

The Power Of Unpopular A Guide To Building Your Brand For The Audience Who Will Love You And Why No One Else Matters

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Praise for The Power of Unpopular "Being popular may get you elected to public office, but if you want to be successful in business, you need to understand the power of being unpopular. Erika Napoletano clearly and cleverly lays out the path to unpopularity, a critical new paradigm for business success."

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The difference between " unpopular " and " unlikeable " (and why they ' re very different) The one reason you ' re allowed to stay in business from one day to the next Case studies about wildly successful, privately-owned companies built by entrepreneurs — just like you — including exact details on what they did to get from where they started to where they are today.

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[By Erika Napoletano The Power of Unpopular: A Guide to ...](#)

The power of unpopular is really knowing your target audience and sticking to it. In the book she brings up a good point, not even Walmart, the largest retailer in the world, can please everyone. So instead of trying to make the most people happy, and becoming the most popular brand, she suggests you stay focused on a niche group.

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The Power of Unpopular highlights the transformation of passion to a meaningful brand – knowing who you are and developing the reason why someone would care. Napoletano shares an explanation of why " building a brand is a ton of work " in an engaging mix of facts and realism.

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Every successful brand in history is inherently unpopular with a specific demographic. Somewhere along the way, people felt they had to be popular in order to be successful, when in fact, the opposite is true. The brands playing in the space you want to dominate have already figured out the inherent...

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The Power of Unpopular simply—and bluntly—explains concepts that you can immediately graft onto your existing business strategies: Discover your brand personality and explore what you gain from taking a stand. Find the people who will benefit from what you have to offer, and then tell them a story that they want to hear

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