© 2019 Lida Hujić

ALPHAS

NOT FOR DISTRIBUTION – THE 2.5% EXCERPTS –
@ Lida Hujić 2019, All Rights Reserved

© 2019 Lida Hujić

ALPHAS

Style leaders, ahead of the curve, who are the first to know

Alphas drive the messenger continuum. Theirs is the relevant word of mouth. They operate according to the tacit rules of cool's self-conscious elitism, which we have outlined in the "cool" section earlier on. Hierarchies of distinction are built according to who's the first to know while the worthiness of messages is evaluated according to who told you the news.

We'll divide the Alpha types between Alpha Trend Setters, of which there are three main categories, and Taste Makers, of which there are various sub-types. Alpha Trend Setters create as well as put a seal of approval on new ideas (because not all new ideas are cool – that currency needs to be earned!). Taste Makers are purveyors of cool. Their role is to translate the cool new ideas to make them palatable for the Early Adopter.

ALPHA

- understands the cool ideology of authenticity
- the first to know
- drives messenger continuum
- forms alternative identity in reaction to the macro climate
- influencer, who influences influencers

NOT FOR DISTRIBUTION – THE 2.5% EXCERPTS –
@ Lida Hujić 2019, All Rights Reserved