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Your brand value is transferable - What do you believe about it?

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Would you like a bottomless tank of gas for your marketing efforts? There's an energy-rich fuel that has served professionals, merchants and salespeople since the days of kings and caravans and it's a bulwark against bad economic conditions. It's your business belief system.

Your brand occupies a position in the minds that make up your market. What you believe about your brand influences the beliefs of others. You must believe in your company, people, culture and capabilities or your efforts will lose traction. Your brand is either authentic or bogus. If you're indifferent about building positive distinction in your brand, the market will be indifferent to your messages and you'll be less motivated. But when you believe strongly in your organization, you'll transfer that belief, stay on task, and the market will respond.

Brenda Litchfield, CCIM, is a broker at Concord Commercial Real Estate in Concord, N.H. She recalls how people thought she was crazy to leave a secure job in banking and jump into something far more risky: "Becoming a commercial real estate broker was not encouraged by many. My teenager was convinced I was having a mid life crisis, my peers thought I had been laid off and a relative called to offer me a job. However, I was sure that the same metrics that had always held me in good stead would result in a positive experience:

- * Team up with a knowledgeable, ethical and generous mentor.
- * Listen and respond promptly and generously, especially to the customer.
- * Pay attention to those who are giving back, doing well and having fun.
- * Show up early, communicate honestly and do the work.
- * Invest time and effort and money into training.

I was right... customers are easier to please when you're invested in their needs, and the commercial brokerage world is filled with incredibly skilled professionals. I am grateful to be here!"

Here's an excerpt from Concord Commercial Real Estate's recent email marketing spearheaded by Litchfield: "We are frequently asked if we see any good news in the economy. We have experienced a noticeable rise in both sales and leasing activity in the greater Concord area....We attribute our success to proactive marketing that maximizes value for our clients....Our efforts always include a combination of online and print advertising along with the old fashioned process of reaching out directly to our local contacts to find buyers and tenants." There's a fine example of an optimistic message with value differentiation.

Brand new to the real estate industry, Litchfield achieved overnight success in the middle of what is described as "The Great Recession" and loves her new career! Her positive belief system combined with simple, inexpensive marketing efforts is a winning formula that you can apply right now.

Chuck Sink is president of Chuck Sink Link, Hopkinton, N.H.