

“Living proof that you can be a marketing and business whiz and still be a true artist.”
?CNBCAs instructive as it is innovative, Unlabel will empower you to channel your creativity, find the courage to defy convention, and summon the confidence to act and compete in any environment. This blueprint will teach you how to grow both creatively and commercially by testing your personal brand against the principles of the Authenticity Formula. Marc Ecko shares the bruising mistakes and remarkable triumphs that reveal the truth behind his success, growing from a misfit kid airbrushing T-shirts in his parents’ garage to the bold creator of two hugely successful branded platforms?Ecko Unltd. and Complex Media. As Ecko explains, it’s not enough to simply merge your inner artist with business savvy?you must understand the anatomy of a brand, starting with its authentic spine. With Unlabel, you will learn how to discover your own voice by overcoming fear and taking action, what it means to deliver on your promises, why failure is essential, how to understand how your product or service makes people feel, and how to recognize if your nostalgia for the past is hampering your ability to envision your future. Unlabel is a bold and honest approach to building an authentic personal brand and growing a bootstrap start-up into a sustainable business.

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