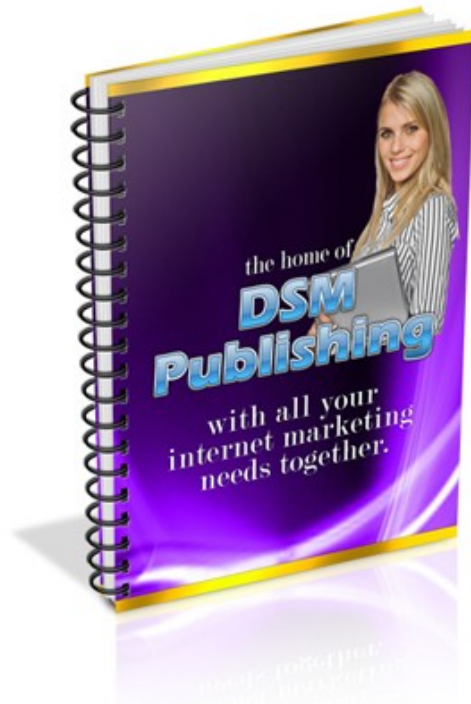


The DSM Publishing Ultimate Fast Track Tutorials

Giving you **HONEST** step by step instructions
so that **YOU** can make money online without
falling for the scams



Company Branding

**You Have Full Master Resale & Giveaway
Rights To This Product! Basically You Can Do
Whatever You Like With It As Long As It Is
Not Altered.**

**If You Would Like Premium Master Resale
Rights On This Product Please [Click Here](#)**

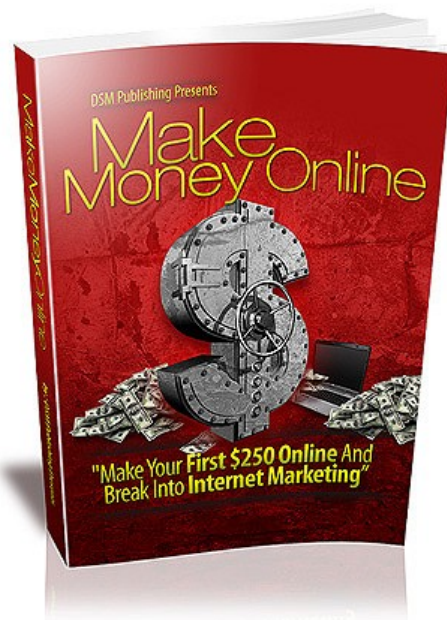
**By DSM Publishing Limited
www.dsm-publishing.co.uk**

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Affiliate Program

We have this great recurring income program in place so that by sending people to our free report you can make an absolute killing. How it works is that when people enter their email address for the free report which you can see [HERE](#) they are then offered a package for \$27 a month that shows them how to make money online. This program is geared around the free report so the results are amazing. They will then be offered to buy other products through our autoresponder sequence.



If they sign up through your affiliate link on ClickBank you earn 60% on all the sales. All you have to do is send people to our free report and we will do the rest. It's so much easier to say "check out this free report" rather than trying to sell them something and the end result is still the same. You can sign up by [clicking here](#).

FOREWORD

Welcome to the latest issue of our monthly Fast Track Tutorials.

We're really glad that you gave us the chance to show you our way of doing things within Internet Marketing and we are really looking forward to helping you with your online business. Our ultimate goal is to see money floating into your bank account and if it is already improving on the current amounts.

We are going to start on some of the basic principles that even some experts fail to get to grips with so even if you do have a degree of experience I am sure that there will be content that you will not have thought about. We find that even after four years we come across methods from time to time that we had never even considered had tried out and thoroughly impressed us when it worked.

Most importantly we will include these methods to you in our tutorials so that you can implement them into your business!

All the monthly tutorials will be between 12-15 pages in length so that you can get to grips with all the information, take action on it and be ready for the next month's work. Where appropriate I will include screenshots so that it is even easier to follow.

We will always keep you up to date – so if we find something new that works better than an earlier method we will tell you all about it. We will also give you an overview with what it is all about so the experienced marketers can move on to the next bit if they wish. Within three months I can't see a marketer on this course not making money.

Obviously I'll start with the basics with the idea of getting you up and running as quickly as possible. We have had a wealth of experience online and we will provide you with all the information that you possibly need so that you can make a living online. Everyday I come across internet marketers that have been around for over a year and still haven't broken even after letting me put you through your paces you will not be one of them.

Let's get started

COMPANY BRANDING

Today I will be chatting to you about the use of Company Branding that I have recently experimented with and tweaked for this tutorial. You may find that if you spend your time on building your brand once it has been set up can seriously increase your sales and future traffic. Many dismiss this as a waste of time and energy just like I did but it really is better than it sounds.

I decided to do this tutorial this month because it combines the previous tutorials that I have done to take your marketing methods that step further.

In the past my company branding has been pretty simple and basic but now it has hit the advanced stages I would like to show you how to implement it into your own business.

If it done correctly people will treat you like a guru a lot quicker than if you didn't jump on the company branding bandwagon.

If you don't believe in company branding for online marketers than think about this....

What exactly are you selling online?

- ✓ **E-books**
- ✓ **Software**
- ✓ **Reports**
- ✓ **Videos**

Even though you think that you are selling the above what you are really selling is:

YOU & YOUR BRAND

I know it sounds really daft but what online marketing is all about is selling yourself not your products. Think of the top internet marketing gurus that you have already heard of. You will find that you know of them for their name not their product.

For example like many other people I have heard of Willie Crawford and I know that he lives in Florida. However as I haven't personally followed him in his ventures I couldn't name a single of his products or the name of his Ezine.

I am sure I am not alone with this one either – I bet you could have lots of internet marketing gurus by the name of their company or their personal name and now its time for you to start thinking about building your company name.

The other option is the picture as this is what people will know you by.

I use it all over the place whether I am on forums, eBay, social sites, and article directories and so on. Whenever a profile is required or a personal picture I include it. Also because people know it whenever I post on Twitter for example they will notice my picture before my name and it will mean that they will want to look to find out more.

It is also a great way of coming across in a friendly manner on sales pages or opt-in pages like this:

From the Desk of **Samantha Milner**



Dear Frustrated Blogger,

The reason why you do this is that adding a picture or branding ourselves makes us come across better then in turn we sell much more.

You are much more likely to buy a product from someone that you know and trust than a complete stranger. The other part of it is that if your product starts with Samantha Milner Presents for example they will think that they should have heard of you.

Here is one of our headers as an example:



Plus here is a great example using our company name rather than personal name:



The best part of internet marketing is that before people buy things they will want to know what other people think about them before they buy and this is why affiliate marketing is such a great way of making money online.

If people searched your name and there are no results they will not trust your brand so the sooner you can have people writing reviews about your products the better. It just makes you look so much better than you did before and is very worthwhile.

Since Twitter became the next big thing I have launched many Twitter related products and they have been very successful online. But the reason for this is because I have been selling myself as a brand not just as a stand alone product. People know me on Twitter for getting a large following rather quickly and as a result I have been able to use Twitter is the home for building my brand.

The reason my name is so effective is that people relate and trust others...

This is why if you want to make it online you have to put your name to your products or a pen name. Also by putting your name to something you are getting a reputation for what you do whether it is good or bad.

The reason many of us take to internet marketing so much compared to selling products down the market is that we don't have to directly sell it to someone in person. But with branding your business you have to come out of your shell so that people know what you are all about.

But if you don't want to use your own name you can always use a pen name. The only thought is that the name will be with you forever so make sure that what you decide on you actually like and respect.

I have met lots of internet marketers that use pen names or women that use their maiden name for their business activities. They don't want their business and personal life to combine this way they feel so much safer.

Also as you will normally be using sites like FaceBook and Twitter for your business imagine how awful it would be if old school friends that you fell out with long ago suddenly started sending you nasty messages. It would certainly cause your business to hit rock bottom.

The other idea behind pen names is to keep your secret ventures to yourself and away from your competition. For example if you are working in a range of niches if you used the same name as you do in the make money online niche you will soon have people finding out about everything that you do and copying your ideas.

Just imagine how many products you would have copied if you had found out exactly everything that all the internet marketing gurus are selling online.

Don't try and use a common name either as by doing this you will miss out of your share of the Google search positions. For example I know an internet marketer who has lost the first page on Google for their name because a politician's wife that has made it into the limelight has the same name.

Next the most important part is securing your name or company name as a domain. You don't have to do both just whichever you have started to brand first. I own both but unless you have a lot of projects in the particular niche you are working on there is no need.

However if you are planning on selling the company that you have built up very soon I would recommend that you avoid using your name otherwise the sales price will dramatically reduce in price. For example it could mean the difference between a sale earning you \$100 and \$1,000.

When you do buy your company name it doesn't have to be exact as sometimes the full name might not be available for you to purchase. So take our company name we couldn't get dsmpublishing.com so we settled for dsm-publishing.co.uk instead which is now well known.

Though you can try and get the proper domain at a later date by this point people will know your domain so there is no need to feel like you have to change it.

If your company is a limited one you can also use this in the domain for example with Dominic he decided to use dsmfoodlimited.com as dsmfood.com wasn't available to him. It looks just as good and is still using the company name in the domain name.

If you do get your domain as you wanted it in the first place you can always have it forwarded to the original one so that all traffic heads in the same direction.

When you do use company names you do risk people trying to use your brand and pretending to be you so do regular check ups on Google but as your customers increase they will often tell you about it first before you notice it yourself.

As for purchasing your own name this is a great place for your Blog or main squeeze page. I have opted to use it to sell myself through my squeeze page and my articles that I regularly submit to article directories end something like this:

Now that you've learned some of the deadliest secrets of profiting from internet marketing, here's how you can get more of my secrets for FREE! Simply sign up for the Samantha Milner free twice weekly Ezine at <http://www.samanthamilner.com>.

Here is what people see when they visit us:

Welcome To The Samantha Milner Free Ezine Newsletter Subscription Site FOR THE FIRST TIME EVER YOU WILL DISCOVER..

“How We Make Money Online Through Our Easiest Of Methods!”

"You owe it to yourself to discover just how **SHOCKINGLY EASY** it is to generate an online income."

- Dominic & Samantha Milner

Dear Friend,

Does the statement above make you mad?

If you're finding it hard to make ends meet let alone generate a few extra dollars online then some wise-ass telling you how "**Shockingly Easy**" it is to make money online **must really get up your nose!**

Well why don't we twist the knife a little?

GRAB IT NOW!

Enter your details below and receive instant access to

'The DSM Publishing Free Ezine'

As you can see there is no free e-book on offer on this squeeze page as I am selling myself as a brand not selling the idea of a free product. The best part of this is that people that subscribe through this site are more likely to stay subscribed than someone that is simply offered a free e-book or report.

They have trust in you and want you not something that you have created. Not to mention the fact that once they are on your list they are twice as likely to buy compared to someone that opted in via my free 24 hour Twitter expert.

The samanthamilner.com website is practically impossible to sell as nobody will want to take over it as it is branded for me not anyone else. However with DSM Publishing Limited there is the option for someone else to take over it without too much hassle. They could then simply change the by line and off they could go.

Here is an example of our company brand displayed on our website and when our customers see this they associate the lovely purple with us:



The screenshot shows the top section of a website with a purple and white color scheme. At the top, it says "the home of" in a small font, followed by "DSM Publishing" in large, bold, blue letters with a white outline. Below this, it says "with all your internet marketing needs together." in a smaller font. To the right of the text is a photograph of a smiling woman with blonde hair, wearing a striped shirt, holding a laptop. On the left side, there is a vertical navigation menu with purple buttons and white text, listing: Home, About Us, Our Online Story, Members Login, The 24 Hour Series, Free Reports, Free Ebooks, Affiliates Earn 60%, Our Blog, Our Publications, Our Subscriptions, Editorial Services, Twitter Services, FAQ, and Our Articles. Below the menu is a button that says "Subscribe to the DSM". The main content area features a quote in red text: "**When The Make Money Online Gurus Head In One Direction I Quietly Step Back & When They Have Passed I Stroll Slowly In The Other Direction - Because That's Where True Make Money Online Success lies....**". Below the quote is a paragraph of text: "Welcome to DSM Publishing Limited the real home of internet marketing and your chance to do something with your life and finally make money online. My name is Samantha Milner and along with my husband Dominic Milner we operate DSM Publishing from the sunny skies of The Algarve in southern Portugal. Our make money online businesses are heading into their fifth year and to celebrate this we want to be here for you so that you can also have a real opportunity to make money online through the best methods available to you." At the bottom of the main content area is a button that says "Why make money online?".

I could do the same with my Blog called myeasyonlinepay.com the title of the Blog is the Samantha Milner Blog but this could easily be changed and it is only set like this to help with my branding.

I could go into the settings and call it the make money online Blog or the DSM Publishing Blog and most people wouldn't even realised that I had changed it.

Have a look at our Blog header:



The screenshot shows a dark blue header for a blog. It features the website URL "www.myeasyonlinepay.com" in a large, bold, light blue font. Below the URL, it says "Free internet marketing advice for all" in a smaller, light blue font.

As you can see it can easily be changed but at the same time it is not branded towards me and as people know what they see on entry it can

easily be sold. All they would have to do is change the Blog title and the by line at the end of future Blog posts and that's it.

Another thing to brand is what your business is about so that people can relate to this too. For example you could be any of the following or slightly change the name of it to suit you:

- Newbie's Friend
- Affiliate Doctor
- Blog Guru
- Viral Mastermind
- Adsense Master

It also gives the reader the idea of what you are about for example if they visit a Blog at johnsmith.com with the tagline "Excel Your Business With The Viral Mastermind" they will know exactly what it is about. However if you are a beginner something like "Tips For A viral Newbie" will be just as successful. Failures can be much more successful than positives so don't worry about creating this kind of Blog.

Alternatively if you want to remain neutral you could always call it "Tips From A Viral Geek".

As someone looking for future business partners if your business is branded they are twice more likely to jump on board than if it isn't. It also makes you look much more professional given you a better image.

Something else that is worthwhile in branding yourself is your signature just like this:

Samantha Milner

It doesn't have to be anything too over the top just something that people will recognise you from.

There are lots of different ones that you could get done including creating your own on a piece of white paper and putting it into the scanner to have it on your screen. You could also have one made for you just like I have done.

If you do decide to make your own please don't use your real signature as thieves will soon be able to use it in identity theft against you.

It's just a case now of deciding exactly what branding you would like to do.

PUT INTO PRACTICE

1. Create a plan of action for your company branding – decide exactly what you would want to use on your business.
2. Make sure your company branding fits in with your image and personality so it's targeted to your services.
3. Buy the domain of your company name or your own personal name and if you already have a Blog use it as a squeeze page.
4. Create a picture that people will learn to know you from if you don't want yourself to be published across the net find a great model picture that you can obtain rights to.

And last but not least.....

5. Go and implement it!

See you next month

Samantha Milner

Samantha Milner
Author – The Ultimate Fast Track Tutorials

Sign up at <http://www.dsm-publishing.co.uk> and receive the new fast track tutorials direct to your inbox.