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This Week's Article:

Instant Business Branding Formula!- Part 2

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During this week, I had even more time to ponder over my '[instant business branding formula](#)'. This way, I came up with more ideas for you. Let us discuss about more ways you can brand your business, shall we?

Animals: Do you love animals? Well, I don't care whether you said "Yes" or "No" to my question, because you can use this tip even if you are not an animal lover. If you have already racked your brains trying to find out your brand name and haven't got one yet, then this tip would do well for you.

Now, for this strategy to work, you must have already decided on the theme of your business. Once you have decided on your business theme, find an animal, bird or reptile that fits your theme, and use it to brand your business. For example, take a look at Geico.com: they have used a lizard as their brand symbol. Now, personally, I don't like lizards, but judging by the fact that they are one of the most successful American insurance companies out there, guess it has worked well for them.

Would they have been as successful had they started off as a regular, "brand-less" insurance company? I don't think so. I am sure their brand has gone a long way in fuelling the company's success.

Another example is that of the world famous dairy company- Nestle.com. FYI, the Nestle Milkybar is one of my favorite chocolates :D

Bottom line: don't be shy in choosing an animal as your brand logo if that fits well within the theme of business

Gods and Goddesses: I am sure each one of us has a tad of knowledge of mythical gods and goddesses, whether native or foreign. As for me, I know the Indian Mythology by heart (obviously), and during my college days, I had to read the Greek Mythology in order to understand Shakespeare. Can you think of a mythical god/goddess who fits well with your business theme? For example, if you are selling wine, you may do well in using Bacchus, the Greek god of wine, as your brand logo, assuming that no one else in your locality has used it. If someone else has already used it, then maybe you need to find a different god or goddess for your purpose.

Hope I am not offending the purists. :)

Unfortunately, brand name and image is something you need to decide on your own. I cannot do this for you (obviously). You can spend one day or one year for brainstorming your brand name, but again, YOU must decide it on your own. I came up with my 'nuttie' brand on my own. Believe it or not, no one suggested it to me. And that is a good thing. If someone already knew about the 'nuttie' way of branding a business, he would have used it himself instead of suggesting it to a competitor, won't you agree?

To tell you the truth, you don't need to search for a very particular object or idea to brand yourself. You can turn a simple idea into a brand. But again, only YOU are able to do it, because it is your business, and you know it best. No one can find your brand name for you. And once you create a brand name, give your business the best shot. Try to maintain and enhance your brand image.

Skilled vs. Unskilled Businessman: One thing I forgot to include in my last post is that before you try to brand yourself, you must be ELIGIBLE for it. To put it in another way, you must be a skilled businessman. You must be an expert at SOMETHING. You don't need to be an all-rounder: I am unskilled in a lot of different things, and I generally outsource them. What are you skilled at? Product creation? Marketing? Freelancing? Be honest with yourself; don't try to become bigger than your shoes.

The tricky thing about branding yourself is that you must be skilled enough for people to believe in your brand, and then you must constantly work hard to enhance the image of your brand. If you are a newbie and don't have a "Real Business", then this branding lesson is certainly not for you. Writing one or two articles at one time or promoting the latest and greatest affiliate product is NOT business. A business is something that is permanent and everlasting. A business is your asset: something from which you can expect a stable income.

To wrap this up, I would say there is a very important reason for you to brand your business today. Do you want to be a super affiliate or 'just another affiliate'? Do you want to be a super writer or 'just another writer'? Do you want to be a super marketer or 'just another marketer'? In each of these examples, if you chose the first option, you need to create a brand name for yourself.

Tip: Superman became a superhero overnight not just because of his "super strength", but also because of his name. :) Do you want to be a Superman, or just an 'ordinary man'? You don't have to fly over skyscrapers to become a Superman. Just provide super services to your clients and subscribers, and you would be on the right track.

This is certainly not the end of the series. If I come up with more ideas as we go along in our internet marketing journey, I will share them with you. If you know me, I hide nothing from my [NuttieZine](#) subscribers. And neither are the newsletter articles a plug for my 'future products'. This is the reason why not everyone is 'eligible' for this newsletter. If you are already a subscriber, then perhaps you are on the right track: as far as building a "branded" business is concerned :D

Do you have anything to say? Say it with a clear, loud voice. Don't be shy! Post your honest comment here, as I appreciate it.

You can post your comments about this article at my blog:

<http://arindamchakraborty.com/instant-business-branding-formula-part2#comments>

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