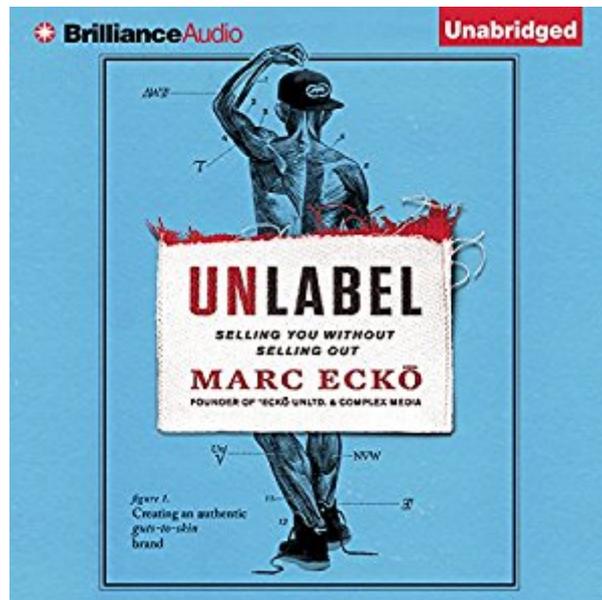


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# Unlabel: Selling You Without Selling Out



## Synopsis

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 Eckō 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: Eckō Unltd. and Complex Media. As Eckō 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.

## Book Information

Audible Audio Edition

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## Customer Reviews

I had the opportunity to read through Marc Eckō's book - and the short of it is this: It was GREAT!! I run a website called Social Triggers, and I was sent an advanced copy of the book because I interviewed Marc Eckō on my podcast Social Triggers Insider. Just wanted to be up front and disclose. That said, here's why I thought this book was one of the better business books I read this year: 1. This book was a GREAT mix between Marc sharing personal anecdotes from within his life,

and action tips that other small business owners and entrepreneurs can use to further their business. In my experience, books either go too far to the left or right in this regard whereas I believe Marc stayed right in the middle.<sup>2</sup> Unlike most other business books written by business experts about themselves, Marc is super honest about his shortcomings and failures. There's a section he calls "Marc in Ecko Land." I believe his mistakes is something many newly successful entrepreneurs and business owners can fall prey to. While reading it, I couldn't help but think "I better not..."<sup>3</sup>. The book is beautifully designed. It's got great information, action tips, but what makes this a pleasure is the GREAT pictures throughout the book to illustrate his points and his past. That all said, this book has a little something for everyone:<sup>1</sup> If you're looking to get attention of influencers, the strategies he shares behind what he calls "The Swag Bomb" is a great way to do it.<sup>2</sup> If you're looking to get into self-development, the document he referred to as "Marc Ecko in 2010" is a great strategy. Just don't take it too far else you risk going to Ecko land ;-)<sup>3</sup>. We live in a world where tech companies are all the rage.

Half way through the Kindle edition and I am already deeply grateful for the insights I've gleaned so far from Mr. Ecko's Unlabel. What I've been able to see through Marc's eyes is invaluable. There is a real sense of history at play here that fortifies the designers focus on authenticity. From drawing up 'Vote for Me' flyers to become the student body president in high school to the advanced maneuvers of 'velvet roping' an empty trade show booth with his brand placed elegantly atop a pedestal; there is a constant affirmation in nearly every page of the sheer value of doubling down on originality. More than a rags to riches story, Ecko's tale is loaded with self effacing admissions of the dangerous side effects of success and lessons on how to counteract them with actual stress tested wisdom. I've been aware of Ecko only intermittently through the mind stamping Rhino brand and I seem to recall when Getting Up, his foray into video game design came out but I'm someone who has always been suspicious of Graffiti as an art form. Miraculously early on in the book I was educated by Marc, that what one mostly sees on the street in the form of 'graffiti' are called 'toys' - a moniker for nascent writers whose pens are cans. This seemingly minor insight clarified a confusion I have held for quite some time, namely, 'why does 98% of graffiti just look like practice?' now I know it's just a bunch of 'toys' and that graffiti, like any art, blossoms only after hours, days and potentially years of perfecting a style before you should manage Getting Up your first time. Wasn't it Voltaire who said 'one must write volumes before signing ones own name'? That idea wasn't lost on the ethos of Ecko.

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