



# Unmarketing: Stop Marketing, Start Engaging

*Scott Stratten*

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For generations, marketing has been hypocritical. We've been taught to market to others in ways we hate being marketed to (cold-calling, flyers, ads, etc.). So why do we still keep trying the same stale marketing moves?

*UnMarketing* shows you how to unlearn the old ways and consistently attract and engage the right customers. You'll stop just pushing out your message and praying that it sticks somewhere. Potential and current customers want to be listened to, validated, and have a platform to be heard- especially online. With *UnMarketing*, you'll create such a relationship with your customers, and make yourself the logical choice for their needs. This book:

- Explains how to create a mindset and systems to roll out a new, 21st-century marketing approach
- Focuses on a Pull & Stay method (pulling your market towards you and staying/engaging with them, leading them to naturally choose you for their needs) rather than Push & Pray
- Redefines marketing as all points of engagement between a company and its customers, not just a single boxed-in activity

Traditional marketing methods are leading to diminishing returns and disaffected customers. The answer? Stop marketing, start *UnMarketing!*

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