

Essence Marketing[©] Commandments

1 There are no competitors,
only partners!

2 Value comes long
before profit.

4 Branding is more
than name calling.

3 Marketing, yes!
Fulfillment, yes!
Sales, no!

5 Think five dimensionally—time,
service, opportunity, speed & value.

6 Today technology is free. If you can dream it—it
already is proven, affordable and readily available.

7 Ideas that add value at an ever
increasing rate are priceless.

8 Customers have names,
use them.

9 The best story told by the
best story teller wins.

10 Create value to the
10th power.

