# our pledge.

the ethical move.

Together, we are making the ethical move to create a new marketing standard based on transparency, trust, and honesty.

## 1. charm pricing.

We pledge to change our pricing from 'charm prices' to round numbers.

## 2. countdowns.

We pledge to not use countdown timers to drive a sale.

## 3. false scarcity.

We pledge to be honest about availability.

## 4. lead magnets.

We pledge to be transparent in our email list building.

## 5. bait and switch.

We pledge to deliver the value we promise pitch-conscious.

## 6. woke washing.

We pledge to not use social issues to leverage our marketing.

## 7. secret recipe.

We pledge to not make false promises in our sales and marketing.