

Black Friday Branding

By JoAnn R. Hines

I got more calls yesterday than I have in weeks. Hard to imagine since it is the week of Thanksgiving. Here is the upshot of that. Holiday weeks are when smart marketing takes place.

Chances are you will get to talk to someone for the following reasons:

- People are in a good mood because of the holidays;
- People are in their offices instead of traveling;
- People aren't engaged in serious work because of the holidays;
- People feel more giving of their time and resources.

So who took the time and called me this week?

Three new WMPKG members who wanted to expand their personal brands.

- Four people who read my latest article and wanted to know more.
- Two companies who wanted to hire me as an expert.
- And 'piece de resistance'... Someone who wanted to interview me as an expert for the **Faith Popcorn BrainReserve**.

Now this isn't ego talking. It is a demonstration of a carefully orchestrated plan. A recent issue "Does your packaging, UMM, Smell?" brought considerable comment -- both pro and con. The point is that it brought commentary and we should never consider a negative response a bad thing. It is still a response. People read or heard you and the key thing is listened to what you had to say. More importantly, they took the time to write a comment. This is one of the best ways to get a dialogue going with someone.

I have been building my expertise credentials for a while and I get tons of inquiries every week. I try to respond to each one personally by thanking them for their input. I have to admit it was very flattering to be asked to serve on the Popcorn BrainReserve.

None of this recognition happened overnight. As I have been explaining for months, you have to work at it. Every week you need to add something to your branding portfolio. Whether it is writing a press release, setting up a personal website, becoming a speaker or creating your own blog, you are moving forward and the momentum will grow.

So, take advantage of the holidays and beef up your brand.