



@The Decalogue + 1 of Feminine Communication.

1. **Speak assertively;**

Do what you want without hurting anyone and making it clear why you do it, without being “accommodating”. Choose the words so the communication is reassuring. Direct and explicit. We can’t please everyone. The commitment of not wanting to be against your intention is the engine that powers boldness. Is brave, daring and invites us to learn to say no.

2. **Humanizing the message;**

It should begin from the emotion, from the interior of oneself, from the heart. We communicate from experience, and from knowledge. Everyone feels and live emotions. Expressing feelings, speaking from the perspective of oneself humanizes the message, the brand and makes it more credible. A communication that looks into the eyes.

3. **Transparent Communication;**

True, transparent and real messages make the brand part of the consumer’s intimate environment and by this we make it more ours. A brand that is transparent inspires reliability. This value is linked directly with the brand fidelity. We will show and say that we do it right.

4. **Be accomplices;**

Is the great feminine attribute. The complicity to create a link with the target receiver and making us feel they have imagined that product and communication for me. That complicity to tune with our client and to be perceived real and sincere. As one of our own. The complicity is a nod to us.

5. **Be inclusive;**

The women is tired of being ignored, invisible and excluded. There for the communication that includes, integrates and sees her will be the ONLY valid communication. Only that language will connect and react to her consumption. If the brand communication ignores me, I will ignore the brand. Be inclusive is to look together to see well.

6. **Be and experience from empathy;**

Just putting on the skin of our target audience, we will know the truth about what they need and feels. Projecting from the emotion of the channels and

messages that will help us develop a truth message and credible. This will work only if we LIVE IN THEIR REAL SHOES, if we live their experience from their values. Empathy to understand.

7. **Back to the informal: one-to-one;**

The one-to-one is part of our way to reach out to others. One-to-one in branding and communication is to promote support, is to generate closeness that makes me feel part of the message and incorporated to the value chain. Is co-creating the products together without intermediaries, from the brand to the consumer.

8. **Prescribe what we like;**

To recommend is what our clients need to do for us. A product recommended is the best communication strategy to capture new clients. A woman recommends something that she likes 27 times more than men. When suggesting we are coherent of our behavior, we become brand ambassadors; we are part of the brand.

9. **Learn to talk;**

The market is a big 3 way conversation: the brand, the consumers and the market. Between these 3 agents of dialogue we need to SPEAK and ask the consumer what does he wants and give him the chance to BE LISENT. Create real and virtual spaces for this dialogue.

10. **Think in the solution, be Effective;**

Think about the solution in the moment of elaborating the message and to create new products. We need to create a message that solves and helps in all those hundreds facets of a women’s life. A practical solution that compromises with common sense.

10+1. **Negotiate in GREY;**

White or Black doesn’t convince anymore, grey responses to a variety of refinements where it comes the full range that we have to find options that makes more happy people and groups. Where everyone wins. The big gun for Grey is the INTUITION + CREATIVITY to get in the center path.

Grey= white + black; Grey= you + me