



MANIFESTO

Fulfil Your Purpose

Geoff McDonald

Version1.0



**Manifestos are the key to
creating the future.**

Manifestos are the starting point for fulfilling your purpose, mission and destiny. They declare the future and rally others to your cause. Use them to create new projects or new enterprises. And, use them to enhance your strategy, marketing and branding.



Contents.

18 reasons to have a manifesto.

Define: What is a manifesto?

The 3 layers of manifestos.

The 9 principles for creating your manifesto.

Each principle is demonstrated with an example and actions.

Plus some more resources to help you create your own manifesto.



Your Manifesto Challenge.

Fulfil your purpose!
Define your big idea as a declaration to the world - as your manifesto.
Then share it, discuss it, spread it.
And, start living from the context you have created for yourself to create fresh results and new levels of performance.



Why You Need a Manifesto.

① Take 'it' to a new level

Want an increase in results, performance or rewards? Manifestos define a new context to work from. And, this can take 'it' to a new level.

② Achieve Fresh Results

When you change the context you operate from you change the results you produce.

③ Cause Change

Create the change you want to see by declaring it publicly. This lets others align with you, or not.

④ Create the Future

Rather than waiting for the future to happen, create it by describing it and sharing it with others.

⑤ To Upset the Status Quo

Manifestos are designed to create change and therefore deliberately upset the status quo.

⑥ End What Doesn't Work

Sometimes we just have to say 'enough is enough'. We draw a line in the sand, end the past and move on.

7 Be Open and Transparent

Public declarations make change an open and transparent process. Each person then can choose how to respond.

8 Create Potent Branding

Great brands create those 'for' and those 'against'. This is crucial for creating a strong emotional response.

9 To be Bold & Audacious

It takes some gumption to say 'this is how the future is going to be'. A manifesto is permission for boldness.

10 Be Held to Account

If you're not getting the results you want perhaps you need to be held to account for your actions. Making a public declaration is a potent way to do this.

11 Generate Referrals

If you want more people to refer business your way you need to be public about what you're up to and how people can help. Include this in your manifesto.

12 Be Called Into Action

It's easy to get excited when you're going on holiday. A manifesto defines a future that calls you to act.

13 Start a Movement

To start a movement you need a calling card - a public declaration of what you're out to achieve. Then others can align or not.

14 Inspire community

Communities gather around self-interest. Declare your and turn the light on to attract others to your cause.

15 Generate Content

Content Marketing has replaced advertising. Educate your customers, clients and colleagues with content derived from your manifesto.

16 Win with Social Media

To create a powerful social media campaign you need a theme, mission and campaign to promote and assemble your tribe. This could be your manifesto.

17 Bring Ideas to Life

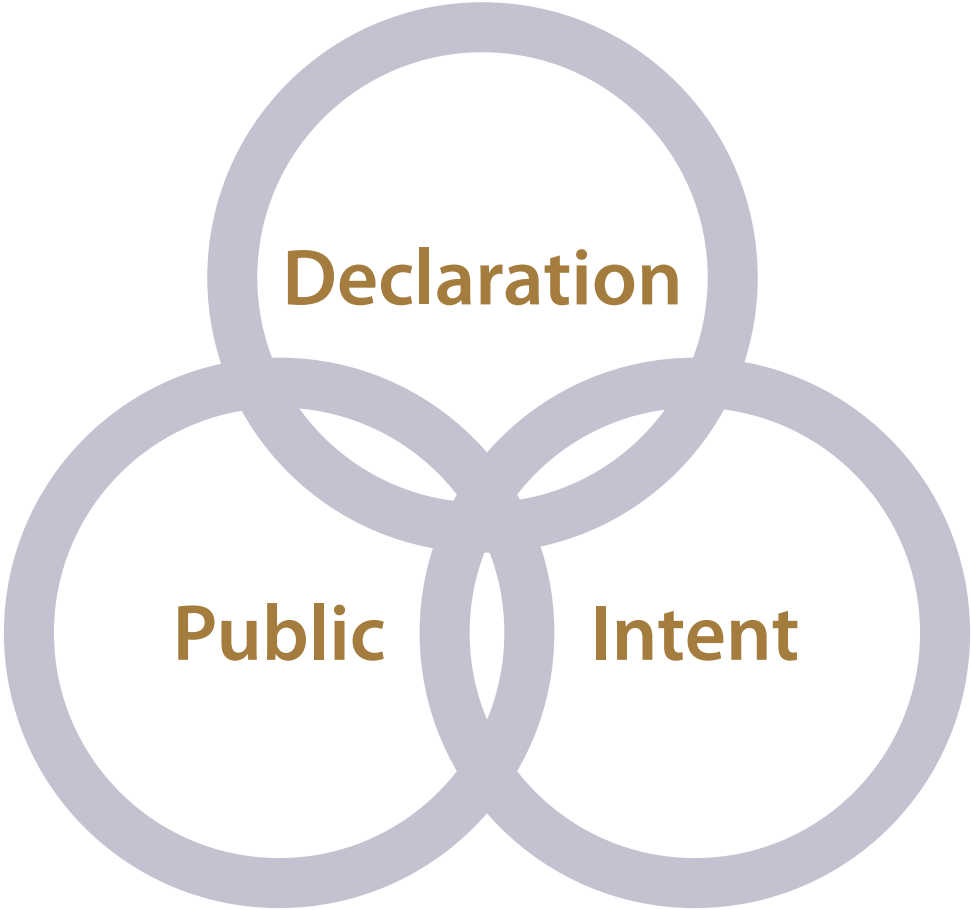
A manifesto is your idea in a physical form. It becomes a tangible, physical and spreadable idea.

18 Fulfil Your Purpose

You're more likely to fulfil your purpose, mission or destiny if you're reminded about it regularly. Write it as a manifesto and display it prominently.



**A manifesto is a public
declaration of your intent.**



① Public

As in 'not private or personal'. Call yourself to account by letting everyone know what you're up to.

② Declaration

As in 'not a description'. We create the future when we publicly say: I'm going to...

③ Intent

As in 'not wishful thinking'. This is what we are setting out to achieve.



Manifestos have three layers.

③ Results

② Belonging

① Declaration

**First, you make your declaration:
We're creating this and we're
stopping that.**

**Then, you include some people
and exclude others.**

**Finally, you take action to make a
difference in the physical world.**



The Manifesto Manifesto.

The Manifesto Manifesto contains nine principles that you can use to write your manifesto.

The more of the principles you include in your manifesto the more potent it will be.

RESULTS

Being

Action

Presence

BELONGING

Trigger

Define

Antagonise

DECLARATION

Primal

Terminate

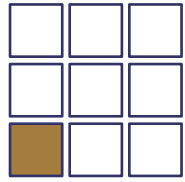
Create

1

**Manifestos
are primal.**

Manifestos are the first and most fundamental thing you should create. They're your foundation stone upon which all other things are built. Create them, share them and plaster them everywhere.

Landing on the Moon



On July 20 1969, Neil Armstrong and Buzz Aldrin stepped onto the surface of the moon. This was the crowning achievement of a mission first stated by US President John F Kennedy eight years earlier.

This journey had begun many years earlier at the end of World War II and at the height of the Cold War.

With opposing ideologies, the Americans and their democratic allies were in direct conflict with the Soviets and Communism.

Both had realized that firing missiles from space was the ultimate way to maintain control and power over planet earth.

The space race and to be first to land on the moon was both a source of propaganda and a potential military advantage.

All missions, goals and outcomes start with a simple thought. Someone thinks 'let's go to the moon' and a train of actions follow.

To fulfil such a potent goal required enormous resources. In this case, the resources of an entire country.

And, to kick start the process, it required someone with the power and influence to make the declaration.

Kennedy had that power and influence.

You have the power and influence to make declarations about your future and the world you want to live into.

Source : http://en.wikipedia.org/wiki/Landing_on_the_moon

JFK's Declaration

"...I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to the earth. No single space project in this period will be more impressive to mankind, or more important for the long-range exploration of space; and none will be so difficult or expensive to accomplish."

John F Kennedy, US President.

Speech delivered before a joint session of Congress, May 25, 1961

Source : <http://www.jfklibrary.org/Research/Ready-Reference/JFK-Speeches/Special-Message-to-the-Congress-on-Urgent-National-Needs-May-25-1961.aspx>

Questions.

What are you going to do?

What is your starting point?

Who can make this declaration?

What needs to be declared?

2

**Manifestos
terminate
the past.**

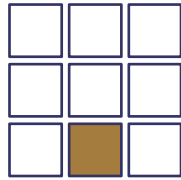
Manifestos draw a line in the sand.

They say 'this ends here. Now!'

And a new context, a new era and a new beginning starts.

Do this effectively and your results will accelerate and your old problems will fade away.

Yvonne Rainer



The history of art has changed as technology has changed.

In architecture, the use of machine made buildings rather than hand-made resulted in the stripping of ornamentation.

In sculpture, realistic forms that highlighted every muscle gave way to abstract forms.

In dance, the drama, entertainment value and expression were stripped away in favour of presenting the body and its movements as objects.

Yvonne Rainer was a choreographer who pioneered this push to reduce dance to its essential elements.

And, in 1965 she defined this in her 'No Manifesto'.

It was a 13 part strategy for demystifying dance.

Notably it defines what not to do.

Source : http://en.wikipedia.org/wiki/Yvonne_Rainer

Thanks to Helen Omand for contributing this manifesto.

No Manifesto

No to spectacle.

No to virtuosity.

No to transformations and magic and make-believe.

No to the glamour and transcendency of the star image.

No to the heroic.

No to the anti-heroic.

No to trash imagery.

No to involvement of performer or spectator.

No to style.

No to camp.

No to seduction of spectator by the wiles of the performer.

No to eccentricity.

No to moving or being moved.

Source : http://wiki.answers.com/Q/What_was_Yvonne_Rainer%27s_NO_Manifesto

Questions.

What are you saying 'no' to?

What are you going to stop doing?

What is this the end of?

3

**Manifestos
create the
future.**

**Manifestos are bold intentions.
They don't describe things, they
declare them into existence.
Take a stand, sharpen your
purpose and incite the future.**

I have a Dream

Martin Luther King's *I Have A Dream Speech* was voted as the top American speech of the 20th century.

It was delivered in front of 200,000 civil rights supporter on the steps of the Lincoln Memorial in Washington DC.

It became a defining moment of the US civil rights campaign.

In his 17 minute speech, King defined a future of equality in the US.

He prescribed what it might look like when people lived together without prejudice and racism.

This was a fresh vision, an enticing future and a new world to live into.

http://en.wikipedia.org/wiki/I_Have_a_Dream

Dream Speech Extracts

"I have a dream that one day this nation will rise up and live out the true meaning of its creed: 'We hold these truths to be self-evident, that all men are created equal.'"

"I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin, but by the content of their character."

"I have a dream that one day on the red hills of Georgia the sons of former slaves and the sons of former slave owners will be able to sit down together at a table of brotherhood."

"With this faith we will be able to work together, to pray together, to struggle together, to go to jail together, to stand up for freedom together, knowing that we will be free one day."

"Now is the time to lift our nation from the quicksand of racial injustice to the solid rock of brotherhood. Now is the time to make justice a reality for all of God's children."

Source : http://en.wikipedia.org/wiki/I_have_a_dream

Questions.

What's your future look like?

How would you like the world to be?

What problem do you want to solve?

What do you want to create?

Describe what you will see, feel, touch, hear, taste and smell in your future.

4

**Manifestos
trigger
communities.**

Manifestos die in the dark. They're public documents intended to rally people to your cause. This unites like-minded souls to birth new communities.

Wikipedia

 Wikipedia is an online phenomenon. It is one of the most viewed sites on the web with more than 350 million people visiting each year - that's 50 million more than all the people living in the US!

Plus it has more than three million articles.

Wikipedia is the world's favourite encyclopedia. And, it employs a method of construction that contrasts with traditional volumes.

Previously, to create an encyclopedia you needed to employ a team of experts. Wikipedia employs only a support staff. The rest of the contributors are anonymous - identified only by a login. Anyone is free to add, edit and update a listing.

Whilst sometimes this attracts vandals, the vigilant community typically repairs any damage quickly.

Wikipedia is an example of a decentralized organization. It's guided by Editorial Principles embodied by the five pillars.

Wikipedia's manifesto is expressed as a community of people working together to produce a community artifact that lives, morphs and grows.

Source: <http://en.wikipedia.org/wiki/Wikipedia>

The Five Pillars

Wikipedia is an online encyclopedia.

Wikipedia has a neutral point of view.

Wikipedia is free content that anyone can edit and distribute.

Wikipedians should interact in a respectful and civil manner.

Wikipedia does not have firm rules.

http://en.wikipedia.org/wiki/Wikipedia:Five_pillars

Questions.

Who do you want to attract?

Describe the motivation that will attract people to your cause.

How will your audience interact with you?

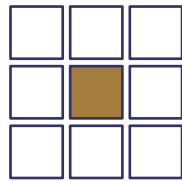
How will your audience interact with each other?

5

**Manifestos
define us.**

**Manifestos create belonging.
They shout 'This is who we are!'
If this calls to you it will become
your anthem, badge of honour
and new identity.**

Apple



Way back in 1997 Apple Computer commissioned a series of advertisements under the banner *Think Different*.

It was a celebration of a host of famous creators that included Einstein, Picasso, Jim Henson and Martha Graham.

As an ad, it positions Apple as the misfit and the rebel. And it directly says this is who we are! 'We are the crazy ones!'

There's also a beautiful paradox presented here: 'While some may see crazy, we see genius.'

In other words, instead of listening to 'crazy' as being mad and bad, they've reframed it to mean brilliant, unique and clever.

They've changed the context. They've turned crazy into a badge of honour!

Apple have defined their manifesto in two distinct ways. Firstly, they're making a public declaration to tell everyone who they are and what they do.

Secondly, they've created an internal reference point and standard for all their work.

Your manifesto defines who you are to others. And it defines the standard you will work to.

It's both an external declaration and an internal call to be.

The Crazy Ones

Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes.

The ones who see things differently. They're not fond of rules. And they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them.

About the only thing you can't do is ignore them. Because they change things. They invent. They imagine. They heal. They explore. They create. They inspire. They push the human race forward.

Maybe they have to be crazy.

How else can you stare at an empty canvas and see a work of art? Or sit in silence and hear a song that's never been written? Or gaze at a red planet and see a laboratory on wheels?

While some see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do.

Source: Wikipedia: http://en.wikipedia.org/wiki/Think_Different

Video: <http://www.youtube.com/watch?v=4oAB83Z1ydE&feature=related>

Questions.

Define who you are.

**Define the standard you
operate at.**

Describe your new identity.

**Design the badge of honour
you'll wear.**

Write the anthem you'll sing.

6

**Manifestos
antagonise
others.**

Manifestos need enemies. When they appeal to everyone they lose all their power. Some will cross your line in the sand, others will stay behind it. Magnify this difference to multiply your impact.

US Declaration of Independence



One of the most famous manifestos is that by the founding fathers of the US in their document, The Declaration of Independence.



They announced that they were no longer going to take orders from the British. And, they now had to the right to govern in their own way.



As your manifesto declares the end to something you will automatically provoke and antagonise those who have a vested interested in the current situation.

For the founding fathers, their declaration of independence was aimed directly at the British. It was a deliberate act of treason. And this put their lives at risk.

Their declaration was made during the War of Independence and thousands lost their lives fighting for their cause.

Whilst we're not suggesting you set out to start wars or to antagonize others, be aware that people will react in mixed ways to the challenge of your manifesto. Some may love it, others may despise it.

Keep in mind, the goal of a manifesto is to get people thinking and to make change happen.

Dissolving Partnership

We, therefore, the Representatives of the united States of America, in General Congress, Assembled, appealing to the Supreme Judge of the world for the rectitude of our intentions, do, in the Name, and by Authority of the good People of these Colonies, solemnly publish and declare, That these United Colonies are, and of Right ought to be Free and Independent States; that they are Absolved from all Allegiance to the British Crown, and that all political connection between them and the State of Great Britain, is and ought to be totally dissolved; and that as Free and Independent States, they have full Power to levy War, conclude Peace, contract Alliances, establish Commerce, and to do all other Acts and Things which Independent States may of right do.

Source: http://en.wikipedia.org/wiki/United_States_Declaration_of_Independence

Question.

Who is your enemy?

What quality, way of being or activity do you want to end?

What specifically do you want to overcome?

7

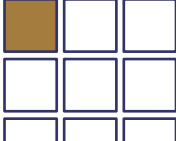
**Manifestos
inspire
being.**

Manifestos generate new meaning.

They collect attitudes, align beliefs and provide a consistent worldview.

This inspires new ways of being and new actions.

The Slow Movement

 As the rate of change increases, so does the pace of life. That's if you want to keep up. Now if you think life is too fast there's an alternative... Go slow!

The Slow Movement started in Italy with an attack on fast food. Rather than eating generic, imported foods the world over, it was a call to eat local and regional produce, recipes and organic foods.

It soon spread around the world and to other aspects of life...

Slow parenting suggests you plan less activities for your children.

Slow travel celebrates the entire journey - not getting there the fastest way you can.

Slow cities or cittaslow aim to resist the sameness emerging in city growth and design.

Slow is a movement (sic!), an attitude and a way of relating to the world.

It's a philosophy that can be applied to all areas of living.

http://en.wikipedia.org/wiki/Slow_Movement

Slow Cars

Slow is a revolution, an alternative to our obsession with speed.

You see more when you take things a little slower, like you notice every little detail when a film is shown in slow motion.

Slow can manifest itself in any design, object, space or image that encourages promotion of local artisans, local designers, local flavours.

It's an endless idea you can make your own in any way you want to.

Slow works to counteract fast life and the disappearance of local traditions.

In a loud, crowded, crazy world, it's good for the soul to live life better by living slower.

Source: Image: CubedTV.com, Launch of the Nissan Cube, Geneva Motorshow 2009

Question.

Who do you want us to be?

What attitudes do you want to promote?

How do you want us to act?

What values and beliefs do you hold?

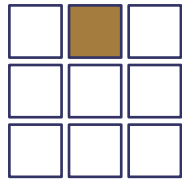
What values and beliefs would you like others to adopt?

8

**Manifestos
provoke
action.**

**Manifestos without action
are merely words on a page.
Manifestos exist to inspire
decisive action, potent results
and powerful change.**

Platform 21

 Not so long ago, it was fairly common to fix the things that broke in our lives. We'd put patches on our jeans, glue books that fell apart and rebuild furniture that was getting loose in the joints.

Do you still do that? Probably less so.

The world is now focussing on developing sustainable practices. This includes cradle-to-grave design. And, it includes recycling.

Yet, *Platform 21* have spotted a gap in this focus.

And, that is repairing things.

It used to be a natural part of life to repair things. Now we simply throw things away in the belief that it will be recycled and all will be good in the world.

Not so.

Recycling is often not an effective action. Some things cannot be easily recycled. It can be expensive to do it and therefore doesn't get done. And, sometimes the energy required to recycle makes it a less effective option.

The *Stop Recycling, Start Repairing* manifesto is a philosophy that tells us how to act.

Start Repairing

Stop Recycling, Start Repairing

- 1. Make your products live longer!*
- 2. Things should be designed so that they can be repaired.*
- 3. Repair is not replacement.*
- 4. What doesn't kill it makes it stronger.*
- 5. Repairing is a creative challenge.*
- 6. Repair survives fashion.*
- 7. To repair is to discover.*
- 8. Repair – even in good times!*
- 9. Repaired things are unique.*
- 10. Repairing is about independence.*
- 11. You can repair anything, even a plastic bag.*

Source : <http://www.platform21.nl/page/4315/en>

Questions.

What do you want us to do?

What will we see, feel, hear, touch, smell and taste when you are living your manifesto?

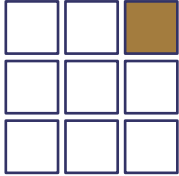
If I were to watch you fulfilling your manifesto, what would I see?

9

**Manifestos
command
presence.**

Manifestos matter. Whilst thoughts fade and speech can be silenced, manifestos are real. They live in many different physical forms so they can be easily shared. And, this keeps them alive.

Religious Manifestos

 The usual format of a Manifesto is the printing of a few words on a page. This may be a single page or a complete book. For example, the *Quran* or *Koran* is the core text for Islam.

This is a great place to start when making your declaration public. And, it's not enough.

To bring your manifesto to life you'll need to give it presence in multiple forms.

Over centuries, the various religions have created elaborate expressions of their core manifesto.

In Christianity the central text is *The Bible*. This is complemented by their one-pager *The Ten Commandments*. And this is complemented by a range of practices, beliefs, icons and ultimately buildings.

Start with a simple manifesto that includes the other eight principles. Then build multiple expressions of it.

This will give you the best chance to let others live your philosophy.

The Buddhist Way

Rituals and Practices

- Prayers
- Meditations

Way of Living

- Few Possessions
- Mindfulness
- Vegetarianism
- Monastic Living

Goals

- Enlightenment
- Samsara - Extinction of Suffering

Creations

- Mandalas
- Scriptures
- Stupas and Temples
- Buddha Idols

Beliefs

- Rebirth and Reincarnation
- Karma
- Four Noble Truths
- Five Precepts
- Three Marks
- Eightfold Path

Sources : <http://www.buddhist-temples.com>
<http://en.wikipedia.org/wiki/Buddhism>

Questions.

**In what forms or expressions
will your manifesto exist?**

**How will you bring your
manifesto alive?**

**What physical things will you
create?**



Want More?

**This document
is intended as
an introduction
to Manifestos.**

**If you want
more, here's a
list of resources
for you...**

Author

Geoff McDonald is the Ideas Architect creator of Book Rapper and a former architect.

Webinars

Invite yourself to our webinars. Register at: <http://ideasmarketing.com.au/webinars/>

Blog

Learn how to create your manifesto: <http://ideasmarketing.com.au/blog/>

Consulting

Create your manifesto for your small business, organization or company.

Facebook

Join the conversation at: <http://www.facebook.com/1000manifestos>

Website

Be inspired by 1000 examples: <http://1000manifestos.com/>

Workshop

Create your own manifesto in a small group seminar.

Tweets

Tweet with us at: @1000 Manifestos