



Lifestyle Marketing: How to Fake it Until You Make It

Joe Casanova

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Lifestyle Marketing is a new form of marketing that can only exist in the 21st century. It is an up-and-coming trend in which people are telling the world about their fancy lives. People are posting images of their extravagant homes, exotic cars, and tasteful watch collection anywhere they can get eyes on it.

This book breaks down Lifestyle Marketing to the basics. You don't need a six-figure bank account to appear to live a seven figure lifestyle. It is all about choosing the correct content and creating your brand around that. By reading this book you will acquire the skills to:

1. Expand your network
2. Leverage connections
3. Create and execute a plan
4. Manipulate your social media
5. Represent your online self in person
6. Become more efficient and effective

The title of the book says to fake it until you make it. By reading this book you will gain the tools to fake it until you become it. With the help of visualization, mastering a skill, creating a purpose, and then building your brands you will see yourself becoming the best version of you in no time.

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