

THE

ANTI **MARKETING**

MANIFESTO

How to Sell Without
Being a Sellout

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To my former self: I wish you'd known all of this the day you started your business.

To my future self: I am so proud of you!

F*ck Marketing, Or Why I Became an Anti-Marketer

“We live in the most marketed-to culture in the history of the world. Marketing in and of itself is not evil. But the very essence of marketing . . . is to plant some level of dissatisfaction, discontentment, until I get that item.”

— Dave Ramsey

Predatory marketing is a plague on society. It drives us into debt, depletes our bank accounts, gets us addicted to shitty products, makes us fat and sick, ruins the environment, causes us to doubt and question ourselves, scams us out of our individuality, and robs us of our freedom, hopes, dreams, and humanity.

And that’s just for starters.

Predatory marketing also strips away our dignity with condescending ads and commercials. It stalks us with intrusive target marketing, usually without our consent.¹ With its lame scripts, tired formulas and templates, and huge marketing budgets, predatory marketing constantly urges us to be brainless consumers, miserable and stewing in our own discontent, until we cave in and buy someone’s toxic product.

1 VPRO. “Shoshana Zuboff on surveillance capitalism | VPRO Documentary.” YouTube video. 49:59. Posted Dec. 20, 2019. <https://www.youtube.com/watch?v=hIXhnWUmMvw>.

Billions of dollars are spent on consumer research, as if we're nothing more than specimens behind a glass, for the sole purpose of manipulating our buying behavior. Predatory marketing is about finding smooth, clever ways to con us out of our life while enriching the wallets of those who use it. I'm so sick of this BS, and I want something better for humanity—and my fellow business owners.

#FuckMarketing.

As an ethical, kind-hearted, forward-thinking business owner with a positive, beneficial product or service that you likely poured your heart and soul into creating, you're probably just as disgusted by predatory marketing as I am. And you're determined to do things in a better way.

There *is* a better way to grow your business: anti-marketing.

GROW YOUR BUSINESS WITH ANTI-MARKETING

Anti-marketing is the art of selling without being a sellout. It's about bringing your true self into all aspects of your business while being 100 percent real with people. That's it. That's why we're here.

In a world where predatory marketing creates billions in revenue by bullshitting everyone, you, as an anti-marketer, will make bank by telling people the truth, sticking to your values, and doing everything in service to your customers. You'll grow your business by being a giver, not a taker. You'll increase your profits by motivating, educating, and inspiring (MEI'ing) people, not manipulating them. I know it sounds simple, and it is. Not only that, it's worth it. Predatory marketing makes everything complicated, but an anti-marketer lives and dies by the rule of keeping shit simple. I wrote this book to give business owners a new way to think about how they grow their business and why they should do it in a way that honors their true self and their values, no matter what.

I have a unique background that helped me write this book. This includes a BA in English/Creative Writing, which was focused mostly on beautiful prose and story structure. I also have a professional background in copywriting, which is focused on making sales. I combined these two skill sets—sales writing and creative writing—and forged my own path in “anti-marketing.” In 2006, I quit my day job in customer service to start my writing and editing business.

The word “anti-marketing” didn't enter my awareness until years later, after I'd begun working with a client who was unlike all the rest. He embodied the principle of being your true self in business no matter what. Other clients I'd

worked with had done a lot of hiding, apologizing, and modifying themselves to fit the fleeting whims of the marketplace.

The past fourteen years have taught me the value of being true to myself in life and business. I've had plenty of experiences *not* being true to myself, which I share throughout this book. And let me tell you, it was never worth it.

I've helped my clients make sales online by writing and producing engaging content that reflects their true voice. I've helped them build their email lists and write directly to their customers, all while weaving my creative writing and editing skills into the final product. Customers find this kind of writing fun and enjoyable to read, and they *buy* out of a sense of genuine inspiration. Some of my clients have used the Anti-Marketing Manifesto to build seven-digit profits—all ethically earned. I've used it to craft a part-time copywriting business that brings me a full-time income while serving clients whose work I believe in.

My goal for this book is not to create sweeping systemic change in the world or to delete all predatory marketing overnight (that's God's job). Rather, I want to help you change *your* world by showing you how to use the Anti-Marketing Manifesto to grow your business. I want to teach you how to motivate, educate, and inspire your “perfect-fit customers” (PFCs) to choose better for themselves, so they can live healthier, happier, more productive, and/or more successful lives—while giving predatory marketing the middle finger. This will be fun!

This book will show you that you don't have to do gross, questionable things to grow your business. You don't have to target anyone with stupid ads (which people hate!), nor do you have to worship vanity metrics, kiss the ass of fake influencers on social media, or write in a stuffy, corporate, “professional” tone of voice because you think that's the way it should be done. All you have to do is write and speak as your true self, in your real voice, with pure motives—and keep giving, serving, under-promising, and over-delivering at the forefront of your mind.

In life and in business, your results depend on your choices. You can choose to grow your business ethically, sustainably, and in ways that you love, or you can choose to be a predatory marketer who will do anything to make a buck. Growing your business is your responsibility. No one else can do it for you. *How* you grow your business is your choice. I suggest growing it in a way that honors your true self, gifts, passion, and purpose.

How Predatory Marketing is Harming Humanity

“If anyone here is in advertising or marketing . . . kill yourself.
You are Satan’s little helpers.”

— Bill Hicks, comedian

Before we dive into the Anti-Marketing Manifesto and get to the exciting, refreshing solutions, we need to know exactly what we’re up against. We all have a common enemy: predatory marketing. Even if it isn’t harming you personally, predatory marketing is probably harming many of your customers in some form, either directly or indirectly. This should piss you off and deeply offend you. It should make you want to become as successful as you can be, so you can help as many people as possible free themselves from the clutches of BS within your industry.

Here’s some proof of how badly predatory marketing sucks and why humanity as a whole needs to fire these clowns.

PREDATORY MARKETING USES PROPAGANDA TO SLOWLY KILL

We all start off as kids with a childlike spirit that can sometimes get buried by society.

Kids are trained by predatory marketing to prefer junk food over real, healthy food starting from a young age. Why? So marketers can lock in a customer for life. The addiction *is* the point.

The brainwashing starts early. In 2004, researchers published a paper, “Food Advertising and Marketing Directed at Children and Adolescents in the US.”² In it, they highlighted how junk food companies go after toddlers.

While multiple factors influence eating behaviors and food choices of youth, one potent force is food advertising. Today’s youth live in a media-saturated environment. Over the past 10 years, US children and adolescents have increasingly been **targeted** with **intensive** and **aggressive** forms of food marketing and advertising practices through a range of channels.

Note the words targeted, intensive, and aggressive.

Junk food manufacturers pay grocery stores to have their products placed in areas where kids are most likely to see them, so kids will beg their parents to buy them or else throw a tantrum if they don’t.

All of this plays a role in why we’ve seen childhood obesity skyrocketing. By the time these kids are adults, eating junk will have become a way of life, ingrained into their thinking and behavior. They won’t hesitate to shovel three platefuls of artificially flavored, artificially colored, artificially sweetened “food” down their throats in one sitting (with ingredients designed to promote over-eating and addiction).³ This destructive eating habit becomes the norm—a way of life, a way of being, a form of self-abuse that’s rarely questioned.

As adults, these “targeted consumers” will experience serious consequences, such as heart disease, cancer, diabetes, Alzheimer’s, pre-maturing aging, achy joints (due to being overweight or having inflammation), depression, and more. The CDC (Centers for Disease Control and Prevention) named the first two—heart disease and cancer—as the number one and number two leading causes of death in the US in 2016.⁴ Who profits off making people sick? You guessed it: predatory marketers.

2 Mary Story and Simone French, “Food Advertising and Marketing Directed at Children and Adolescents in the US,” *International Journal of Behavioral Nutrition and Physical Activity*. (Feb 2004), <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC416565/>.

3 Shane Ellison, “Chemical Conspiracy: It’s Not The Food, It’s The Drugs In The Food!” *The People’s Chemist*, last visited April 3, 2020, <https://thepeopleschemist.com/pharmafood-conspiracy-drugs-in-food/>.

4 Centers for Disease Control and Prevention, “Lead-

So, when I say marketing is killing us, it’s no exaggeration! If it’s not killing you outright, it’s slowly poisoning you and making you lose your mind.

The products of the same junk food makers mentioned above destroy kids’ ability to think. An Ohio State University study found that the more fast food kids eat during fifth grade, the worse they perform on math, reading, and science tests in eighth grade.⁵ This makes sense. As an adult, if I eat junk food for too many days in a row, I feel my brain power and mood plummeting—courtesy of the brain fog induced by fake food.

Most parents don’t pay attention to marketing messages, let alone teach their kids how to assess such messages. They just give their kids an iPad or a cell phone where they can roam the wilderness of predatory ads online. “Go play. Your mom needs a nap.”

Fuck marketing.

PREDATORY MARKETING WILL DRIVE YOU INTO DEBT

Do you want your customers to be able to afford buying your high-quality product or service? If so, then I hope they’re not in buried in debt.

Dave Ramsey, financial author and radio host, says debt is “the most aggressively marketed product in America.”⁶ Millions of people are inundated with credit card ads offering 0 percent interest, free T-shirts, points, and other bribes that lure them into the trap. As a result, they get hooked on—and addicted to—debt for life.

College students are encouraged to get credit cards and take on massive student loan debt before they even have a job or a source of income. Because of this intense predatory marketing push, most people today are carrying some form of debt. Worse, many are in denial about how this is crippling their lives.

Ramsey calls credit cards a “toxic financial product” that ruins lives. In his book, *The Total Money Makeover*, he writes about two college students who

ing Causes of Death,” CDC.gov, last visited April 3, 2020, <https://www.cdc.gov/nchs/fastats/leading-causes-of-death.htm>.

5 “Fast-food consumption in children linked to poorer academic outcomes.” *Medical News Today*, last visited April 3, 2020, <https://www.medicalnewstoday.com/articles/287414.php>. (Study was published in *Clinical Pediatrics* in December 2014.)

6 Dave Ramsey. “Mankind’s Most Aggressively Advertised Product of All Time.” YouTube video. 6:25. Posted Feb. 27, 2018. https://www.youtube.com/watch?v=2_FARgXrRYM.

couldn't pay their debts, so they ended up taking their own lives. The burden of debt was too great for them to bear.

Yet borrowing money has become the American way of life. Predatory lenders have conditioned us to see debt as a tool and a resource rather than what it really is—a hundred-pound ball strapped to your ankle for most (if not all) of your life. Nearly everyone has bought into this ideology. Financing everything is the new normal. Payments out the ass are socially accepted and tolerated. “Everyone’s in debt, so I should be too. Gotta build that credit score.” The result is mass hypnotism and financial enslavement.

In a blog post, Ramsey pointed out: “Over the past several decades, debt has been marketed so heavily that many people feel like they can’t survive without it! In fact, eight in 10 Americans have debt, and seven in 10 believe it’s necessary. Debt has also . . . caused bankruptcy, divorce and all kinds of other messes.”⁷

This is no accident. We have predatory marketing and those who use it (banks, credit card companies, payday lenders)—and even the government and our own stupid, complacent behavior—to thank.

The main reason why so many people get into financial slavery in the first place is because they’re targeted by predatory marketing, which trains them to believe debt is good.

Fuck marketing.

PREDATORY MARKETING WILL GET YOU HOOKED ON DRUGS

With large chunks of the population obese, sick, and depressed over their debt problems, it’s time to get everyone medicated.

Enter Big Pharma. They’re masters of predatory marketing! Whatever your problem is, there’s a drug that aims to erase the symptoms while ignoring the cause and giving you tons of negative side effects—for which you’ll need, guess what? More drugs!

Pharmaceutical ads and commercials are everywhere. After warning us that their products may harm or kill us, the ads conclude with, “Talk to your doctor to see if XYZ drug is right for you.” This phrase is a direct command, a form of hypnotism that trains your brain to think doctors have all the answers and that

7 Dave Ramsey, “God’s Ways of Managing Money,” last visited April 3, 2020, <https://www.daveramsey.com/blog/managing-money-gods-way>.

meds are normal and desirable for everyone to use. By repeating this mantra, the drug industry has normalized healthy people getting medicated for everything imaginable.

This is propaganda to the extreme.

Today a record numbers of Americans are on prescription drugs,⁸ yet we’re the unhealthiest nation in the world. In fact, the US has done something unprecedented in the developed world—reduce its average life expectancy.⁹ That’s proof that these products aren’t helping; they’re making things worse.

As a multibillion-dollar industry, Big Pharma somehow gets away with legally killing and harming people. Patients who take doctor-prescribed meds are often riddled with side effects. According to WebMD, “In 2014, nearly 1.3 million people sought emergency room treatment for adverse drug effects, and about 124,000 people died, according to U.S. government data cited by Consumer Reports.”¹⁰

Dr. Peter Gøtzsche, MD,¹¹ a prominent medical researcher, calls the prescription drug industry “worse than the mob.” The title of one of his papers says it all: “Our prescription drugs kill us in large numbers.”¹² He says drug companies are “punished” for their reckless behavior with “settlements and fines, which do not have any effect on corporate behavior but are merely seen as a marketing expense. As long as no top executives go to prison, this lucrative crime industry will continue.”¹³

8 Robert Preidt, “Americans Taking More Prescription Drugs Than Ever,” *WebMD*, last modified Aug. 3, 2017, <https://www.webmd.com/drug-medication/news/20170803/americans-taking-more-prescription-drugs-than-ever-survey>.

9 Steven H. Woolf and Heidi Schoomaker, “Life Expectancy and Mortality Rates in the United States, 1959-2017,” *JAMA*, November 2019, <https://jamanetwork.com/journals/jama/article-abstract/2756187/>.

10 Robert Preidt, “Americans Taking More Prescription Drugs Than Ever,” *WebMD*, last modified Aug. 3, 2017, <https://www.webmd.com/drug-medication/news/20170803/americans-taking-more-prescription-drugs-than-ever-survey>.

11 Dr. Peter Gøtzsche is a Danish physician, professor, medical researcher, and leader of the Nordic Cochrane Center in Copenhagen, Denmark. See <https://www.deadlymedicines.dk/about/>.

12 Peter Gøtzsche, “Our prescription drugs kill us in large numbers,” *Polish Archives of Internal Medicine* (Oct. 30, 2014), <https://www.ncbi.nlm.nih.gov/pubmed/25355584>.

13 Shane Ellison, “Medical Doctor Speaks on Big Pharma: ‘When Crime Pays, We Will See More Crime,’” last visited April 3, 2020, <https://thepeopleschemist.com/medical-doctor-speaks-on-big-pharma/>.

Note the key term: marketing expense.

Even just walking into a doctor's office puts your health at risk due to frequent medical errors. "A recent Johns Hopkins study claims more than 250,000 people in the U.S. die every year from medical errors. Other reports claim the numbers to be as high as 440,000," wrote CNBC.¹⁴ I can imagine many medical professionals are overworked, stressed out, and deeply in debt (from all their medical school expenses), so of course they're going to make errors. And yet we trust them blindly with our health? Shane Ellison, a former pharmaceutical drug chemist, says that outside of a life-threatening emergency, taking doctor-prescribed meds is butchering people's health.¹⁵

Oh, but don't forget to talk to your doctor to see if this harmful drug is right for you.

Fuck marketing.

SMALL BUSINESSES DO IT TOO

Large corporations and billion-dollar industries aren't the only ones using predatory marketing that preys on the masses. Some entrepreneurs and "solopreneurs" also engage in predatory marketing by putting their six- and seven-figure incomes above their clients' well-being.

Think of the personal development guru who uses seduction, persuasion, neurolinguistic programming (NLP), or high-pressure selling tactics to put you in an emotionally vulnerable, unsettled state of mind. After listening to a slick sales pitch, you find yourself pulling out your wallet, taking out a second mortgage on your house, depleting your retirement fund (or "dignity fund"), or going into debt to pay for a high-priced personal development program—without doing any real thinking about whether it's something you truly want or need to do. They use FOMO (fear of missing out) and YOLO (you only live once) to make you think if you don't buy their program now, you're setting yourself up for failure. They justify this by saying, "You're investing in yourself."

14 Ray Sipherd, "The third-leading cause of death in US most doctors don't want you to know about" CNBC (Feb. 22, 2018), <https://www.cnbc.com/2018/02/22/medical-errors-third-leading-cause-of-death-in-america.html>.

15 Shane Ellison, "One Nation Under Drugs – Why I Abandoned The Pharmaceutical Industry," last visited April 3, 2020. <https://thepeopleschemist.com/one-nation-under-drugs-why-i-abandoned-the-pharmaceutical-industry/>.

Gimme a fuckin' break! It's just more predatory marketing disguised as self-development.

The high-pressure selling environment is designed to make you feel like a loser if don't sign up, as if you're saying "no" to your own success. This artificial pressure puts you on the spot. You end up making a life-altering decision in five minutes. With one purchase, you demolish your life savings, cash out your Roth IRA, and destroy your cushion or security net. That money is transferred out of your bank account and moved directly into the guru's account.

But it's OK that you're broke because you're "investing in yourself."

I can speak to all of this because I've done it! I've fallen for the myth of investing in myself at the expense of having financial peace. I justified it as "good business debt." Looking back, most of my spur-of-the-moment purchases didn't help me grow my business. All they did was leave me feeling burdened by monthly payments to a coach, so I could "improve" myself.

Fuck predatory marketing.

GET RICH QUICK . . . NOT

I'll always remember "Shushanna," a "money coach" who used NLP techniques to convince me I should enroll in her \$8,000 Bali retreat. She promised it would help me get rich fast.

I know, I know, cue the gasps. "Michelle, you should know better than to fall for that crap." This was way before I was wise. I was gullible and fell for her pitch. (So did many other women.)

At the time I was making \$22,000 a year in my business, living with my parents, and wasting a good chunk of my life on forums and Twitter. Back then my business was all about me, my bank account, and my upcoming bills. I was broke and not at all focused on serving anyone. Instead I was looking to get clients, so I could get more money, and get my life in order. (Notice all the "gets.") Those self-centered years were my stupid years. I had no business enrolling in an \$8,000 retreat. None.

But Shushanna was happy to tell me otherwise. She gladly charmed her way into collecting a \$1,000 deposit from me (money that should have gone toward paying other bills that I was late on). As I failed to come up with the rest by her deadline, she said, "Welp, you're outta luck. We don't give refunds. Plus, you were already shipped a DVD that's worth \$1,000."

Gee, thanks, Shushanna, for truly helping me change my life and my finances from the inside out. I owe you! Not.

She had seemed so nice. She had a hypnotic voice and a pretty smile. A well-designed website too. But she was actually a predatory marketer.

Did that “sale” serve me? No. Did Shushanna give me anything of value? No. Did she teach me anything? No. Did she motivate, educate, or inspire me on how to change my situation? No. All she did was earn a permanent spot in my “Jackass Predatory Marketing” file. (Of course, it was a hard lesson on the value of saying “no” to an offer that wasn’t right for me.)

Are all self-help gurus and coaches guilty of using predatory marketing? No. But you know the ones I’m talking about. They make you feel unsettled, and not in a good way. They go for your weak spots. They make you pull a Britney Spears, where you say, “Oops, I did it again. I signed up for another seminar/joined another program, and I didn’t really want to.”

They’re the ones who feed and profit off you perpetually questioning yourself. Their confidence-booster package or their ninety-day “Love yourself” program promises to be the answer to all your ongoing self-esteem problems. But those products never seem to get you where you want to go, so you have to keep buying more.

Guess what? Their predatory marketing is designed to make you keep questioning yourself! It’s structured to make you think something’s always missing in your life.

The personal development industry is like the Big Pharma of the soul—skilled at making you think you’re deficient and that you should depend on their expertise, product, or program to survive.

It takes a strong, self-aware person to resist this shit.

I GOT SICK OF THE BS

Not a single predatory marketing message has ever enriched or improved my life. But in the heat of the moment, I was 1,000 percent convinced that I wanted to buy whatever product was being pushed and that it would be good for me. Like a toxic relationship, each sales pitch encouraged me to make choices I would later regret.

Confession time: I struggled (and still struggle) with eating too much junk food (designed to be addictive). I wasted (and still waste) too much money on

said food. I’ve had a debt problem, and I’ve gone broke several times. Oh, and I’ve spent too much on coaching programs, seminars, and courses under the guise of growing my business. Some of these “investments” were spurred by my desire to travel (I love traveling), and some of them were a glorified form of escapism. Most of them were a way to avoid dealing with my real issues—that I’m easily distracted and have a bad habit of putting off doing meaningful work first thing in the morning.

These are all character flaws that I’ve worked hard to correct and change within myself. Even with my level of awareness, it’s still challenging at times because I’m up against billion-dollar industries that devote significant resources to knowing my weaknesses better than I do and then exploiting them.

Becoming an anti-marketer is my greatest hope to make positive changes. The most valuable thing I ever did for my life and business was to identify bullshit and learn how to say “no” to it. In a world where marketers groom us to say “yes” to everything without question, more value comes from using discernment and saying “no.”

Say no to debt. Say no to fake food. Say no to meds with bad side effects. Say no to letting someone tell you how to live your life. Say no to anything that imprisons your body, mind, or spirit. Say no to marketers who try to “prescribe” your life to you.

One of my biggest breakthroughs came after I fired all the gurus, coaches, and anyone else using predatory marketing tactics. “No more!” I said. Then I buckled down and started doing actual *work* to bring money into my business while trusting my own internal voice of wisdom to lead the way. Now whenever I get paid, I manage that money with care and diligence instead of auto-siphoning it to a coach’s bank account.

After years of spending too much on self-help that wasn’t helping, I swore off all of it and gave predatory marketing my middle finger.

“You know what?” I said. “For the first time in my life, I’m going to start taking my business seriously. I’m going to carve my own path to success. Where I lack in skills, I will hire. Where I hate doing an activity, I will outsource to someone who loves it. Everything else can fuck off.”

Hence, the Anti-Marketing Manifesto was born. I started working with clients who had values similar to mine and who were free to be themselves in

their business. Life became more fun, business became more profitable and enjoyable, and I've never looked back.

If you hate marketing, and if the thought of being a predatory jackass doesn't appeal to you, then keep reading. The Anti-Marketing Manifesto will be a breath of fresh air for your business. I'll show you how to tap into your best asset: the real you. Not the fake you. Not the canned you who ran your content through the filter of some lame marketing playbook. The real you! Flaws, emotions, personality, and all. The one who gladly shits on scripts!

The Anti-Marketing Manifesto will help you leverage everything that makes you unique, so you can bring your true self and values to every facet of your business. You'll maximize the essence of who you really are—your personality, your energy, your perspectives, your voice, your skill set, and your awesome product or service—so you can deliver all of that, unapologetically, to your perfect-fit customers (PFCs) for as long as you care to remain in business.

Instead of hiding behind your product and creating a faceless corporation (like so many predatory marketers do), you'll stand in front of your work. You'll show your pride, dedication, and passion for your business with real emotions. Your true self, for better or worse, is worth more than millions. You can't put a price on it. Some people will love you, and some will hate you. Regardless, you will once and for all reach your PFCs with laser focus and continue to grow your profits. You'll also learn to say, "Fuck marketing." It's a great phrase. Try it!

Being your real self in business isn't just a nice thing to do; it's a moral imperative, a human imperative. The future of humanity is literally at stake. Plus, it's pretty damn gratifying to be the real you compared to the drudgery of doing soulless, scammy, shitbird predatory marketing. Not only is it gratifying, being true to yourself also opens the floodgates to more profits.

Get ready to develop a strong, positive mindset that lets you take actions that actually pay off—like creating great content, delivering valuable products and services that your fans will love, and bringing in tons of ethically earned profits—without ever having to sell your soul.

We Can (and We Will) Do Better: The Anti-Marketing Manifesto

"There is nothing noble in being superior to your fellow man; true nobility is being superior to your former self."

— Ernest Hemingway

At its essence, being an anti-marketer is about following the golden rule in your business: do unto others as you would have them do unto you. Equally as important, do unto yourself as your "best self" would do unto you. #RespectHumanity. #RespectYourself.

Don't be like the Big Chemical douche who claims his product is safe yet refuses to be anywhere near it without wearing a hazmat suit. Show people your product is great by being a living embodiment of everything your business preaches. Meanwhile, bring your true self and values into everything you do.

The following chapters outline the fourteen principles that make up the Anti-Marketing Manifesto (AMM). The AMM is based on over a decade of experience in writing and editing content for entrepreneurs and business owners in various industries. The clients who've followed AMM principles most consistently have also been the healthiest, happiest, most successful, most profitable, and the most fun to work with.

Thank you for reading this sample excerpt of *The Anti-Marketing Manifesto: How to Sell Without Being a Sellout* by Michelle Lopez Boggs.

If you would like to purchase the full book, please look for it in the fall of 2020 wherever books are sold. Hardcover, paperback, and ebook/Kindle editions will be available.

Please visit www.AntiMarketingManifesto.com for updates. You may also subscribe to my email list to be notified of the book release date and to receive free tips on anti-marketing!

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