

# Your Brand, Your Success, Market Your Money

By Barrett Niehus

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IP Ware Profit From Real Estate <http://www.freetrainer.com>

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Arguably, the most effective logo or brand name ever created is that of the Harley Davidson eagle and

logo. If you don't believe me, just name another corporate logo that is routinely tattooed on a willing participant's body. How many people across the planet have voluntarily become a walking billboard for

the Harley Davidson Motorcycle Corporation? How was this brand recognition and dedication created?

Effective brand marketing, proper positioning within a market, and selling to the markets most fundamental wants. What lessons can be learned from Harley Davidson's marketing strategy? The answer is all of them.

Your corporate brand and associated logo present the fundamental essence of your company. It is your

name and logo that people recognize. Your logo is a symbol of your company, and it is the constant

promotion of this symbol that creates recognition in your customer's mind. Therefore, always make sure

your logo adequately represents your company, and always include your logo on your correspondence, and marketing material.

Branding your logo is an essential step in securing your market. Branding requires that you continually

present your target market with your logo while associating the image with the services and products

that you offer. The intention is to help your customer create a mental relationship with the image so

that they know exactly what the logo represents whenever they see it. The mental relationship can be a

product such as IP Ware Software ([www.freetrainer.com](http://www.freetrainer.com)) or an image and lifestyle such as Nike ([www.nike.com](http://www.nike.com)), and Harley Davidson ([www.harley-davidson.com](http://www.harley-davidson.com).) Regardless of the service or

product,

your brand and logo should create a strong mental relationship with your target market.

You should constantly promote your brand and logo, and should always avoid significantly modifying it.

Creating brand recognition is a huge task, and every time you logo is modified, the process must be

started over. Promote your logo on all of your products, on all of your correspondence, and most of all, on

all of your marketing material. Make yourself know, and use all accessible means to brand yourself to

your clients and prospects. The approach is expensive, but when you are branded, your company is the

first one to enter a prospects mind when they think of your product.

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IP Ware

<http://www.freetrainer.com>

IP Ware Real Estate Investment Software Allows Users to Create Multiple, Continual, Income Streams

with Real Property.

Barrett Niehus is director of marketing for IP Ware, <http://www.freetrainer.com> , and president of the

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