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The 12.5 Principles of a Sticky Brand 20 Part 1: Position to Win 25 Principle 1: Simple Clarity 27 Principle 2: Tilt the Odds 40 Principle 3: Function That Resonates 52 Part 2: Authentic Differentiation 65 Principle 4: Engage the Eye 67 Principle 5: Total Customer Experience 82 Principle 6: "That ' s Interesting. Tell Me More." 94

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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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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,

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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.

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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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