

# Anatomy of a REAL Marketer

REAL Marketers have a certain *je ne sais quoi*. They're crazy about driving results and get sh\*t done. Here's what makes a REAL Marketer kickass.



Strong marketing bullsh\*t detector

Never gonna hit inbox 0 and it's totally OK

Asks forgiveness, not permission. Knows how to say no.

Dislikes being treated as an order taker

Struggles dealing with people who don't get sh\*t done

Innate passion for marketing

Doesn't get pushed around by IT

Fire in the belly for testing new ideas

Occasionally gets Impostor Syndrome

Flexible to iterate on ideas...not everything will be a home run

Speed > Perfection

A few wounds from kicking ass