

# UPPER ROGUE INDEPENDENT

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PERMIT #128  
EAGLE POINT, OR

## Local author writes "Finding Brand"



Tisha Oehmen

By Ralph McKechnie  
Of the Independent

Branding! Everyone has heard the term, not everyone knows what it specifically means. Now those who do not know, have a ready reference in a work by Tisha Oehmen of Eagle Point.

Finding Brand is a work that has spanned the past couple of years, but is the life work of Oehmen, partner in Paradux Media Group, also of Eagle Point. In a few short words, branding is the essence of the owner and the company they have created. Oehmen points out that branding is more than personality, but it is personality, along with the business image that is portrayed, the "thing" that people see when they look at your company.

Frequently, people make mistakes in the world of business. Some of those might be in trying to be something other than what is the true character of the owner. It wouldn't do for Bill Gates to

try to be Rachael Raye, or for Hulk Hogan to try to pull off a gig as a harpist in a philharmonic. Those people have found what they are supposed to be doing, and they work to project that image, to the best of their ability. Gates is a computer geek, not a professional wrestler; Raye would be lost in the professional wrestling ring, but not in the kitchen; Hogan banging on a keyboard would probably create a lasting impression, but not the type he would like to be known for.

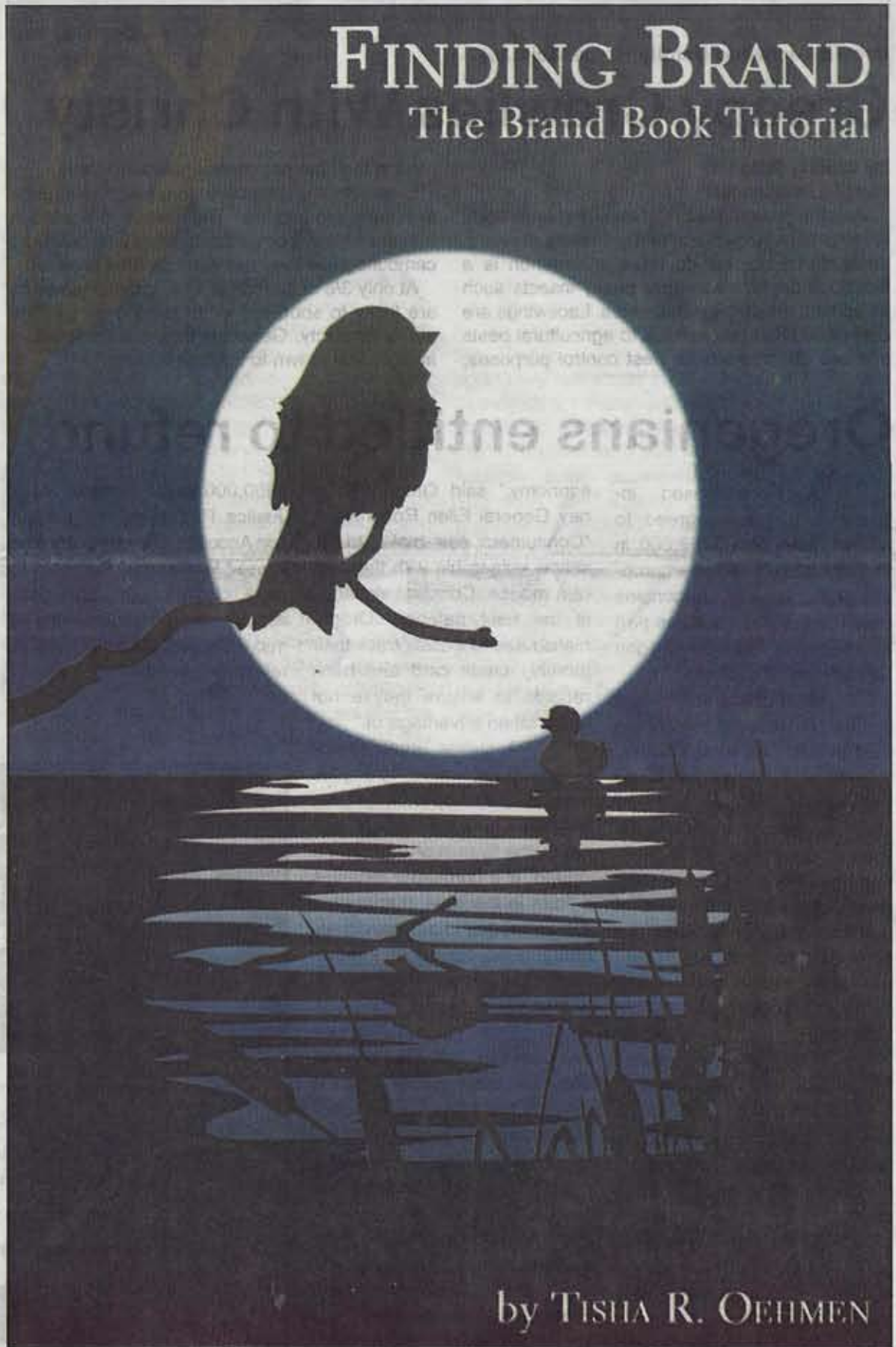
Professional brand strategist and author, Tisha Oehmen says, "the secret to a successful business is branding. Businesses that pay attention to their branding understand what are being offered to their customers. Those businesses are dogged in their determination to provide it, and they make decisions in accordance with bringing the business ever closer to that goal."

Oehmen is a professional brand strategist and a leader in the branding field. She is also co-founder of Paradux Media Group. Eminently qualified to write this book, Oehmen takes the business owner through a lesson plan designed to bring that person ever closer to their goal of being successful in their endeavors. She has been successful in guiding others by teaching a method that assures success. A host of satisfied customers verify that she knows of which she speaks.

Tisha Oehmen walks the reader through the book, beginning with the very basics, finishing with "a Rubber Ducky Brand Book." The layout is designed to guide a person through to a successful end, and each lesson builds upon the previous, making the entire process understandable and more importantly, achievable. There is simply no reason for

**BRAND**

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Finding Brand, the Brand Book Tutorial, a new release from Eagle Point's Tisha Oehmen. This book is a "must read" by business interested in increasing their volume, for becoming recognized, and for making your business unique and special. The book has just been released and is available for purchase through Amazon.com

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failure. Oehmen believes one of the principle reasons for business failure is the lack of branding; having no clear picture of what the business is supposed to look and act like.

Oehmen writes in an easily readable style, despite her obvious high level of intelligence. The book is written with dozens of illustrations and examples, featuring names familiar to everyone, as a convenient guide through the pages.

While Tisha Oehmen agrees that business owners can follow time-worn pathways to success, they often lack one or more of the essential ingredients to "make it happen." Often a business owner is extremely good at one or more important facets of doing business, they are many times lacking in the branding department, and as a consequence, the business suffers. That's where Finding Brand and Oehmen come into the picture. She has built a fool-proof guide to branding so that the entire organization is on the same page at the same time.

Finding Brand is available through Amazon.com either as a paperback for \$19.44 or \$9.99 for the Kindle version.