

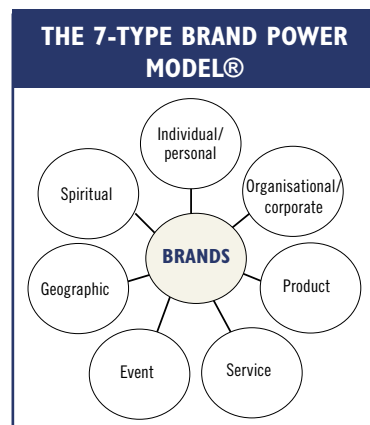
# Branding – what is it?

To be effective, every organisation, business and individual needs a clear sense of purpose that people inside and outside of the entity understand. As we all know, in today's competitive and crowded marketplace you must differentiate if you're going to stand out. *Jon-Michail* of Image Group International reports

**B**randing supports the organisation or individual to make their presence felt. It differentiates you from your competitors because it builds extraordinary added value to whatever message, product or service you are advertising, marketing or selling. Branding will dramatically increase your visibility in the market and will help you go from being an unknown no-brand to a highly developed global super-brand.

In the journey of brand building, you also need a strong sense of belonging. Purpose and belonging are the two aspects of identifying that apply in the branding process.

The following 7-Type Brand Power Model® identifies the different types of brands applicable today. Many brands may overlap into more than one category type.



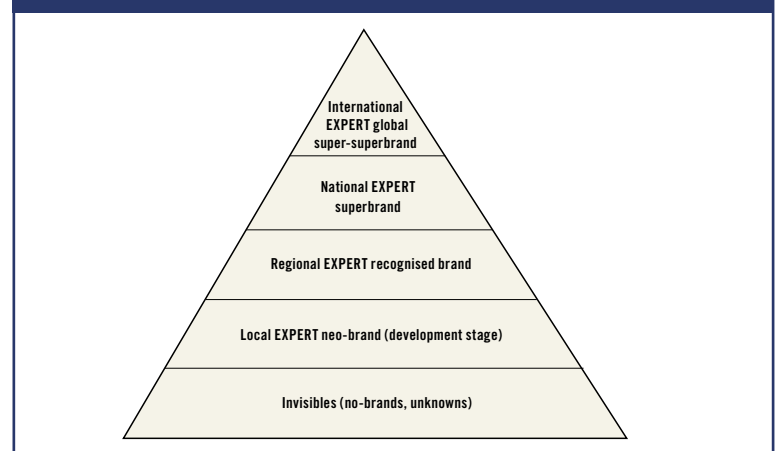
## Individual/personal brands

The careers below offer unlimited opportunities for individuals (ie you), no matter what your area of expertise is, to brand yourself as the expert and present your knowledge professionally in a manner that will make people stand up and take notice of you like never before. And for those of you who really want to play big – go for it.

## Corporate executives, entrepreneurs, general

- Advertising
- Human resources
- Sales
- Management
- Financial and taxation planning
- Real estate
- Information technology
- Training

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Make sure your brand is a positive reflection on you and your company

- Marketing
- Media

#### Political, government, services and ambassadorial

- Politicians
- Bureaucrats
- Military personnel
- Services – police, fire, safety, ambulance, paramedics
- Expatriates
- International affairs

#### Religious and spiritual

- Church elder
- Priest
- Minister
- New age
- Rabbi

#### Associations

- Business
- Not-for-loss organisations (commonly known as not-for-profit)
- Women's groups
- Think tanks
- Environment
- Sports
- Charities

#### Sporting

- AFL
- Athletics
- Rowing
- Football
- Golf
- Formula one, motor racing

#### Health

- Specialist doctors
- Personal trainers
- Stress management
- Complementary medicine
- Nutritionist

#### Entertainment and media

- Arts
- Movies
- Music
- Television

Individual/personal brands can be defined as individuals and/or groups of corporate executives, politicians, entertainers, actors and sportspeople, such as Marilyn Monroe, Michael Jordan, Bill Gates, Lleyton Hewitt, Richard Branson or Russell Crowe.

#### Corporate brands

Corporate, political, educational, charities (non-profit), sporting, media etc. Think IBM, Sony, Virgin, Salvation Army, Microsoft, Shell, Amway, Greenpeace, Harvard University, Yahoo, The All Blacks, Hewlett Packard.

#### Product brands

Packaged goods would include Mercedes Benz, Illy, Omega, Evian, Playstation, Lego, Mont

Blanc, McDonald's, Versace, Mars, Coca-Cola, Minolta, Nike, Tiffany & Co, L'Oreal to name but a few.

#### Service brands

Intangible services such as Visa, American Express, HSBC, Air New Zealand, AOL, MasterCard, Qantas, Hard Rock Café.

#### Event brands

Sporting events, concerts, tournaments, religious, festivals, historical events etc. Olympic Games, Commonwealth Games, The Melbourne Cup, Christmas Day, Passover, Valentines Day, The US Masters.

#### Geographical brands

Countries, cities, tourist attractions, resorts etc. Rome and the Colosseum, New York's Statue of Liberty, London's Big Ben, the Great Wall of China, Paris and the Eiffel Tower ... the list is endless.

#### Spiritual brands

Religious and spiritual figures, occult, esoteric, mythical etc. For example, Jesus Christ, Buddha, Muhammad, Judaism, Medusa. ■

*Jon-Michail, Image Group International's CEO, is an award-winning author, speaker, image coach and past designer with Christian Dior*

## Brokers urged to tell all

**F**raud reporting has taken on a unique form.

Here's the deal: share your experience of fraud in the mortgage industry and you could end up frolicking in Bali.

ProPex, which has been flagging the promotion for just two weeks, said the move was prompted by its own brushes with fraudulent activity. Director Anne Thanudchang cited an ongoing case as an example, where the broker in question allegedly instigated the

scam. "It had to do with valuations and has been going on for a year and a half now," she disclosed. "One of the lenders is actually committing money to investigating this broker who has a bad case history."

Vivian Luu of Megachoice Mortgages was tipped off about ProPex's promotion but won't be participating. "I'm new to the industry and haven't experienced any form of fraud yet," she said.

"But my way of avoiding fraud is not recommending lo-doc

loans unless I know the client very well and know they are well able to service the loan."

The sensitive information involved apparently hasn't deterred brokers from coming forward. Staff members have been fielding some 30 enquiries since the start of the campaign. "People are asking me where do I go, what do I do," Thanudchang said.

Needless to say, the company seeks in-house legal advice before publishing story details on its website. ■

*The articles "Heading Towards XInc-tion?" and "Brokers of the Next Generation" were published in Australian Broker magazine issue 2.15, week ending 19 August 2005.*

*Various defamatory statements published in the above-mentioned articles made imputations that X Inc. Financial Services Pty Ltd was dishonest, unprofessional and insolvent.*

*Key Media Pty Ltd unconditionally withdraws the statements published in the above-mentioned articles and apologises for any harm the statements and their imputations have caused to the business reputation and goodwill of X Inc. Financial Services Pty Ltd.*



#### Sales Manager-Mortgage Broker Sector, Sydney.

Would you like to work for a growing and dynamic Australian software development company providing software solutions to mortgage brokers, receive a great salary, ongoing staff training and an excellent work environment? Here's your opportunity!

We are the leading developers of software for the mortgage origination and broking industry. Our products enjoy huge success in the marketplace having achieved a 100% compound growth over the past 3 years. We operate in Sydney with a client base in every State.

If successful, you will be required to continue to build and enhance our relationship with existing clients, promote additional solutions sales to the client base and expand our client base in all states. To meet these challenges, there will be times where you will be required to travel interstate.

Essentially you will need to demonstrate an excellent client relationship track record and a successful sales track record in selling "solutions" and "services". Exposure and networking within the mortgage broker/origination marketplace would be a distinct benefit but not essential if you can demonstrate your skills and track record in the other requisites.

Software sales experience is not a requirement as training and support will be required to ensure you will be comfortable in performing demonstrations and discuss clients' requirements.

For more information regarding this opportunity please call Finware on 1300 762 444 and ask for John or forward your resume, in confidence, to john@finware.com.au now!