

# Exponential Brand Sightings

**To practice and orbit mindset, just browse your favorite business news.**

Look for articles talking about new business or marketing strategies of various brands.

You will start to notice that some companies are more push and others are more pull. Some are building orbits, and some are still pushing products.

When you find a sighting that seems like an orbit strategy, look for the gravity generators we've explored in this guide

1. **Intrinsic value**
2. **Peer connections**
3. **Social transactions**
4. **Little Data**
5. **Return on engagement**

