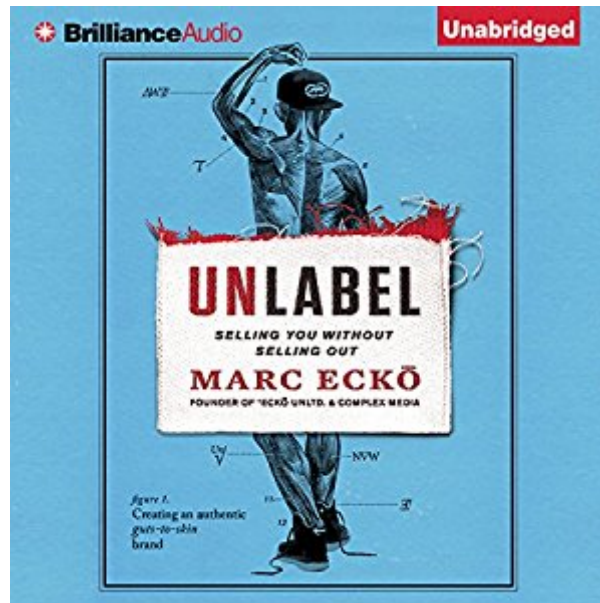


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# Unlabel: Selling You Without Selling Out



## 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...Ā 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...Ā Unltd. and Complex Media. As Eckō...Ā 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

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## Customer Reviews

Half way through the Kindle edition and I am already deeply grateful for the insights I've gleaned so far from Mr. Eckō'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, Ecco'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 Ecco 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 Ecco. Marc possesses that rare quality of a talent who knows he's got it but takes the time to get it right in seemingly every aspect of his creative and professional life. I've read it non-stop until I decided to write this review. It reminds me of the 'innocence' of the 80's and 90's. An innocence that is, perhaps against our better judgement, present with us now. And without fail we'll look back on this time, today, in twenty years with the same reverence and nostalgia. I mean I can hear the Beastie Boys saying "Ali Baba and the 40 thieves" in unison inside this guys garage where everything is possible as he bangs out another custom airbrush design or perfects the 100th palm frond. I have enjoyed the read and as someone starting a new company his insights are a shot in the arm of perfect timing. I would not have found out about this book if it wasn't for his upcoming Skillshare class that I fully intend on taking. Can't wait to read the rest of where the journey takes him and what he has to say about it. Well done. post-thought: There is some talk in the book referencing a change in the brand name from echo to ecco which I distinctly remember doing second takes on when it happened. I bring it up because there is something beautiful about the fact that Ecco (with the K) is so much more powerful and true and right for the brand than the 'original'. The philosophical underpinning of this realization in their company and also in the reader is a profound example of the power of being okay with moving forward even though you are not and cannot be sure of how the creative evolution of your business will refine itself. I found this passage and several others extremely encouraging. Just trust it. scottthrift

This book couldn't have come at a better time in my life. On October 3, 2013, I was laid off from my dream job. I had created a magazine like no other in my chosen industry and it was beginning to

show the signs of being successful. But a dysfunctional office culture created a situation where an insecure boss stole my brainchild as his own. I felt exploited, as if I was used only for my innovative and creative brain. Wham, bam, thank you, ma'am. At 50 years old, I felt my career was over, and there was no way for me to achieve my life-long dreams. But Marc's book has helped me realize that is not the case, and that there is more to ME and my life than just one creation. I'm still a "creator" and by using Marc's Authenticity Formula, I've shed the labels that were weighing me down and have discovered my brand, my authentic self. Thanks, Marc! I just wish this book had been around when I was 20. I've already bought a copy for a friend in her own startup and I'm buying the book for each of my four 20-something children as their holiday gifts this year.

I never really wore Ecko stuff growing up. I actually never knew who Marc Ecko really was until I read this book. This book was an entertaining look into what it took to get to where he is today. I appreciated how he also gave a fair share of the text to the failures he experienced throughout his career. After reading this book I gotta give the man some respect for building the brand. If you are thinking of starting your own clothing brand or are about to start working in the fashion industry I recommend you read this play book as a prerequisite to know what it takes to make it to the top.

This is required reading for anyone looking not only start a business to have deeper understanding of what moves them. Ecko is honest and open about both his business success and failures and it's really refreshing and inspirational. I've read a ton of business and philosophy books and this is by far one the best books I have read on both topics. Honestly it's one the best books I have ever read. This should mandatory reading in high school and or college course. I'll be sure to have my teenage son read it and have discussions with him along the way as he progresses through the book. What a great book!! Thanks Marc!!

Everyone has a gift to bring the world. I have always been a visually creative person who had a similar upbringing to Marc (without the juggernaut of success) on the east coast. I've been moderately successful in my career and always hit road blocks or impasses that make me question why I do what I do and how to separate my personal brand from the brand I work for. This was a good casual read to help me believe in myself and get over some road blocks and fears to take the next step!

Love the very real and unsterilized perspective that Mark describes. Few wish to be this transparent

with the failures and flaws that make us really grow and instead provide the prettier more plastic version of their story, making even their lessons appear "clean". Mark shares some of the traps he fell into in his own head (whether fueled by ego, naïveté or just plain stubbornness ) as he approached each challenge and I think that many will relate to whether your a clerk, manager or business owner. In some ways this approach can be more valuable than all the biz school knowledge as our ability to execute and achieve is ultimately a product of how we manage ego, naïveté and stubbornness. Road meets the pavement here.

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