

PLSTips.com Week #3: “Branding With A Mindset To Success”

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1. Find your **PASSION!**

Take a look at what makes you happy. What are the things in your life on a daily basis that brings smiles to your face? Take that passion, and translate that into a brand. Develop that brand around your passion. Watch it take flight!

2. Colors In Branding:

The color of your brand can reflect the mood at which someone sees your business. Here's a few tips on using the right colors for your brand:

Red:

Strong color mean to take action quickly. Wants to be noticed.

Blue:

Very safe color to use to describe integrity, honesty and dependability.

Yellow:

Analytical color meant to be uplifting. Presents mental clarity.

Orange:

The affordable color. Color of adventure and inspiration.

Green:

The nature color. Compassionate & healing.

3. Universal Branding:

Keep your color scheme and branding uniform. You want people to remember you and people remember repetition. Not something new every month.

4. Mental Focus:

Stay committed to your goals, make them known, make them prevalent. Make sure your goal is tied to a feeling. Not just a want, but a purpose. Once you have that mental focus, people will follow.

5. Become a Leader in Your Industry:

Learn everything you need to know about your product or service. And if you don't know yet, make sure to let people know you will find the answer FOR THEM. That's what a leader does.

6. Teach:

Successful people not only make greatness for themselves, but a lot of times success feels empty unless you have someone to share it with. I'm not talking about a spouse, I'm talking about duplication.