

CREATE YOUR *Own Unique* ONLINE BRAND



Discover and Communicate Your Passion

Branding has evolved from nonsensical trademark names to descriptive words that tell people who you are and what your passion is in life. Take, for instance, Xerox: this name had no real meaning until the machines came out and people used them as a common meaning for photocopying papers. While the brand is now known worldwide, the brand has been completely diluted into a generic meaning that is hard to defend as being unique and expressive of a company brand. In order to create a brand name today, you want to give special attention to the qualities that make this name unique and how it is descriptive of what you do or who you are in business or life.

PERSONAL BRANDING

In a way, we all come into this world with our own personal branding: Our names. This tells members of our family and the people we meet who we are, but doesn't really express our personal qualities. Sometimes, people acquire nicknames or make up their own to help express more of their own unique qualities, and this is used as a form of group personal branding. If that personal branding also expresses what your passion in life is, you can use it to help promote yourself to others. Personal branding, as well as business branding, is all about conveying your self-image to others in a way that what they perceive is identical to what you are projecting to them.

BUSINESS BRANDING

If you have a domain name, that's a form of business branding, just like your business name is. These tend to be more expressing of the products and services offered rather than of the personal qualities of the owner. In the past, in conventional advertising, you would know the business name before you learned the owner's name. However, with so many people using social networks these days, personal branding is becoming as equally important in business and company branding.

PROJECTING PASSION

Whether you choose one, the other, or both to promote, the idea is to project your passion to a bigger audience. If your passion is connecting others to their soul mates, then you might use a business or personal name with the word love in it. That's your passion. It's not as hard as it seems to think up a few choice brand names to try out. What is hard is reserving them online when so many have already been snapped up by others.