

# Chris Brogan Quotes

*People, Marketing, Media, Important, Trying, Entrepreneur, Helping, Social  
Media, Accepting, Priorities, Stories, Real, Choices, Praise, Opportunity,  
Agents, Support, Inspirational, Needs, Community*

Don't settle. Don't finish crappy books. If you don't like the menu, leave the restaurant. If you're not on the right path, get off it.

~Chris Brogan

Cultivate visibility because attention is currency.

~Chris Brogan

Ask yourself this question CONSTANTLY: where can I add the most value to what matters most to me and the people who care about me?

~Chris Brogan

Your day is your week is your month is your year.

~Chris Brogan

Marketers need to build digital relationships and reputation before closing a sale.

~Chris Brogan

Stories are how we learn best. We absorb numbers and facts and details, but we keep them all glued into our heads with stories.

~Chris Brogan

Fear is at the heart of most of our worst choices.

~Chris Brogan

Social media puts the "public" into PR and the "market" into marketing.

~Chris Brogan

The goal isn't more money. The goal is living life on your terms.

~Chris Brogan

Your excuses will never be as good as the story of how you got it done.

~Chris Brogan

If you're not writing your own story, you're a character in someone else's.

~Chris Brogan

Own your words. Your words are the maps to your intentions.

~Chris Brogan

If you can't find your own center and love for yourself, nothing else works.

~Chris Brogan

Tell more people that you love them. You never know how much they might need it.

~Chris Brogan

Don't treat your customers like a bunch of purses and wallets.

~Chris Brogan

No matter what, the very first piece of Social Media Real Estate I'd start with is a blog.

~Chris Brogan

Bravery comes when you commit to doing the work.

~Chris Brogan

To trust agents, hyperlinks are the twenty-first-century equivalent of the name-dropper.

~Chris Brogan

If you're not on the right path, get off it.

~Chris Brogan

Content marketing is weaponized storytelling.

~Chris Brogan

The inbox is the perfect delivery system of other people's priorities.

~Chris Brogan

For every day we don't unlock our own value, we remain plugged into our other identity.

~Chris Brogan

Business is about belonging which means inclusion is the new black.

~Chris Brogan

In a way, the web is like your Hollywood agent: It speaks for you whenever you are not around to comment

~Chris Brogan

To truly know what works, you have to learn what doesn't work first.

~Chris Brogan

Never try to be a thought leader. There's no value in that. Instead, try to add value.

~Chris Brogan

Between your brain and your mouth (or your fingers) is magic: your power to choose what you say next. Use that magic.

~Chris Brogan

The difference between PR and social media is that PR is about positioning, and social media is about becoming, being and improving.

~Chris Brogan

Celebrate small victories often. Mourn failures quickly. Do what's necessary without fanfare.

~Chris Brogan

Guide them where you want them to interact with you.

~Chris Brogan

Complexity serves nothing but our ego. Be able to say what you do in a way that people can understand.

~Chris Brogan

Treat praise like criticism: refuse to accept either.

~Chris Brogan

Mission + tools. That's really what it takes to have focus...you fail at focus because whatever you are trying to focus on isn't important enough to you.

~Chris Brogan

Ideas have a shelf-life. Share yours, let others collaborate, and you'll get new ones.

~Chris Brogan

The key is, no matter what story you tell, make your buyer the hero.

~Chris Brogan

If we don't support the people who support us, what are we going to do?

~Chris Brogan

There's no value to working hard on being really popular.

~Chris Brogan

People who connect and build fluid relationships are trust agents.

~Chris Brogan

While face-to-face is just as important as it ever was, now that we've got all kinds of new tools, let us tighten bonds in between those in-person moments.

~Chris Brogan

Any opportunity to be helpful is an opportunity to earn money.

~Chris Brogan

My bank does not accept likes.

~Chris Brogan

We exist to serve our community. That's the most important mind-set to maintain.

~Chris Brogan

When the people who support and are a part of your community, the community you have the pleasure and power and opportunity to serve, that's where all the best business happens.

~Chris Brogan

If you accept all the praise, you have to accept all the critics.

~Chris Brogan

Walt Disney believed in himself instead of worrying what others were saying.

~Chris Brogan

Don't ever think that somebody isn't important or not good enough, because you never know which way the road will take you.

~Chris Brogan

An owner is someone who chooses to own their life, own their choices, and own their future.

~Chris Brogan

You can't fake community, you can't force it, either.

~Chris Brogan

Raise up the people beside you & quit worshipping those above you.

~Chris Brogan

Surrounded yourself with brilliant people. You can't HELP but grow when that happens.

~Chris Brogan

An inventor creates something that works. An entrepreneur creates something that others will buy.

~Chris Brogan

Try to help people rather than focusing on what's in it for me.

~Chris Brogan

Email is a system that delivers other people's priorities to your attention. It's up to you to decide when that priority should be managed into your world. It's not the other way around.

~Chris Brogan

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