

How to Sell With Branding

When you think of the Coca Cola brand, what comes to mind? Does an image of a red can with words Coca Cola written in white display in your mind's eye, or perhaps a coke bottle? Likewise we must pick our niche on the internet and brand our name accordingly. Be known for doing good in 1 area before moving on to the next project.

Here are the things we need:

- 1) A website that belongs to you.
- 2) Auto Responder and Opt In box. Your visitors will most likely not make a purchase on the 1st attempt and when they leave your site, you will not see them again. So do capture your visitors details with an auto responder opt in box and follow up with a series of emails. Follow up emails reinforces your brand name in the mind of your readers. Respectful persistence wins sales.
- 3) Photograph & Signature. Scan a groomed, smiling photo of yourself and your a penned signature. This adds that personal touch to let your audience know you are a real person.
- 4) Audio. Do you have a nice speaking voice? If so, combine this with your photograph and signature to humanize your website and establish rapport with your audience.
- 5) Blog. A blog can be an add-on to your main website or be used as a free alternative to a website, at least until you are generating profits. You can combine every aspect of name branding mentioned in the above points into your free blog. Update your blog at regular consistent intervals with content specific to your vision. Refrain from writing about off topic content so as to keep your message and theme consistent. One way to keep your readers posted about your content is to use RSS feeds.
- 6) A Domain name. You can register a domain name and forward it to point at your Blog. Use the domain masking feature that allows your website to have a professional look.