

PRESS RELEASE

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Phyllis Williams-Strawder Challenges the Algorithm Economy in Bold New Book

You Don't Fit, Fake, or Give A Fuck: Why Folding Is Never an Option

Texas City, Texas – 2025 – Strategic brand architect and founder advocate Phyllis Williams-Strawder, known as the Ghetto Country Brandmother®, is set to release her latest book, *You Don't Fit, Fake, or Give A Fuck: Why Folding Is Never an Option*. This unapologetic manifesto confronts the growing pressure on Founders to contort themselves for algorithms, trends, and applause instead of building businesses rooted in ownership, structure, and self-led authority.

In a marketplace driven by visibility hacks, influencer culture, and performance-based branding, Williams-Strawder calls out what she sees as a systemic problem: Founders are being trained to build broadcasts instead of brands, popularity instead of infrastructure, and relevance instead of equity.

You Don't Fit, Fake, or Give A Fuck introduces Founder-First Brand Architecture™, a model that positions the Founder not as the product, but as the cornerstone of a scalable, structured branded house. The book pushes back against algorithm dependence, “growth at all costs,” and customer-first mentalities that erode boundaries, authority, and long-term brand viability.

Rather than teaching entrepreneurs how to be more marketable, the book teaches them how to be more structurally sound.

Key themes include:

- **Influence Is Not Infrastructure** – Why visibility without systems leaves Founders building on rented land.
- **The Gospel of Growth Is a Grift** – A critique of speed-driven scaling that sacrifices alignment and sustainability.
- **The Client Is Not Always Right** – Reframing boundaries as brand strategy, not bad service.
- **Micro-Insurgent Branding™** – Strategic refusal to conform, positioning branding as an act of principled differentiation.
- **Branding Up to C.O.D.E.™** – Aligning brand decisions with Contemplation, Objectives, Dedication, and Ethics rather than trends and tactics.

“This isn’t about being rebellious for attention,” Williams-Strawder explains. “It’s about building brands that don’t collapse when the algorithm changes, the market shifts, or applause disappears. Founders weren’t meant to rent relevance. They were meant to build equity.”

Blending behavioral insight, brand strategy, and cultural commentary, *You Don't Fit, Fake, or Give A Fuck* is written for experienced Founders who have achieved visibility, revenue, or recognition, but feel the cost of performing for systems they do not own. The book reframes branding as architecture, positioning, and behavioral alignment, not content production.

About Phyllis Williams-Strawder

Phyllis Williams-Strawder is a brand strategist, author, and founder advocate known for her Founder-First Brand Architecture™ philosophy. Through her platform Brandma's House, she works with service-based Founders to build structured, scalable brands that reflect their values, boundaries, and long-term vision. Her work challenges performance-driven branding models and centers brand behavior, infrastructure, and ownership.

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