

ETHICAL MARKETING

DO'S AND DON'TS

DO give sincere value and create authentic trust with potential clients, colleagues, and collaborators

DO stay in touch with contacts and send regular updates about cool stuff

DO create original content based on your unique intersection of skills and information

DO build affiliations and promote the work of people you admire.

DO differentiate your products, diversify your audience, and speak out about what you believe in.

DON'T use smarmy tricks to manipulate people into buying stuff

DON'T spam your subscribers, sell their data, or send more messages than they signed up for

DON'T plagiarize from other websites, use content without credit, or reinvent the wheel

DON'T sell ads to, nor cross-promote with businesses you don't actually support.

DON'T neglect the less-obvious messaging that happens through your image and language uses.