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Every idea, innovation, product and service has two elements. The cookie.... the commodity, the utility, the tangible, the facts, the logical benefit. The cookie is the thing you put in the shop window which



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has a fixed inherent value. Then there's the fortune, the intangible part of the product or service which is where the real value lies.

**Bernadette Jiwa**

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In The Fortune Cookie Principle, she's

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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. 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. Develop your brand's vision with three questions. Make

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sure your brand's location and content align with the story you want it to tell.

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Quick Summary: “The Fortune Cookie Principle” demonstrates, through a plethora of examples, that, in the business

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World of today, much more important than how good you are is how well you tell 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 is a brand building framework and communication strategy consisting of 20 keys that enable you to begin telling your brand's story from the inside out. It's the foundation upon which you can differentiate your brand and make emotional connections



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with the kind of clients and customers you want to serve.

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