



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

By 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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Editorial Review

Review

"John Morgan has something here. I'm a big fan of how he words things, and there's value in keeping a notepad handy. I changed something based on Morgan's work. You will too!" -- **Chris Brogan, President, Human Business Works; author of Trust Agents**

"Brand Against The Machine is the new definition for brands. As John writes so cogently, you don't brand at people, you brand with people. How do you do that? Read on." -- **Mitch Joel, President, Twist Image; author of Six Pixels of Separation**

"...this book will provide you with some terrific wisdom and information. Utilize the contents of this book and accelerate your positioning in the marketplace and the money in your bank account." -- **Bob Burg, coauthor of The Go-Giver and author of Endless Referrals**

"John Morgan's book is the ultimate branding wake-up call for any business. Your brand is about to take a double shot espresso . . . with a few sticks of TNT to stir it up." -- **Mike Michalowicz, author of The Toilet Paper Entrepreneur**

"John is a rebellious leader of a new form of branding. He doesn't pull any punches and delivers straight-forward advice you can't afford to ignore." - **Barry Moltz, Author of Bounce!**

From the Inside Flap

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.

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Praise for Against the Machine

"John Morgan has something here. I'm a big fan of how he words things, and there's value in keeping a notepad handy. I changed something based on Morgan's work. You will too!" — Chris Brogan, President, Human Business Works; author of Trust Agents

"The subtitle of my first book, Six Pixels of Separation, was 'Everyone Is Connected. Connect Your Business to Everyone.' It's a nerve that John taps perfectly in Brand Against the Machine. In a world where every individual has the ability to broadcast their thoughts to the world, the brand as we have known it to date must be redefined. Brand Against The Machine is the new definition for brands. As John writes so cogently, you don't brand at people, you brand with people. How do you do that? Read on." — Mitch Joel, President, Twist Image; author of Six Pixels of Separation

"What you think your brand is doesn't matter anymore. The machine is broken. John has written an awesome book that goes over the how and why it's broken, but most importantly what you can do to Brand Against the Machine." — Scott Stratten, author of UnMarketing: Stop Marketing. Start Engaging.

"Regardless of whether you are a solo-preneur in need of understanding branding and applying it to your business, or a longtime veteran of the branding wars, this book will provide you with some terrific wisdom and information. Utilize the contents of this book and accelerate your positioning in the marketplace and the money in your bank account." — Bob Burg, coauthor of The Go-Giver and author of Endless Referrals

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