

# Human Conditions

Exploring the messy, contradictory, and algorithmic of creativity



## Stop us if you've already heard this one:

*When you master marketing, you get higher-quality leads.*

*When you get higher-quality leads, you deal with fewer headaches.*

*When you deal with fewer headaches, your business runs itself.*

*When your business runs itself, you can focus more on your side hustle.*

*When you focus more on your side hustle, other areas of your life flourish.*

*When other areas of your life flourish, you enter a vibrational realm of limitless possibility.*

*And yet — all this starts with marketing.*

*Are you ready to manifest alignment? Join the THOUSANDS of people who've downloaded my **14 Steps to Better Business e-book**.*

### How about this one:

*It's easy to feel overwhelmed with so much advice coming at you on #LinkedIn.*

*The more people tell you what you SHOULD be doing, the less likely you are to start.*

*I'm not here to tell you what you should do with your business. I'm here to tell you what I've seen the most successful people in my circle do.*

*Sit back, breathe, and start as small as possible.*

*It could be:*

- 👉 Working on your brand strategy.
- 👉 Understanding your ideal customer.
- 👉 Creating new high-quality marketing content.
- 👉 Fixing your website.
- 👉 Optimizing your user experience.
- 👉 Overhauling your CRM.
- 👉 Transforming your entire business model.

*No grand ambitions. No complication. Any effort is progress. I detail all of this in my e-book: **Grow with the Flow: The Art of Easy, Breezy Business Maintenance**.*

*And if you still feel stuck, I'm available for 1:1 coaching. Let's do this together.*

If something's worth saying, it's worth repeating until it becomes entirely devoid of meaning, right? That's the gospel of LinkedIn right now. Every post feels remarkably bloated and remarkably the same.

The formula: A universally agreeable premise with heavy punctuation: Hard work pays off. Innovation is the key to success. Keep pushing the envelope.

From there, the advice-disguised-as-casual-musing builds until, before you know it, you're either making millions (after having paid the OP most for their 'coaching') or you're transcending our physical plane altogether to go somewhere we can't name, but heard is going to make us both conscious leaders and creative alchemists — if we're lucky enough to have done our shadow work already.

In an echo chamber of empowerment and hustle (where everyone tells you that they're not here to tell you what to do while telling you precisely what to do), what's lost? Authenticity? Sincerity? Genuine connection? Dignity altogether? Something to explore next issue.

We're being glib, and not. And we're pretty over reading the marketing advice we've been served lately.

In the coming weeks we'll interrogate what internet 'cringe' means for us as marketers, and as people. But not today.

Today, we bring you a list of wishful-thinking LinkedIn posts that would make us consider hitting download.

- Turns out, you can learn a lot about leadership from your pet. Don't believe me? **Barking Orders: Management Lessons from SueEllen the Beagle** is a tail-wagging good read.
- For anyone who's been told their business could use a bit more synergy, I don't know what it means, either. I aggregated all the possibilities in an e-book but haven't read it yet.
- Ever noticed how everyone on here is a 'disruptor'? My new e-book, **The Disruption of Disruption**, guides you on using this term so often that it begins to warp and fold into itself like a black hole.
- I tried living like a Silicon Valley CEO for a week and only got a rash. Here's what not to do, unless you're into that sort of thing.
- Confused by corporate jargon? You're not alone. **Speaking in Tongues: A Business Jargon Decoder** is the Rosetta Stone for office speak.
- I spent 36 hours in Barcelona eating my weight in cod fritters. Here are over 100 things I thought about, but don't worry, none are actionable or particularly relevant to your personal growth. It's more of a stream-of-consciousness exploration into whether tapas can substitute for personality.
- What can you learn from Dua Lipa about marketing? I think a couple things.
- I actually got to the end of a conversation with someone trying to sell me crypto. I detail it all in my new e-book, **To the Moon and Back: Kevin Was Actually Really Interesting**.
- If you don't download **The Art of the Well-Timed Sneeze** in the next 30 minutes, he says he's gonna kill me.
- He just called again and said you haven't done it yet. My Alexa says I have 21 minutes left.
- Please show me that the whole world hasn't gone to hell.
- I'm being fucking serious.
- I am.

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