

Be True to Yourself

If your online marketing material stimulates an image in your mind that is just not you, likely you've been trying to model your approach after someone else or you've been using work produced by someone else without giving them the benefit of knowing you, learning your approach, sharing your ideas and interjecting your personality into the material.

So, what's the solution?

The solution to this dilemma is to be yourself and let your personality show through in your online marketing materials.

If you are writing a blog entry in the midst of a snowstorm and it is "a bit nippy outside" don't hesitate to say so. When you let your personality shine your image will be your own, not one you have crafted that will change from day to day depending upon what you have read most recently.

There's lots of talk about branding in regard to online marketing. The basic principles of branding are to decide on the image you wish to portray and what message you want to drive home.

While some people could write a book on how to brand your business, there are really only a handful of factors to consider - your image, your purpose and your message. The purpose of a brand is to craft something that will stick in the minds of people and help them to remember your business.

Creating and building a strong brand does not have to compromise your personality. The only real decision is whether you want to be casual or professional. In the world of online marketing, retaining your personality and your identity will go far in branding your business. You'll be much happier with the long-term effects of your online marketing if you don't try to be someone you are not. Be yourself and have fun.