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that enable you to begin telling your brand's story from the inside out. It's the foundation upon which you can differentiate your brand and make emotional connections with the kind of clients and customers you want to serve.

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product and service has
two elements. The
cookie.... the

commodity, the utility,
the tangible, the facts,
the logical benefit. The
cookie is the thing you
put in the shop window
which has a fixed

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inherent value. Then there's the fortune, the intangible part of the product or service which is where the real value lies.

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In The Fortune Cookie Principle, she's identified 20 keys to a great brand story. Here

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Each brand comes with a fortune and a cookie, so you have to think

about both. Develop

your brand's vision with three questions.

Make sure your brand's location and content

align with the story you want it to tell.

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offers a framework consisting of twenty keys to help you begin telling your brand's story from the inside out.

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consisting of 20 keys that enable you to begin telling your brand's story from the inside out. It's the foundation upon which you can differentiate your brand and make emotional connections with the kind of clients and customers you want to serve.

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I've been working to get my new book into your hands for the past nine months, so I'm thrilled to let you know that *The Fortune Cookie Principle: The 20 Keys to a Great Brand Story and Why Your Business Needs One* is now available on Amazon.

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actually shapes and

builds it. Of course, you

give them a head start

by sharing the story and

the message, but your

customers have a say in

creating the ending.

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