

# 5 TIPS TO CREATING A MAGNIFICENT MANIFESTO

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## Introduction

Let's start with defining what we mean by a manifesto.

A manifesto is a published declaration of the intentions, motives, or views of an individual or group. It can be political or artistic in nature, but may also represent an individual's stance or view on a particular topic. And, some of the best examples we've seen are from businesses and that's the type of manifesto we want to focus on today.

A manifesto is a piece of content that can very specifically separate you from the competition because it gets down to the core of your purpose and reason for being and when done well, is inspiring and very unique to you.

## So, how do we do that?

Let's have a look at the five ways to create a magnificent manifesto.

### 1. Create Space

Make the time to create your manifesto by making the physical and mental space for it in your business. Involve your team. When people feel included in the creation, they are more likely to take ownership of the outcome. Set aside a day - maybe even off-site or as part of your strategic planning process. Make it a fun, collaborative experience.

Just the act of creating your manifesto can bring your team together.

And if you're a sole operator, give yourself permission to take some time out from the hustle and bustle of daily life - create some mental space - go to a cafe, rent a different workspace for the day, turn off email, don't schedule other appointments. Find an environment that'll allow you to let your ideas flow freely.

### 2. Explore

Ask yourself some key questions:

- a) **What do we stand for? What do we believe in as a company and as a community?** This is where you tap into the beliefs and values you hold most dear - the things you would fight for. These are the core principles your business lives by. This is why you do what you do - why you started your business - why you work late or sacrifice other things.



- b) **What do we stand against?** Are there things we believe are happening in our industry, in our world that need to change? A great way to unite people is around a common enemy - what's a cause you are passionate about with your product or service?

Artist Salvador Dali's Surrealist Manifesto was a list of what he was for and what he was against.

### EXAMPLE:

He was **FOR** the individual and **AGAINST** the collective. **FOR** complexity, **AGAINST** simplicity. Reading this one manifesto instantly let you know where he stood. My favourite - he was **AGAINST** time and **FOR** melting watches - if you've seen his paintings you will know how true that is.

- c) **What would you say if you could only make one speech to your ideal tribe about what you do?** Imagine you have just one opportunity to tell the world about the very essence of your business - it's purpose, it's core beliefs. What's the most important information you would share?

### EXAMPLE:

Artist and writer Austin Kleon shared 10 things he wished he'd heard when he was in college to a group of students at Broome Community College in upstate New York in 2011.

He then posted the slides from that talk onto his blog and people went nuts over it. Sharing it over and over. From there he turned those 10 things into a manifesto for creativity in the digital age and then dug deeper into those ideas to create the popular book *Steal Like An Artist*.

**These are the core things he wanted to tell the world.**

- "Don't wait until you know who you are to get started"
- "Write the book you want to read"

"Steal like an artist" This idea of "stealing like an artist" e.g. not actually plagiarise but rather to study, remix and transform the work of others. Based on the concept that creative work builds on what came before.

- d) **What would the world look like once you were successful?** Imagine a world where all the things you believe, the passion, the goals have been met - what does that look like? Where the challenges or adversity have been overcome. Incorporating that vision into your manifesto will help people understand how you define success.
- e) **Who is your tribe?** Consider naming the characteristics that embody your tribe or that your tribe aspires to.



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## 3. Document It

Get it on 'paper'. Go deeper and get real with your words. Avoid cliches and find your own words. Find some new language for what you are doing.

When you find that stillness it will come, in your own words.

**Really soul search** — there's a reason for what you do, an underlying belief about how you want to show up and be seen in the world. That's the essence of what you want to include in your manifesto.

### Some things to consider:

- It's as much about what you leave out as what you put in
- Don't try to be all things to all people
- It's ok to polarise
- Attracting your tribe - who exactly are you wanting to appeal to?
- Don't compromise - this is about being you
- Set the tone - it's what you'll be congruent with

## 4. Design It

- What is it going to look like? Will it be in written format?
- Is it a beautifully typographically designed piece?
- Will you make it a video or slideshow and where will it go - website, at presentations, on advertisements.
- We recommend you get it professionally designed - even if it is Fiverr, the website where you can very inexpensively get creative and design work done.

## 5. Share It

Get it out to the world. This is key. You don't want to do it and put in a drawer, or file it on your computer or just have it for your team to see. You want to share it with the world.

- Share the story of how it came to be - the back story, the why, the process
- Publish it on your website, in your emails. For example, you can make it part of a welcome sequence of emails that new clients get
- Include it in presentations and advertising
- Share it on social media e.g. Pinterest or blog posts
- You could even go so far as to include it on Tshirts, cups, cards

## Get Started...

Keep the manifesto alive.



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Help your team know it's real - measure decisions against it - customer service, sales, marketing - give it to anyone working on your communication projects - designers, writers etc - it is as important as your ideal client avatar.

## Resources:

[Holstee](http://www.holstee.com/pages/manifesto)

<http://www.holstee.com/pages/manifesto>

[Lululemon](http://info.lululemon.com.au/about/manifesto)

<http://info.lululemon.com.au/about/manifesto>

[Bruce Mau Incomplete Manifesto for Growth](http://umcf.umn.edu/events/past/04nov-manifesto.pdf)

<http://umcf.umn.edu/events/past/04nov-manifesto.pdf>

[Apple's Here's to the Crazy Ones](https://www.youtube.com/watch?v=TM8GiNGcXuM)

<https://www.youtube.com/watch?v=TM8GiNGcXuM>

[Frank Lloyd Wright's 10-Point Manifesto for his Apprentices](http://cdn-media-2.lifehack.org/wp-content/files/2011/11/Screen-Shot-2011-11-18-at-10.55.42-AM.png)

<http://cdn-media-2.lifehack.org/wp-content/files/2011/11/Screen-Shot-2011-11-18-at-10.55.42-AM.png>

[Salvador Dali Manifesto](http://editorial.designtaxi.com/news-molly2502/big.jpg)

<http://editorial.designtaxi.com/news-molly2502/big.jpg>

[Steal Like An Artist – Austin Kleon](https://beertimeproductions.files.wordpress.com/2014/12/6929971399_6ce1bf5f7c_o.png)

[https://beertimeproductions.files.wordpress.com/2014/12/6929971399\\_6ce1bf5f7c\\_o.png](https://beertimeproductions.files.wordpress.com/2014/12/6929971399_6ce1bf5f7c_o.png)

[Do The Work - Steven Pressfield](http://www.stevenpressfield.com/do-the-work/)

<http://www.stevenpressfield.com/do-the-work/>

[A Brief Guide To World Domination – Chris Guillebeau](http://chrisguillebeau.com/files/2008/06/worldddomination.pdf)

<http://chrisguillebeau.com/files/2008/06/worldddomination.pdf>

[Canva](https://www.canva.com/)

<https://www.canva.com/>

[Fiver](https://www.fiverr.com/)

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