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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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In The Fortune Cookie Principle, she 's identified 20 keys to a great brand story. Here are my favorite three: Each brand comes with a fortune and a cookie, so you have to think about both.

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

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The Fortune Cookie Principle (豆瓣)

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

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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.

Book Review: The Fortune Cookie Principle - Indie Business ...  
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