



# **SPECIAL REPORT**

## **Branding Your Internet Business**

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## **THE LAWYER WHO JUST DIDN'T GET IT**

I recently declined to help an attorney develop his website marketing strategies and tactics because he insisted that his entire web presence be built around the new name of his law firm.

The firm's name was not the lawyer's name. Instead, it was a non descriptive word that had absolutely nothing to do with providing legal solutions.

It took the lawyer several minutes to explain the historical origins of the word and why it was important to stake his entire law practice upon building a brand around that word.

He just didn't get it.

Here's why.

Brand building by itself is a horrible way to generate business today...and even where it is successful, there is often a lousy return on investment because it costs so much to create and maintain a brand in the public eye.

This attorney could have named his firm "Apollo Law Widgets & Gizmos." It wouldn't have mattered to prospects...and no one is going to sit at a computer and read a lengthy spiel on the historical origins of the words "Apollo," "Widgets," or "Gizmos."

Your prospects want solutions to problems. Period.

## **SHE DIDN'T WANT TO SOUND LIKE A USED CAR DEALER**

Another Internet marketer has an image website. It is something that she can put on a business card and hope that her colleagues, friends, and family will visit the website and be impressed.

But it doesn't generate any business.

Why?

In addition to not telling prospective clients how she can solve their problems, the marketer's website contains nothing more than a "Contact Us" page as a means to get in touch.

When I recommended that the entrepreneur tell prospects to call or e-mail her as the next step, she responded "But I don't want to sound like a used car dealer."

Why not?

Auto dealers tell prospects what to do next (call now, come in today, stop by, etc.) because it works. In test after test, direct response marketing consistently outperforms traditional image and brand-building campaigns.

A perfect example of the latter are the dot com start ups who blew millions on Super Bowl commercials to build brands. Bankruptcies soon followed.

## **WOULD YOU DESTROY A STACK OF CASH?**

Imagine a pile of Ben Franklins sitting on your desk. You pick them up, count them, and discover that there are 150 bills...15 grand.

Now picture yourself feeding these bills through your paper shredder and then tossing the pieces into the dumpster?

Crazy?

Yet I see Internet marketers do this (and worse) every day by operating a website that is absolutely garbage.

Do you have a website to make money, to build a brand/image, or as a hobby?

If your site doesn't match your goal, change the website now.

I hope that you've enjoyed this special report and save yourself thousands of dollars in fees because of what you've learned.

If you're interested in retaining my services to handle your business legal matters, and want to save time, go to [www.MikeYoungLaw.com](http://www.MikeYoungLaw.com) and take the prospective client prequalification quiz with free analysis.

If you like the quiz results, call **214-546-4247** to schedule an initial consultation.

Not everyone qualifies to be my client. We'll need to talk to see if there is a

good fit.

Wishing you a prosperous future.

Regards,

A handwritten signature in cursive script that reads "Mike".

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Legal Solutions You Can Trust

**P.S.** There *is* a role that effective branding can play as part of direct response marketing. If you want to learn more about it, I highly recommend Ben Mack's book, "Think Two Products Ahead: Secrets the Big Advertising Agencies Don't Want You to Know and How to Use Them for Bigger Profits." You can get it at Amazon by clicking [this link](#). It is also available at Borders and Barnes & Noble.