



## **Five Myths That Effect The Decision To Just Do It!**

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Whether you own a business or are responsible for generating interest in someone else's, the topic will arise. What will I get for hiring Branding professionals? Just because big businesses have whole departments dedicated to such an endeavor, many still believe that it may not be what they need. After all, there are lots of reasons not to buy into this concept. Many of those I interact with state the following as the top five myths/objections:

### ***MYTH #5. These people don't know what I need***

Of course, your business is unique. There are benefits to doing business with you that no one else possesses. Having a specialist will allow you to identify clearly the unique attributes your business has for the consumer and package them in a way that will attract business. That will leave you free to run and grow your business.

### ***MYTH #4. What about the investment vs. the impact?***

What amount have you deemed as a budget for this aspect of your business development? In a way, branding is something like the stock market. Only you & your professional can determine what level of risk you're comfortable with and how to configure your investment. Will every item payoff? Perhaps, perhaps not. However, there are ways to get the most for your money, and a specialist can assist. I'm willing to bet you don't know all the opportunities available to you, so by teaming with a professional your chances for success are greatly enhanced.

### ***MYTH #3. They don't understand my business.***

Isn't that great?! You now have the opportunity to share your knowledge and passion for your business with someone who can interpret that information in a way that's easy for the average bear to digest. Voila! Now a professional can position your business in a way that an outsider can embrace, while speaking your vision unencumbered by other perspectives. That's one heck of a great benefit!

### ***MYTH #2. These people don't listen to me.***

Having a connection with your Professionals is essential. You wouldn't want to visit a doctor who keeps prescribing medicine for an illness you don't have...so if you aren't feeling 'heard', you may be working with the wrong people for you. Try something else. Fast!

### **And the number 1 myth:**

### ***MYTH #1. I can do it myself.***

Yes, you know your business better than anyone. That said, you really can't do it yourself and also grow a healthy business that realizes your vision and provides the life you deserve. Furthermore, why would you want to? Go play more golf or be with your kids. Just like a doctor, lawyer or personal trainer, your Branding Professionals provide an invaluable service that is key to your success. Just be sure to evaluate their efforts as you would any other part of your strategy for success.

So, I ask you - If branding and marketing isn't all that big a deal, why do Nike, Coke, Proctor & Gamble, Starbucks and countless others put so much energy and funding into their programs? Keeping your brand highly visible does affect growth and profits. Have fun & create a Brand!

*With a strong focus on Branding, award winning graphic abilities, plus a marketing and business development background in both the corporate and entrepreneurial worlds, Judy Winslow offers her clients a unique perspective. She is committed to assisting people worldwide in their personal and professional growth. Her result oriented processes have enabled companies of all sizes to grow and her diverse clientele ranges from Fortune 500 companies to start-ups seeking specialized branding and innovative communications strategies. All of her work is customized to fit the needs and vision of her clients to ensure their sound success. Contact her at [BrightPointeInfo.com](mailto:judywins@mac.com) or [judywins@mac.com](mailto:judywins@mac.com)*