

How To Give Birth To Your Brand



**Patrick Pretty, Writer And Internet Marketing's Sensational
"Master Of Eye Candy"**

Compliments of Willie Crawford
<http://TheInternetMarketingInnerCircle.com>

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A Drafty Day . . .

INTRODUCTION

It's not bragging when it's the truth; I have traveled the world. I've met the Queen of England, and even passed her the bread and the olive oil. I did so in 1977, the year of her Silver Jubilee.

Earlier that year I met Elvis. Reporters said the Queen did not seem pleased when I called him the “King” during our *repast* together. These same reporters wrote that the Queen gave me a “deadly stare” when I asked if she'd care for more bread with her meal.

That wasn't true at all; I've since received a number of letters from the Queen. She hasn't mentioned the “Bread Incident” once. In fact, she's always been gracious — gracious as a Queen, one might say.

Turned out that 1977 was one of the most memorable years of my life. What made it exceptionally memorable were the meetings with the Queen and Elvis, of course; I still get goose bumps when I think of those meetings.

I also feel a twinge of sadness when I reflect back on 1977. Elvis died later that year. The sadness doesn't last long; the “King” wouldn't be pleased if his fans clung to their grief. One thing that puts a smile back

on my face quickly is the thought that Elvis must be delighted at all the various “sightings” of him.

My personal favorite is the “sighting” at the Kmart in Kalamazoo, Michigan. What a perfectly alliterative place to be sighted.

I’m going to tell you a few more things about my life and then get down to the business of sharing thoughts about branding; I’ll also talk a little about marketing “pluck” and positioning — things that can help you start the ball rolling toward developing your own brand.

It is said that I’ve attended more slumber parties than any person alive.

We have plenty of memories, don’t we, Girls? Please trust that *I’ll never tell what I saw you doing* as I peered down from your bedroom walls. I hope you still have the poster. In case you don’t — and in case you want to relive our Happy Times together — I put an extra-big picture of me on the cover of this eReport.

Feel free to print it out.

And Boys . . . well, like the Girls you’re older now. But we have plenty of memories, too. I hope you still have your “Patrick Pretty Action Figure.” Perhaps you’ve passed it along to your son or daughter for them to enjoy. I feel good that you might have done that. As you

know, I encouraged you in your youth to appreciate small acts of kindness and to pass them along.

Many acts of kindness have been extended to me over the years; I remember all of them. Just recalling them is a source of inspiration.

Thank you, Boys.

Perhaps now would be a good time to show you my Blog post about my meeting with the Queen. It's at the bottom of this page, and I'd be pleased if you'd give it a quick read and return here.

In the pages that follow I'm going to give you some ideas on how to go about branding your Internet Marketing business. I hope you study my ideas and tailor a branding strategy for yourself, one that suits your personality.

You do not have to be a poster model, a figurine, a fixture on magazine covers or the star of your own Saturday Morning TV show to brand yourself. What you need is an *imagination*. (And it doesn't hurt if you love what you're doing. *You'll feel like you're getting paid for enjoying your life.*) Here is the Blog post:

<http://patrickpretty.com/2007/06/have-you-passed-bread-today.html>

'BORROWING' ISN'T BRANDING

My name is Patrick Pretty; “Patrick Pretty” is my brand. I carry it across all of my websites. I “brand” myself in all of my correspondence with customers — even if I’m sending them something from an autoresponder.

I personalize *all* correspondence as much as possible, referring to customers by name. I use my Blog to help build my brand; I also use News Releases and forum posts to carry out my branding strategy.

When someone asks to interview me I provide the person materials that define my brand and how I go about building it.

Branding is something that many marketers ignore. That’s too bad, because a brand is *something that helps you emerge from a crowded field*.

There is a lot of “noise” in Internet marketing, a lot of “copy-cattng.” If someone demonstrates some success with a particular sales letter, legions of marketers “borrow” that sales letter.

This explains why so many sales letters begin with “*Who Else Wants To [Insert Your Activity Here] . . . ?*” Before long the landscape gets

cluttered with such headlines. Because a headline works for one person does not mean it will work for another.

Marketers often don't connect those dots. The most important thing *always* is the product, not the pitch. Regardless, it is possible to sell a bad product with a good headline.

What customers receive in such transactions is a *bad product sold persuasively*. That's not a recipe for repeat business, to be sure. Chances are good they'll remember you sucked them in with a "good" headline; chances are virtually 100 percent they'll remember you for selling them junk

"Borrowing" headlines is not branding, although many marketers tell themselves that it is. *Branding is about you. Everything else is benchmarking.*

This is not to say you shouldn't pay attention to what other marketers are doing. You should pay *very close* attention. If a headline "worked" on you, ask yourself why. If it *didn't* work, ask yourself why. Apply the lesson to your own products. Become an energetic trend-setter, not a passive "borrower." Improve *what's already good*. Set the new standard for excellence!

Adopt the same practice when reviewing sales copy. (Just don't confuse it with branding and assume that if it worked for somebody else, it will work for you. You'll be spinning wheels for months — if not years — if you persuade yourself that a borrowed headline is your ticket to the Easy Life. There are no tickets to the Easy Life.)

Branding is a long-term strategy; it is your signature, your unique stamp on the world of Internet Marketing. Indeed, it is what people know about you or think they know about you.

Your brand does not have to be your given name or even the name of the business. Johnson & Johnson, for example, is the owner of “Band-Aid” brand adhesive bandages.

You likely know a little something about Johnson & Johnson. But you likely know much more about Band-Aids. If you cut your finger, do you think, “I need a Band-Aid” or do you think, “Man, I just have to find that box of adhesive bandages?”

Branding is about becoming part of the popular culture — you know, like *Coca-Cola* and *Google* and *Starbucks* and *Band-Aids*.

Learning ***pluck*** helps you build your brand. The essence of ***pluck*** is to make customers feel comfortable about doing business with you. In short, ***pluck*** helps you reduce customers' fears because it speaks to their hopes.

Pluck is an important part of branding. My eBook, “**Pluck Forever,**” defines pluck and shows readers how I use it to build my business and how they can use it to build theirs.

Pluck is just so *critical* — a skill that *benefits marketers who sell their own products, Affiliate products or both.*

Here are the opening few paragraphs of “Pluck Forever!”:

Let’s begin by asking the two most basic questions, the questions that are taxing the brains of tens of thousands of Internet Marketers worldwide at this very moment:

- 1.) **I’m not regularly converting website visitors into customers and subscribers. Is something missing from my sales copy?**
- 2.) **I’m making *some* sales, but not the total I expected. How can I rack up higher sales?**

In today’s “experience” economy, website visitors demand to see something different before they’ll buy your product or agree to join your mailing list or receive your newsletter.

What they seek is *pluck*, a sort of “signature” to the language and presentation you use to persuade them to buy something from you. They need to feel “right” about you before they’ll open their wallets and pocketbooks and pull out their credit cards.

Pluck is an appeal to your customers' intellect, their rationality, their sense of humor, their desire to experience positive emotions and safe outcomes. It is not to be confused with *hype*, a manipulative, negative appeal to a customer's irrational self, his or her internal fears, including the fear of being left behind or even laughed at for not "getting it."

Here's where you can find information on "Pluck Forever!" You'll note I have a couple of co-stars:

<http://therealsecrets.com/PatrickPretty/>

MY BRANDING STORY

I'll admit, here and now, that I have a very big advantage over you when it comes to branding. Fact is, I became my own brand name in 1964, the year I was voted “The Most Beautiful Little Boy In The World.”

Just a year earlier I'd been “discovered” by famed photographer Hedda Christiansen as she shopped for a morning snack of grapes at Venturella's Golden Dawn Grocery in Siverly, Pennsylvania.

Hedda, who passed away a few years ago, was from New York City. She just happened to be taking a leisurely, cross-country drive from New York to Los Angeles when that irresistible hankering for grapes seized her. This “gotta-have-them-now” feeling caused her to exit the main highway and get on the rural one, the one that led to Siverly, to Venturella's Golden Dawn Grocery, and to *me*.

You're about to read part of a transcript of an interview I did recently with DailyMarketingAce.com. It will help educate you about who I am and why I do what I do:

DOUG: This story about you is well-known, Patrick. But we have some younger people in our audience. Tell them how you got on the map.

PP: I'd like to say it was a case of preparation merging with opportunity, but the truth is that it was just blind luck.

I grew up in Siverly, Pennsylvania. Our home was about a mile from Venturella's Golden Dawn Grocery, the neighborhood store. We had to walk to that store because we didn't have a car. And we walked to that store every day. It's just what we did, and we loved doing it.

One day, when I was 4 years old, I walked to the store with my Mom. She was putting things in her basket and I slipped away to check out the candy. While I was standing in the candy aisle, I caught a whiff of something. It smelled sugary, like candy, but I could just tell it wasn't candy.

I followed my nose toward the source of the smell.

Grapes. Perfectly ripened grapes. Purple grapes and green grapes.

I stood barely at eye-level with the grape table; I just stood there in that sugar cloud, wanting to put one of those delicious grapes in my mouth. But even at 4 I knew that eating a grape without buying it was stealing.

So, I just stood there and looked, my eyes wide and my mouth hanging wide open.

And that's when I heard "click."

I turned toward the source of the click. That's when I saw Hedda Christiansen for the very first time. I even remember my first thought: *That lady has a camera. Why's she taking a picture of me?*

I was scared, and I called out for my mother. She raced to see what was wrong.

"Why are you taking a picture of my son?" my mother asked Hedda.

Hedda gave my Mom a very warm smile — I'll remember that smile until I take my last breath — and then Hedda spoke the words that changed my life, the words that changed all of our lives.

“I'm Hedda Christiansen,” she began slowly, warmly. “I make my living taking pictures.”

My Mom was poor, if you look at the balance sheet only. And yet she was rich in many other ways. She read constantly; I mean, my Mom always was feeding her mind, always had a book or magazine an arm's length away.

My Mom never graduated from High School but knew who Hedda Christiansen was, that she was one of the most celebrated photographers in the world.

“I'm Catherine Pretty,” she said, extending her hand to Hedda. “This is my son, Patrick.”

“Patrick,” my Mom said to me, “I'd like to introduce you to Miss Hedda Christiansen. She takes pictures for a living.”

Hedda Christiansen dined with us that evening; she took her food from the serving bowls on the kitchen table, walked into the dining room, and sat down with us at the dinner table.

She listened to us talk; she helped my Mom with the dishes without being asked, and then she sat on the wrap-around front porch with my Mom long into the night, long after my brothers and sisters and I went to sleep.

Two weeks later I became the ‘child's face’ of the U.S. Grape Federation. Hedda did not send a check. By arrangement with my mother, she sent a painting crew. Those men painted our house, they restored its beauty.

And Hedda helped my Mom establish a bank account and hire an honest attorney. Less than a year later, we were rich *in* the sense of money. But the truth is that we were rich long before that because my mother made us rich by the simple way she chose to live her life.

DOUG: You know, Patrick, I never get tired of hearing that story. You call it luck, but if it *is* luck, it's very *inspirational* luck.

PP: Doug, I know our time is up. But please let me say this: I never tire of telling that story. It's not like the case with the 'Eagles,' the rock band, that I'll tell that story again only when Hell freezes over.

OK, Friend, you've just read the transcript. I love sharing my story. Customers and readers never tire of hearing it.

Sharing your story is a **big** part of branding, perhaps particularly in Internet Marketing, where people routinely lose hope because there are so few things that inspire them.

Want to get excited? Imagine building a brand that not only helps make money for you, but also helps others make money. That is the essence of online success, the ability to create and inspire and help others while you're helping yourself.

It is what Willie Crawford does. He shares stories of hope, stories of success, stories about how hard work and strategic thinking and positioning pay off.

A big part of Internet Marketing is positioning. In short, *one of the best things to do first is **work** to get yourself in position to get into position.*

Developing pluck is something that helps establish your position. It truly is an important skill to learn. So many marketers are **pluckless**.

They see others succeed and race from program to program, never taking the time to develop a personal plan and act on it.

Write Faster *AND* Better. Learn How To “Shape” Your Writing To Keep Readers’ Eyes Glued To The Page.



Patrick Pretty, Writer And Saturday Morning TV Star.

**Write Faster. Write Better.
Avoid The Big Bad 'Blob!'**

The “shape” your writing takes often determines whether customers read your articles and sales letters from start to finish or click off the page. Articles are best viewed as living, breathing things. Like human beings, articles have a definitive shape. As is the case with human beings, some shapes are more pleasing than others. “Write Faster,” a compact eReport by Patrick Pretty, will help you put your articles in the best shape of all.

<http://therealsecrets.com/WriteFaster/>

Pluck is a *mind-set*, part of any successful action plan. It takes energy to implement pluck, to tweak what needs to be tweaked and put the accent on quality and continuous improvement.

Speaking of improvement, I'm about to show you a picture that can't be improved. It's my favorite picture of me, my "publicity still," the last photo Hedda Christiansen took of me. I'll use this photo forever because it captures me in the best possible light.

Others have offered to "jazz" it up using Photoshop and other miracle tools. But I always say no politely; Hedda doesn't need any help making me look good:



Patrick Pretty

(Photo courtesy of Crawford/Brinkley Worldwide Models Inc.)

I use this photo in all my News Releases; it helps keep my face in the public eye. I use it on websites, including my Blog. This photo helps

brand me because it brings back good memories for customers who grew up with me.

Meanwhile, it helps introduce me to a new generation of customers — customers who recognize instantly that beauty is *timeless*, not something that exists in a single era but in *all* eras.

Branding is supposed to do just that: It must pass the test of time, which explains why “Who Else Wants To . . .” is not branding.

Branding requires more than simple substitution; it’s not simply a matter of plugging something in. It’s a long-term strategy, not a flavor-of-the-month approach. It pays dividends over the long haul, which is one of the reasons why it is so important in the consumer world.

I’ll close this report by saying I hope you won’t find yourself in need of a *Band-Aid* anytime soon. When winter or pollen season comes to your neighborhood, I hope you won’t need a *Kleenex*. Perhaps you’ll be so healthy you’ll be able to enjoy many evenings out with family and friends, perhaps sipping on a *Captain and Coke* or a *Samuel Adams* or a soft drink of your choice.

Pepsi, perhaps. Maybe *Mountain Dew* or *7 Up*. Perhaps you’ll stop at *Starbucks* on your way home to pick up a pound to go.

ABOUT PATRICK PRETTY

ABOUT PATRICK PRETTY: “Discovered” by celebrated photographer Hedda Christiansen as she shopped for a snack of grapes at Venturella's Golden Dawn while passing through the tiny town of Siverly, Pa., in 1963, Patrick Pretty rocketed to international fame. His first “job” as “the child's face” of the U.S. Grape Federation soon followed. He was voted “The Most Beautiful Little Boy in the World” in 1964, catapulting him into the upper echelon of child models. For more than 40 years Patrick Pretty has won over audiences with what became known as “the patented Pretty smile.” He has appeared on more than 4,000 magazine covers and acted in more than 300 television shows and commercials.

ABOUT CRAWFORD/BRINKLEY: Crawford/Brinkley Worldwide Models was founded in 1969 by Cindy Z. Crawford and Christie V. Brinkley to serve a single client — 10-year-old Patrick Pretty. The company later began to represent Paul Pretty, Patrick's younger brother. Patrick Pretty acquired the company in 1994 after the founders vanished while vacationing on a yacht off the shores of Bermuda. The investigation into their disappearance remains open. The agency now is headed by the founders' daughters, Cindy X. Crawford-McPherson and Christie Rebecca Brinkley-Moss.

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