

THE TEN PRINCIPLES FOR BRAND FAME AND PROFIT.

ACTIVE INGREDIENTS

10 PRINCIPLES

01 Product is king.	02 Invisible is enemy.
03 Truth triumphs, always.	04 Simple beats clever.
05 Craft shows love.	06 Humor opens wallets.
07 Wrong could be right.	08 Risk creates rewards.
09 Dull is expensive.	10 Feelings refine facts.

⚠ **WARNING**

May cause brand fame, cultural relevance, and excessive profitability. Side effects include interesting work, loyal audiences, and the inability to settle for ordinary. Keep out of reach of mediocre briefs.

CLINICAL EVIDENCE Decades of research, practice, and work that set the standard.	DOSAGE Apply daily. All 10 at once.	KEEP IN Plain sight. On every wall.
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