



# **Brand Against the Machine: How to Build Your Brand, Cut Through the Marketing Noise, and Stand Out from the Competition**

*John Michael Morgan*

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The machine blasts messages at the world and it does not care who you are or what you have to say or whether its message is relevant to you at all. The machine is a moron. You, however, are not. Which is why your brand needs to rage against the traditional forces of advertising. You must engage your audience and win their business by giving more and selling less. Yours must be a Brand Against the Machine.

Brand Against the Machine offers proven and actionable steps for companies and entrepreneurs to increase their visibility and credibility, and create an indispensable brand that consumers can relate to, creating lifelong customers. Discover the aspirational currency that makes your brand one that people want to be or want to be friends with. Learn how to be real with your audience and make strategic associations to establish credibility. Brand Against the Machine will help you stand out, get noticed, and be remembered.

Brand Against the Machine offers a blueprint for your brand framework, with step-by-step guidance, including:

- Know who your target audience is and what they want
- Define your position as the go-to authority in your industry
- Determine your audience's problem and create a solution for them
- Produce valuable content that attracts your audience and engages them
- Promote yourself without pestering people
- Over-deliver on your promise

The machine is a rusted piece of junk in the marketplace. Ditch traditional corporate branding and marketing, and exchange it for something memorable. Your customers will thank you for it.

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