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## Sticky Branding 12 5 Principles To Stand Out Attract Customers And Grow An Incredible Brand

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Jeremy Miller on Sticky Branding and Bingeable Content

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ML177: Jeremy Miller (Founder \u0026 Pres. of Sticky Branding)

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Chip Heath Made to Stick *How to Position a Brand The Sticky Branding Book With Author Jeremy Miller | Tea At Taxevity #64 Introduction to Real Estate Principles with Bryan Collins Sticky Branding with Jeremy Miller on The Marketing Minute Episode 3 Branding Keynote Speaker, Jeremy Miller @ Rotman School of Management CAFE Family Business FORUM: Jeremy Miller - Sticky Branding MONTESSORI AT HOME: Books on Diversity and Inclusion for Children Sticky Branding 12 5 Principles*

Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand [Miller, Jeremy] on Amazon.com. \*FREE\* shipping on qualifying offers. Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand

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Based on a decade of research into what makes companies successful, Sticky Branding's 12.5 guiding principles are drawn from hundreds of interviews with CEOs and business owners who have excelled within their industries. By following their examples your company will: - Attract more customers - Sell more, faster

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The lessons about focus ("To drive sales and grow a sticky brand, focus on one priority at a time; Volume, Velocity or Value"), simplicity ("Describe your brand in 10 words or less"), and creativity ("The branding strategies and tactics that worked a decade ago are losing relevance") are loud and clear.

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The 12.5 principles of a sticky brand --Part 1: Position to win. Principle 1: Simple clarity --Principle 2: Tilt the odds --Principle 3: Function that resonates --Part 2: Authentic differentiation. Principle 4: Engage the eye --Principle 5: Total customer experience --Principle 6: "That's interesting."

## **Sticky branding : 12.5 principles to stand out, attract ...**

Consider Sticky Branding to be an essential marketing tool to help you build your own sticky brand. Use it daily to keep you focused on building stickiness for your brand. The book is laid out such that the 12.5 chapters (principles) are divided into four key parts: Part 1 -Position to Win Part 2 -Authentic Differentiation

## **Sticky Branding: 12.5 Principles to Stand Out, Attract ...**

Sticky Branding works with you and your team to create momentum and holds your team accountable to real-time results! Learn More "With Sticky Branding's guidance and my team's pure brute force, we doubled our sales performance in 90 days." Paul Emond, CEO of Versature. Proven Strategy That Works.

## **Sticky Branding: Brand Strategy to Grow Your Business**

Miller provides 12.5 principles (using 12.5 is a handy marketing technique) that covers the mindset, principles, and actions that will help a company create a memorable brand or redefine a current one. It is divided into 4 sections that move a reader from planning and assessment through implementation and back again to assessment.

## **Use Sticky Branding if You Want to Gain Repeat Customers ...**

Each principle on its own is not enough to create a sticky brand. The 10 Principles of a Sticky Brand have to come together, and work in concert. And when they do the results are magical. Sticky brands achieve higher profits, more market share and they are their customers' first choice. Search the blog. Search. Subscribe to Our Newsletter.

## **10 Principles of a Sticky Brand**

The Sticky Branding Workbook is a companion guide for the book. It's a quick reference on the 12.5 Principles of a Sticky Brand, and provides additional tools for the exercises in the book. Use this workbook as you read through the book and consider each of the Principles. At the end of each Principle in the book you will discover a set of ...

## **STICKY**

Imagine what growing a Sticky Brand will deliver: Attract more customers. Sell more faster. Inspire employee engagement. Become immune to the competition. Earn higher profits. This is your opportunity. Make your business stand out like an orange tree in an evergreen forest. Make it a Sticky Brand.

## **Sticky Branding (the book): The Best Branding Book**

Sticky Branding's 12.5 guiding principles are drawn from hundreds of interviews with CEOs and business owners who have excelled within their industries. Book Images . Sticky Branding Logos. Jeremy Miller. Bio Photos . Short Bio. Jeremy Miller is a brand strategist and bestselling author.

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