

The Maverick's Book of Branding

3 Ancient Steps to become an
unforgettable Maverick Brand

Introduction

There are no unbreakable rules of branding.
All rules, if they exist, are breakable.

The rules didn't exist once; the mind brought them forth.
It has to be the mind that will dissolve them.

Till we believe in rules we are limited by them.
It is true that what we believe in becomes our reality.

So if we believe we need the rules, we do. If we believe we don't, well, then we don't.

All rules are made by the mind but then they limit the creative power of the mind itself.

Imagine a spider spinning a web and then getting caught in it.

That's us, till we decide to become free.

Remember, there are no unbreakable rules of branding.

Not even the ones that are revealed now!

FACT 1

- WE ARE ALL BRANDS, EITHER CONSCIOUS ONES OR UNCONSCIOUS ONES.

FACT 2

- Since you are always going to be a brand, whether you like it or not, it serves you to become a conscious one.

A Maverick's Creed

- I am a maverick!
- I create a new 'NOW' and thus, a new future.
- I do not live under the dictates of the past.
- I learn from the past, and then drop it. I arrive here – 'NOW' – totally new.
- When I am totally new, what I create is totally new.
- I turn emptiness (thought/idea) into form (product/service).
- I turn no-thing into some-thing.
- I live in the world of infinite possibilities.
- I create a new possibility for my-self and others.
- I am a creator.
- I am true to my-self.

**3 Ancient Steps to
become an
unforgettable
Maverick Brand**

Step # 1

'NO'

Your Self

- All your motivations are external

Step # 2

‘KNOW’ Your Self

- **Arrive at your own truth**

‘NO’



“KNOW”

‘KNOW’

K = Knowledge

Learn from the masters.

**Gather maximum information from the
experts.**

Learn the lessons.

Forget the experts.

‘KNOW’

W = Wisdom

Apply the lessons you have learned.

Experience your own truth.

Use your truth to brand your-self.

Make your own rules.

Step # 3

‘GROW’ Your Self

- Be the best you can be. Choose, Create, Grow.