

How To Brand Your Business In 30 Seconds

By Larry Dotson

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Less With Little Or No Money!

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Have you ever tried to solve a problem and the first thing that pops in your head is to buy a specific product to solve it? Yes, we all have.

Well, that's because that product name was branded in your brain. It was stored in your mind and the memory of the product was triggered by the problem you were having.

How did you remember it? You likely saw it in an advertisement many times over and over. The business (advertiser) links their product as a solution to that specific problem.

Some businesses spend thousands, if not millions to brand their products. They use repetition by purchasing ads that you see on tv, hear on the radio, see on the internet, etc.

Luckily, you don't have to. There is a simple, but powerful solution by spending little or no money.

You simply link a trigger to your product that's already branded in your prospects everyday life. Like eating, falling asleep, awakening in the morning, watching tv, etc.

For example, say in your ad:

Every morning you will feel compelled to turn on the computer or order (name of your product).

Whenever you are eating, you'll picture how much better your life could be by investing in (name of your product).

In conclusion, you linked your product to an action that has already been branded in their life for years. The action they are taking has been repeated many times throughout their life.

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