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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

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

This book and its curiously numbered 12.5 principles might The reality is a lot different. Yet it is not just the big multinational companies such as Starbucks and Coca-Cola who can be a "sticky brand".

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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

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

Gain control of your business by being fast, proactive and helpful. Sticky Branding works with you to adjust your business strategy and value proposition to find new customers and sources of revenue taken by Covid-19.

Sticky Branding: Brand Strategy to Grow Your Business

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

Sticky Branding (the book): The Best Branding Book

Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand Paperback – Jan. 10 2015 by Jeremy Miller (Author) 4.5 out of 5 stars 55 ratings

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In the book *Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand*, working in a family-owned recruiting business, he recalls watching sales leads dry up before his eyes. His company's leads and revenue continued a downward spiral after 2004, following a series of unfortunate circumstances.

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

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He not only developed the 12.5 principles of Sticky Branding himself but has applied them and proven that they can work for you - if you work them. *Sticky Branding - Your Essential Marketing Tool* Consider Sticky Branding to be an essential marketing tool to help you build your own sticky brand.

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Since our inception in 2011, Sticky Branding has been based on the belief that anyone can grow a Sticky Brand. Branding isn't about logos or taglines, branding is about the bond you form with your customers — a bond where they choose you first. When your customers know your brand, like it, and trust it, they will choose it first.

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