

# BACK COVER COPYWRITING

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## *The Anti-Marketing Manifesto*

By Michelle Lopez Boggs

### **About the Book:**

*Do you want to build a sustainable, ethical, and profitable business without feeling like a sellout?*

*Are you willing to be your true self in business and accept the consequences—and rewards—of doing so?*

People are sick to death of being targeted, manipulated, and conned into sales that don't enrich their lives. Humanity deserves better than predatory marketing. Customers want to do business with real people, not fakes. They want the truth—*your* truth—not your BS.

In today's age of increasing transparency, you have to look inside and get 100% real with yourself. With her sharp, expressive writing style, veteran anti-marketer Michelle Lopez Boggs walks you through her unique philosophy for selling without being a sellout.

In this book you'll discover:

- Why customers are done with predatory marketing and why you should use the MEI principle—Motivate, Educate, and Inspire—as the foundation for all your content and communication
- How being your true self (flaws, emotions, quirks, and all) is the most valuable currency and the most satisfying path to profits
- How to infuse your unique voice, personality, talents, and perspectives into every facet of your business (from your packaging and email newsletter to your funnel) and how critical this is for growth
- The profit-butcher enemy of your attention—and what to focus on instead
- Why you should keep the three ride-or-die essentials on your desk (and learn to say “f\*ck everything else”)

Part sales and marketing, part self-development, and packed with examples and research, *The Anti-Marketing Manifesto* will guide you to big profits by bringing your best to the people you're here to serve.

### **About the Author:**

Michelle Lopez Boggs left her customer service job in 2006 to start her writing business and never looked back. One of her first projects was editing and performing research for the New York Times bestselling book *Columbine* by Dave Cullen. Armed with a BA in English/Creative Writing, she worked as a technical writer, then switched to copywriting, editing, and finally, anti-marketing.

Based in Colorado, Michelle now teaches business owners to follow the MEI principle—Motivate, Educate, and Inspire. She has helped her clients sell millions of dollars' worth of products and services online by writing as their true selves and crystallizing their human emotions onto the “page.”

For more information, visit: [www.antimarketingmanifesto.com](http://www.antimarketingmanifesto.com).