surface of water does not seem to have an aura. I find this unusual since almost every other thing seems to be generating aura energy or reflecting it and has a visible aura radiation. I assume that water has special properties relating to aura energy and must be absorbing aura energy at such a rate that aura is not visible on the surface. I have noticed that other reflective surfaces, mirrors, glass, etc, also seem to have a diminished aura level, but not so much as the surface of water which has no observable aura.

On one memorable occasion I have witnessed a person briefly with what is best described as a black aura. I found this event to be very disturbing and worrisome and did not feel inclined whatsoever to investigate that person's aura in any further detail.

Probably the most significant observation that I have made of auras deals with the subject of the afterlife. At the moment of death there is a sudden and intense burst of aura energy. This aura energy burst radiates outward in a split second and is gone. I have witnessed this phenomenon at the passing of my grandmother as well as in on a few occasions.

We know that living things create and store energy in various forms. We also know that living things are capable of conducting electrical and other forms of energy within their environment. Further, we understand that the environment is a complex energy system, constantly changing and transforming one form of energy into another. A thunderstorm is a good example of the environment in a state of continual energy flux. It is my belief that the human aura is the result of various energies coming into contact and interacting with one another. The human aura is not necessarily a discharge of energy but rather a field of energy created by interactions with the energy fields active within the environment.

Science has to a certain extent validated these statements. David Bohm's theories regarding the existence of an energetic multidimensional universe provide a framework for the discovery of the aura's origin. I will save the discussion of theoretical physics relating to auras and other paranormal activity for another article. Suffice it to say that the leading scientists of today offer at the very least, the potential for the existence of subtle energies in the form of human auras.

Human aura energy is capable of interacting with the environment and vice versa, and non-living objects are able to retain the energies of living creatures suggesting a method of energy transference that has not been the subject of serious research.

Continued research of aura phenomena may lead to a better understanding of the subtle interactions of living creatures within the energy fields of the environment. Further research may also provide valuable insights into areas of communication, psychology, health and ultimately may even offer answers to the questions of life after death.

Dr. Jeffrey R. Palmer Ph.D. is the author of "Judo for the Soul – The Art of Psychic Self Defence", as well as numerous articles and papers relating to metaphysics and the study of paranormal phenomena. Further information about Dr. Palmer and his books can be found at



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