

# The Contagious Commandments: Ten Steps to Brand Bravery



## The Contagious Commandments: Ten Steps to Brand Bravery by Paul Kemp-Robertson

★★★★☆ 4.7 out of 5

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In today's cluttered and competitive marketplace, it is more important than ever for brands to stand out from the crowd. Brands that are brave, authentic, and relatable are the ones that will resonate with audiences and drive business success. The Contagious Commandments are a set of ten principles that provide a roadmap to creating contagious brands that connect with consumers on an emotional level and inspire them to take action.

## The Ten Contagious Commandments

1. **Be Brave:** Don't be afraid to take risks and push the boundaries. The most successful brands are the ones that are willing to experiment and innovate.



2.

3. **Be Authentic:** Be true to your brand values and purpose. Don't try to be something you're not, because consumers will see right through it.



4.

5. **Be Relatable:** Connect with your audience on a human level. Share stories that resonate with their experiences and make them feel seen and understood.



6.

7. **Be Consistent:** Maintain a consistent brand identity across all platforms and touchpoints. This will help consumers to recognize and remember your brand.



8.

9. **Be Creative:** Use creative storytelling to engage your audience and make your brand memorable. Be different and stand out from the competition.



10.

11. **Be Social:** Engage with your audience on social media and other online platforms. This will help you build relationships and create a community around your brand.

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12.

13. **Be Purposeful:** Have a clear purpose and mission for your brand. This will guide your marketing efforts and help you to connect with consumers who share your values.



14.

15. **Be Patient:** Building a brand takes time and effort. Don't expect to become an overnight success. Stay consistent with your brand building efforts and eventually you will reap the rewards.



16.



By following the Contagious Commandments, you can create a brand that is brave, authentic, relatable, and contagious. Such brands inspire loyalty, drive business success, and create a positive impact on the world.



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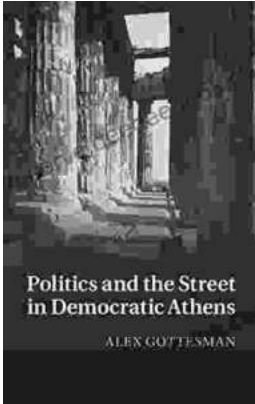
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