



## Managing Your Brand Like a Brand Manager

CORPORATIONS HAVE BRAND MANAGERS WHO ARE RESPONSIBLE FOR CONSISTENT MESSAGING ABOUT THE BRAND. SMALLER COMPANIES AND INDIVIDUALS NEED TO MANAGE THEIR BRAND, TOO.

In *Why Johnny Can't Brand*, marketer Bill Schley said there's a *Big Idea* waiting inside your brand that can make you number one. "Find it and shape it yourself or competitors and customers will do it for you. And we promise, you won't like the tagline."

Manage your brand well and you'll attract the kinds of clients you want, achieve believability in the marketplace, create a higher perceived value for your product or service, and generate opportunities for leadership.

When your competitors are much larger, meeting them head-on in the marketplace is not a winning strategy. Being big has advantages, but so does being small. Small companies and individual proprietorships can use a personal strategy.

First-person writing is powerful. You are "I" and your client is "you". Make it personal.

Social media can help you stand out as someone who's willing to help. Whether it's Facebook, LinkedIn, or some other venue, seek out places where your clients and those you want to be your clients hang out. Take care, though, not to barge in to a new forum and start pontificating.

A new user who tries to impress may look foolish, so read messages for two or three weeks before posting. By then, you'll have some understanding of the group's dynamics and who the most respected members are.

It's time to post when somebody asks a question that you can answer. Provide a concise answer with supporting information. If there's something on your website that would help, provide a link to it. Make sure your signature includes your e-mail address and your website address. **Ω**



## Could Linux Be in Your Future?

DO YOU SOMETIMES WONDER IF YOU COULD LIVE WITHOUT MICROSOFT? OCCASIONALLY THIS IS SOMETHING I DAYDREAM ABOUT, BUT IT STILL LOOKS LIKE A LONG SHOT.

Large organizations would face major challenges in trying to break free from Microsoft because they rely on enterprise applications that extend across the entire company. Open source software is appealing for many reasons, but I seem to be linked inextricably to Microsoft. Windows 10, after all, is a robust operating system. It's more secure than any previous Windows version. Still, I wonder *what if*.

Linux applications are available for all the tasks that are essential to most people. These include word processing, number processing, web browsing, email, photo processing, presentations, audio processing, and video processing.

In fact, if all you need is email, web browsing, and an office suite, there's nothing to stop you from moving to Linux and OpenOffice or LibreOffice today. (more)

## What Are the Alternatives?

ALTHOUGH MANY APPLICATIONS ARE AVAILABLE FOR LINUX SYSTEMS, AN APPLICATION YOU DEPEND ON THAT RUNS ONLY ON WINDOWS OR MACOS COULD BE A BLOCKER.

Here are some of the tasks that are commonly needed:

**Email:** After resisting for many years, I recently selected Outlook as my email application. Although it's not available for Linux systems, Thunderbird is and Thunderbird is a flexible email application. I could live with Thunderbird and Linux.

**Web browsing:** Firefox was, for many years, my browser of choice. Although I still use Firefox for some things, Chrome has become my default browser. Both work on Linux systems, so this would not be an impediment to adopting Linux.

**Website development:** My websites are designed around Dreamweaver's capabilities and the open-source HTML editors I've looked at don't offer the features that Dreamweaver does.

**Photo processing:** Adobe's Lightroom and Photoshop applications are essential and there's

nothing on the Linux side that comes close to matching the applications' capabilities. The GIMP can be configured to look a lot like Photoshop, but I've never been able to make it my friend.

**Typesetting and page layout:** InDesign is the only page layout program I use these days, although I still have a lot of affection for Ventura Publisher. Ventura Publisher doesn't support modern operating system or typefaces and InDesign is available only for Windows and MacOS.

**FTP application:** FileZilla is my preferred FTP application and it's available for Linux.

**Time billing:** If you're someone who bills for your time, Timeslips is an excellent choice. The version I use is old and out of date, but it does what I need it to do. I've found no Linux-based equivalent.

**Office suite:** Word has a lot of features that I don't use. LibreOffice Writer also has features that I don't use and it is more than adequate. As with Word, Excel has a lot of features that I don't use. I could get along with Calc, even though it doesn't support some of the add-ins I use. Access (Microsoft's database program) could be replaced

by MySQL in Libre Office. LibreOffice has a Presentation application that may not be as full featured as Powerpoint, but I could live with it.

**Text processing:** UltraEdit is a text editor without rival on the Windows side. Several open-source competitors exist, but I haven't found one that offers everything UltraEdit does.

**Media players:** iTunes is for Windows and Mac computers only, but who cares. It's a lousy application on either platform. Media Monkey is a good choice for Windows, but isn't yet available for Linux. For video file, the VLC Media Player has Windows, MacOS, and Linux versions. VLC will also play audio files.

**Utilities:** Applications such as SnagIt and 7Zip are two utilities I can't do without on Windows. Screen capture applications exist for Linux, but they are nowhere near as robust as what SnagIt provides on Windows and MacOS. Where once I used WinZip, I now use 7Zip for File compression and it is available for Window, MacOS, and Linux.

As with other aspects of computing (and life in general), you it's important to define your needs as part of the decision making process. **Ω**

## Donate Life: A True and Personal Story

MY OLDER DAUGHTER SUFFERED ACUTE LIVER FAILURE ON MAY 15, WAS UNCONSCIOUS UNTIL AFTER SHE HAD A LIVER TRANSPLANT OPERATION ON MAY 19, AND HAS BEGUN THE LONG RECOVERY PROCESS.

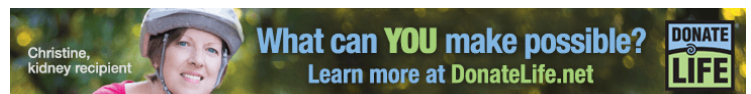
Throughout the week, doctors in the Ohio State University Medical Center's intensive care unit held out hope that the liver might regenerate, but it became increasingly apparent that it would not recover on its own.

On Friday afternoon, Dr. Elmahdi Elkhmmas and a team of about 10 other specialists recommended a transplant operation for three primary reasons: Her condition was not improving, fatal brain swelling was possible, and an excellent donor liver had been located.

Because the liver failure was acute and immediately life threatening, Elizabeth's case was moved near the top of the list. That is why a donor liver was made available so quickly.

By 3pm all family members agreed with the plan and at 4pm she was moved to the surgical area of the hospital for what was expected to be at least a 6-hour operation.

Surgery was complete in less than 4 hours and then we began waiting (possibly several days) for her to wake up in the surgical intensive care unit. Saturday morning she was awake and responding to instructions. By evening she was able to whisper a bit after a ventilator tube was removed.



One day less than a week after the operation, she was discharged.

This is a life-changing operation that will require her to take expensive immune-suppression drugs for the rest of her life, but she now has a life, something that was very much in doubt for a week.

The doctors, nurses, and medical technicians were caring and communicated clearly what their concerns and plans were so that we could make informed decisions every step of the way, but none of this would have been possible had a donor organ not been available.

We have been told that we will be able to contact the donor's family in 6 months to thank them.

I have donated blood for many years and my driver license shows that I am an organ donor, but I never really gave it much thought beyond that. So in a way this has been a life-changing experience for me, too.

You can learn more about organ donation at [DonatLife](http://DonatLife) and many states have their own branches, such as [DonatLifeOhio](http://DonatLifeOhio). **Ω**