

Al Ries Quotes

*Mind, Marketing, Business, Focus, Brands, Products, Way, Successful, People,
Law, Sacrifice, Names, Advertising, Powerful, Essence, Enough Time,
Happens, Generic Name, Leader, Needs*

A branding program should be designed to differentiate your cow from all the other cattle on the range. Even if all the cattle on the range look pretty much alike.

~Al Ries

Positioning is not what you do to a product. Positioning is what you do to the mind of the prospect.

~Al Ries

Strategy and timing are the Himalayas of marketing. Everything else is the Catskills.

~Al Ries

A brand should strive to own a word in the mind of the consumer.

~Al Ries

The essence of positioning is sacrifice. You must be willing to give up something in order to establish that unique position.

~Al Ries

Marketing is not selling. Marketing is building a brand in the mind of the prospect.

~Al Ries

A successful branding program is based on the concept of singularity. It creates in the mind of the prospect the perception that there is no product on the market quite like your product.

~Al Ries

What's your brand? If you can't answer that question about your own brand in two or three words, your brand's in trouble.

~Al Ries

THE LAW OF THE CONTRACTION: A brand becomes stronger when

you narrow its focus.

~Al Ries

What should a brand leader advertise? Brand leadership, of course. Leadership is the single most important motivating factor in consumer behavior.

~Al Ries

If you want to build a brand, you must focus your branding efforts on owning a word in the prospect's mind. A word that nobody else owns.

~Al Ries

To get into the consumer's mind, you have to sacrifice. You have to reduce the essence of your brand to a single thought or attribute. An attribute that nobody else already owns in your category.

~Al Ries

Everyone is interested in what's new. Few people are interested in what's better.

~Al Ries

A laser is a weak source of energy. A laser takes [only] a few watts of energy and focuses them in a coherent stream of light. But with a laser, you can drill a hole in a diamond or wipe out cancer.

~Al Ries

The next generation product almost never comes from the previous generation.

~Al Ries

The most powerful concept in marketing is owning a word in the prospects mind.

~Al Ries

Positioning is how you differentiate yourself in the mind of the prospect. That is, you position the product in the mind of the prospect.

~Al Ries

The best way to make news is to announce a new category, not a new product.

~Al Ries

Today, communication itself is the problem. We have become the world's first overcommunicated society. Each year we send more and receive less.

~Al Ries

Advertising is the way great brands get to be great brands.

~Al Ries

Branding is simply a more efficient way to sell things.

~Al Ries

Your brand's power lies in dominance. It is better to have 50% of one market, instead of 10% of five markets.

~Al Ries

The crucial ingredient in the success of any brand is its claim to authenticity.

~Al Ries

Marketing is what a company is in business to do. Marketing is a company's ultimate objective.

~Al Ries

Changing the direction of a large company is like trying to turn an aircraft carrier. It takes a mile before anything happens. And if it was a wrong turn, getting back on course takes even longer.

~Al Ries

Only brand names register in the mind... What you should generally do is take a regular word and use it out of context to connote the primary attribute of your brand.

~Al Ries

Customers want brands that are narrow in scope and distinguishable by a single word, the shorter the better.

~Al Ries

The real barrier (to building a brand) is the human mind. It normally takes decades to build a brand because it takes decades to penetrate the gray matter in between your ears.

~Al Ries

The Internet is the ultimate in brand-centered buying.

~Al Ries

The Law of the Generic: One of the fastest routes to failure is giving a brand a generic name.

~Al Ries

Strategy should evolve out of the mud of the marketplace, not in the antiseptic environment of an ivory tower.

~Al Ries

It's better to be first in the mind than to be first in the marketplace.

~Al Ries

It normally takes decades to build a brand... It's the forgetting of the old truth that allows a person to accept a new truth. You need to allow enough time for this forgetting to take place

~Al Ries

War and marketing have many similarities.

~Al Ries

Good things happen when you narrow your focus.

~Al Ries

Related Links:

- Mind Quotes
- Marketing Quotes
- Business Quotes
- Focus Quotes
- Brands Quotes
- Products Quotes
- Way Quotes
- Successful Quotes
- People Quotes
- Law Quotes
- Sacrifice Quotes
- Names Quotes
- Advertising Quotes
- Powerful Quotes
- Essence Quotes
- Enough Time Quotes
- Happens Quotes
- Generic Name Quotes
- Leader Quotes
- Needs Quotes