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Checklists

From the book: **Rocket: Eight Lessons to Secure Infinite Growth**

Book by **Michael J. Silverstein, Dylan Bolden, Rune Jacobsen, Rohan Sajdeh**

Apostle Brands & Customers

- ❑ Apostle brand is deeply focused on what customers really want.
- ❑ What apostle brands do better than their rivals is to convert customers into ultra-loyal followers.
- ❑ Apostle Customers are personally responsible for a full 20 percent of the sales and 40 percent of the profits of their favorite brands.

Strong Brands & Weak Brands

- ❑ Strong brands sell without promotion.
- ❑ Weak brands sit on shelves, waiting to be scooped up at a steep markdown by bargain hunters.
- ❑ Great brands celebrate consistency and deliver smiles.

Critical Elements for Success as Apostle Brand

- ❑ **“Inspire”**. begin with a bold and unique vision, a vision that is conceived and articulated by a highly committed, creative, often obsessed leader. The vision is authentic, purposeful, and motivating.
- ❑ **“Empathize”**. The creators of apostle brands are listening to and empathizing with consumers. They fully understand their consumers.
- ❑ **“Dazzle through design”**. Apostle brands, products, services, and retail systems include features that respond directly to consumers, most ardent needs, wants, and dreams.
- ❑ **“Innovate and refine”**. Clear, real, and widely known for the fundamental value proposition.

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- ❑ **“Engage and evangelize”**. Make customers satisfied with product features and utility.
- ❑ **“Treat people well”**. Apostle brands are doing well by all the people they touch, their customers, their employees, and the communities where they make and distribute their goods.

Don't Ask Your Customers What They Want

- ❑ Invent according to an economic anomaly.
- ❑ Relentlessly fill space.
- ❑ Create waves of demand, with the invention, delivered every quarter.
- ❑ Build out a demand chain that sources at the best price, delivers seamlessly, and permits you to chase trends with reorders.
- ❑ Invent in fixed-cost promotions that can be amortized against your superior scale.
- ❑ Create adjacent businesses that target consumers of the same gender at different ages.
- ❑ Use your cash to invent the next big wave.

Woo Your Biggest Fans

- ❑ Work the first store to produce a replicable model.
- ❑ Go beyond an initial set of product ideas to a more expansive market.
- ❑ Hire the best workers you can. Train them relentlessly and cheerfully, and pay them more than the competition.

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To deliver consistently, we have lots of things, for example, checklists like these. To deliver the best practices, we read, we process information, we discuss and share and

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