

# The Expert Manifesto

How to create your big idea, own your own niche and attract your ideal clients.

Geoff McDonald



## The Expert Manifesto

The Ideals of the Expert:

- Own your Own Niche
- Attract your Ideal Clients
- Unite with a Double-sided Vision
- Share a Philosophy to Buy into
- Build an Idea that Scales
- Play a Game Worth Winning
- Write the Rules for Success

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[GeoffMcDonald.com/manifesto](http://GeoffMcDonald.com/manifesto)

# The Expert Manifesto

If there was one theme, driver or question that defines my life it is this:

## **How do you design, build and sell your ideas?**

As an ideas guy, this has been central to my professional life.

- How do I make money from the thoughts that I have?
- What's my big idea?
- How do I create my own unique niche so I no longer have competitors?
- And, how do I attract my ideal clients so they come to me?

These questions are crucial for business experts... the speakers, coaches, trainers, consultants and thought leaders who run a business based on what they know.

I've given this a lot of thinking time over the years. And, this ebook documents what I believe to be the most powerful way to achieve this.

It's called a manifesto.

Manifestos are common in some circles and not in others.

They are common in some countries for political candidates to declare the promises they will deliver if elected. They are also used by artists to define a new way of representing the world and they are used by revolutionaries to spell out the world they want to see.

Whilst they are starting to pop up in the start-up and social entrepreneurship space, the manifesto is less common in the corporate or business world.

Traditionally, businesses have created a Vision or Mission Statement. Whilst these were popular in the 80s and 90s they have mostly fallen out of favour because they are often seen as a throw-away line from management who then failed to deliver on them.

## Selfish

The real problem with Vision or Mission Statements is they are selfish.

I mean that literally. They are all about what you want to achieve. This is really useful if your aim is to motivate yourself. However, this is not very useful if you want to invite and include others into the big game you're playing. For example, the mission of being #1 in a particular market may be a good goal for some of the people in your organisation and it's an absolutely lousy goal for your clients.

None of your clients are interested in this. This is what I mean by selfish.

## Double-sided

What is needed is a double-sided vision. We need a mission that appeals to both the internal teams within organisations AND is a call to action for people outside the organisation to also join in.

For business experts this is a vision that gets you excitedly out of bed in the morning and has clients calling you to be part of it.

Think of your manifesto like a fire on a camping trip. It will attract people to gather around it and it will spark conversations, relationships and connection.

This is why you need a manifesto. It's a call to action for you AND your clients. This is the most powerful way to engage others, build cult-like communities and to attract your ideal clients.

## Philosophy

There are two powerful ways to create a double-sided vision.

The first is to create a clear picture of what the future could look like. Think, Martin Luther King and his goose-bump giving speech 'I have a dream'. What's your dream? How do you want the world to look?

The second is to create a philosophy. Think, Stephen Covey's best-selling book *Seven Habits of Highly Effective People*. He presents his success formula for how to be effective. This inspires two things you need to create: what game are you playing and how do you win?

For business experts, the philosophy approach is the easier and more powerful option to create. When others buy into your way of thinking you instantly become the go-to person and the resident expert in that domain. And, this creates a host of business opportunities.

## Highly Effective

Covey is a great example here. His beautifully named book, *The Seven Habits of Highly Effective People* is a classic call to arms for anyone who wants to be highly effective. And, that's all of us, right? He then said, there are seven habits you need to build to be highly effective and here they are...

His book continues to be a best-seller. According to Wikipedia it has sold more than 25 million copies and been translated into more than 40 languages. And, as one of the best possible examples of having buy-in for your ideas from people that matter... Covey was invited by US President Bill Clinton to Camp David to discuss how to implement his success habits into his presidency.

Whilst Covey probably never called his book a 'manifesto', it displays all the principles of one. It's a philosophy for winning a specific game.

## Scalable

Covey's example also highlights the importance and power of scale that can be achieved with your manifesto.

The big challenge around selling your ideas is to package them in a way that will:

- Attract people's attention;
- Be quickly and easily understood whilst also having depth and breadth; and
- Lead people to effective action.

To achieve this we need to be able to scale our idea up and down. To attract attention we need a sound bite to speak to people, we need a message that fits in a tweet and an image that fits on a postcard. We also need depth and breadth so we can make money from our idea - turn into a book, a diagnostic tool and a one-day workshop. And, ideally, it needs to be powerful enough to have people come together and build a community around it.

Your manifesto is your starting point for creating an idea so powerful that all of this is possible.

## Profitable Business

Covey's manifesto does all of this. At it's simplest level, it's just seven lines in length - the seven principles. This is small enough to put on a postcard, on a single Powerpoint slide or as a tweet. He can also expand on the seven points with simple definitions and examples to write a blog post, a status update on *Linked In* or a *Facebook* post. And, as he has demonstrated you can also turn this into a best-selling book, a series of keynote presentations and successful

training events. And, all of this comes together to unite a worldwide fan base and ultimately a highly profitable global business.

## Two Steps

The good news is that creating your own manifesto is easier than you think. It only takes two steps.

The first step is to define your context. What is your domain or area of interest?

As you can see in the examples in this ebook, you can write a manifesto about almost anything - including my manifesto about creating a manifesto!

The second step is to create a set of rules, laws or principles for winning in that context. Again we turn to Covey who shares seven principles for being highly effective. He is saying, 'If you want to be effective, this is how you do it.'

The examples in this ebook also show this can be as short as a handful of core principles or much longer.

Plus, you can display your manifesto in a variety of ways. We've included word based versions and a visual example. You can and probably should do both to make the biggest impact.

## Your Game

One way to think about this is to consider a game or a sport.

For instance, football. There are a number of different types of football: Soccer or the world game, Australian Rules, Rugby Union, Rugby League and American football. Each of these games is played in a different context (on a different field

of different shapes and sizes). And, importantly, the rules for how to play and therefore the strategies for winning are very different.

This is what you want to create in your manifesto: a game worth playing by you that will also be attractive to others. You will define the arena we play in and how to win.

## Your Expert Challenge

The Expert Manifesto lays out seven ideals that represent the pinnacle for being an expert in your field. Create all seven to build a super-successful business and career. The simple starting point to begin this journey is to create your manifesto.

As stated in the beginning, creating your manifesto is the most powerful way to package up your ideas so others will buy into them. This is because it sows the seeds of the seven ideals.

Scan through our ten examples from Seth Godin, Stephen Covey and others to fuel your inspiration.

### Want some help?

If you want some help to create your manifesto, click on the link below to go to our website and see our latest products, events and coaching offers.

[GeoffMcDonald.com/manifesto](http://GeoffMcDonald.com/manifesto)



# Expert Manifesto Examples

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**CREATOR**

Geoff McDonald, author of this ebook.

**PURPOSE**

Nine principles for creating your manifesto.

**SOURCE**

[1000manifestos.com/  
manifesto-manifesto/](https://1000manifestos.com/manifesto-manifesto/)

# The Manifesto Manifesto

1. Manifestos are primal
2. Manifestos terminate the past
3. Manifestos create new worlds
4. Manifestos trigger communities
5. Manifestos define us
6. Manifestos antagonise others
7. Manifestos inspire being
8. Manifestos provoke action
9. Manifestos command presence

**CREATOR**

Christopher Richards, creator of the *Slow Down Now* website

**PURPOSE**

As a counterpoint to the increasing pace of life, slow the world down

**SOURCE**

[SlowDownNow.org/](http://SlowDownNow.org/)

# The Slow Movement

There are those who urge us to speed.

We resist!

We shall not flag or fail.

We shall slow down in the office, and on the roads.

We shall slow down with growing confidence when all those around us are in a shrill state of hyperactivity (signifying nothing).

We shall defend our state of calm, whatever the cost may be.

We shall slow down in the fields and in the streets, we shall slow down in the hills, we shall never surrender!?

If you can slow down when all around you are speeding up, then you're one of us.

Be proud that you are one of us and not one of them.

For they are fast, and we are slow.

If a thing is worth doing, it is worth doing slowly.

Some are born to slowness—others have it thrust upon them.

And still others know that lying in bed with a morning cup of tea is the supreme state for mankind.

**CREATOR**

Stephen R Covey, author of *Seven Habits of Highly Effective People*

**PURPOSE**

To present universal and timeless principles for aligning oneself to your goals.

**SOURCE**

From his book: *The Seven Habits of Highly Effective People*

Stephen Covey on Wikipedia

# Seven Habits of Highly Effective People

1. Be Proactive
2. Begin with the End in Mind
3. Put First Things First
4. Think Win-Win
5. Seek First to Understand, Then to be Understood
6. Synergize
7. Sharpen the Saw

**CREATOR**

Carolyn Tate, author of  
*Conscious Marketing*

**PURPOSE**

A personal credo for life and  
work.

**SOURCE**

Sourced from her book,  
*Conscious Marketing*

Carolyntate.co

**LIVE WITH PURPOSE.** DO WORK THAT I LOVE.  
**TRUST THAT MONEY WILL FOLLOW.**  
WRITE AND SPEAK FROM MY HEART.  
**BE AUTHENTIC. BE BRAVE. BE BOLD.**  
DON'T MIND SO MUCH WHAT OTHERS THINK.  
**SOFTEN MY HEART.**  
**ASK EXCELLENT QUESTIONS.**  
REALLY LISTEN. NO, REALLY LISTEN.  
**SPEAK WISE WORDS.**  
*BE KIND AND GENTLE ON OTHERS.*  
*BE EVEN KINDER AND GENTLER ON MYSELF.*  
**INSPIRE OTHERS.**  
HELP THEM BELIEVE ANYTHING IS POSSIBLE.  
EXERCISE EVERY DAY. EAT HEALTHILY. LAUGH OFTEN.  
JOURNAL, MEDITATE AND PRAY DAILY. READ A LOT. WATCH TED.  
**SMILE AT STRANGERS. MAKE SOMEONE'S DAY, EVERY DAY.**  
**LOVE AND NURTURE MY SON.**  
REJOICE IN HIS GROWTH. LOVE AND SERVE MY CLIENTS.  
DO GREAT THINGS FOR THEM. CELEBRATE OUR SUCCESSES.  
**CREATE GREAT PROSPERITY FOR US BOTH.**  
BE A **LOVING FRIEND,** SISTER AND DAUGHTER.  
LISTEN. BE EMPATHETIC. JUST BE THERE. LISTEN. BE OPEN TO LOVE.  
**CREATE OPPORTUNITY. ATTRACT THE MAN I DESERVE.**  
**EMBRACE COMMITMENT. TRAVEL FAR.**  
LIVE IN MANY COUNTRIES. COLLECT EXPERIENCES, NOT THINGS.  
COLLABORATE. CONNECT. COOPERATE.  
**QUESTION EVERYTHING.**  
**DREAM OF A BETTER WORLD.**  
**DO SOMETHING ABOUT IT.**

[www.carolyntate.co](http://www.carolyntate.co)

# 11 Ways to Be Unremarkably Average

## CREATOR

Chris Guillebeau, author of several books including *The Art of Non-Conformity*

## PURPOSE

Live life on your terms whilst making a positive difference in the lives of others at the same time.

## SOURCE

From his book *The Art of Non-Conformity*

[Chrisguillebeau.com](http://Chrisguillebeau.com)

1. Accept what people tell you at face value.
2. Don't question authority.
3. Go to college because you're supposed to, not because you want to learn something.
4. Go overseas once or twice in your life, to somewhere safe like England.
5. Don't try to learn another language, everyone else will eventually learn English.
6. Think about starting your own business, but never do it.
7. Think about writing a book, but never do it.
8. Get the largest mortgage you qualify for and spend 30 years paying for it.
9. Sit at a desk 40 hours a week for an average of 10 hours of productive work.
10. Don't stand out or draw attention to yourself.
11. Jump through hoops. Check off boxes.

**CREATOR**

Bre Pettis and Kio Stark, part of the maker movement

**PURPOSE**

Get things done!

**SOURCE**

BrePettis.com

## The Cult of Done

1. There are three states of being. Not knowing, action and completion.
2. Accept that everything is a draft. It helps to get it done.
3. There is no editing stage.
4. Pretending you know what you're doing is almost the same as knowing what you are doing, so just accept that you know what you're doing even if you don't and do it.
5. Banish procrastination. If you wait more than a week to get an idea done, abandon it.
6. The point of being done is not to finish but to get other things done.
7. Once you're done you can throw it away.
8. Laugh at perfection. It's boring and keeps you from being done.
9. People without dirty hands are wrong. Doing something makes you right.
10. Failure counts as done. So do mistakes.
11. Destruction is a variant of done.
12. If you have an idea and publish it on the internet, that counts as a ghost of done.
13. Done is the engine of more.



# Changing What's Normal

The narrower the gap between what we know and what we do, the more fulfilled life we live, and the greater influence we exert

I'm not normal and neither are you! Instead we are all one-of-kind human beings

Change is normal yet it changes what's normal

The greatest change I have witnessed in my life is society becoming part of the economy. Social entrepreneurs are leading the way to reversing this. Success will mean we have stepped back from the brink of destroying ourselves and our planet

Trying to change other people is futile and is a slippery slope to self-destruction. The good news is we can inspire others to change themselves by being change masters ourselves

Change is personal first, local second, national third, and international fourth. Ignoring this order means the great challenges we must overcome to survive and thrive remain challenges

Change begins with what our philosophies about change are and then with intention or purpose which is followed by feelings, thoughts, and behaviour. To focus on behaviour change without aligned philosophies, intention, feeling, and thinking means no long-term behaviour change

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## CREATOR

Ian Berry, author of *Changing What's Normal*

## PURPOSE

"I wrote this manifesto because I am tired of the status quo and want to co-create a new world."

## SOURCE

[Changingwhatsnormal.com](http://Changingwhatsnormal.com)

Change is social, environmental, economic, technological, spiritual, scientific, and universal, all at the same time

Change is a process and a never-ending journey

Change is pull more than push

Change is both/and, never either/or

Change is simple, which usually doesn't mean easy

Change is easier when it is driven by enlightened self-interest

Change means why comes before how and how before who, what, and when

Change that inspires and really matters has much to do with appreciating people when they excel and helping them to be accountable when performance is less than agreed it should be.

**CREATOR**

Joseph Jaffe is the author of three books, including *Join the Conversation* and *Flip The Funnel*.

**PURPOSE**

Ten new rules of customer service.

**SOURCE**

[ChangeThis.com/manifesto/show/68.06.ServiceManifesto](http://ChangeThis.com/manifesto/show/68.06.ServiceManifesto)

# Ten New Rules of Customer Service

1. Customer service doesn't end at 5pm on Friday.
2. Move from 'everything communicates' to 'everyone communicates'.
3. All customers are equal, but some are more equal than others.
4. Customer service is not only about solving problems.
5. Customer service lives 'in the now'.
6. Customer service can be a revenue generator.
7. Customer service lives in the public domain.
8. Customer service needs a memory.
9. Customer service needs to be proactive and anticipatory.
10. Customer service is alive.

# Unforgivable Manifesto

## CREATOR

Seth Godin, marketing extraordinaire was asked by cartoonist Hugh Macleod to submit a manifesto.

## PURPOSE

To change things.

## SOURCE

[Gapingvoid.com/blog/2006/11/24/seth-godins-unforgiveable-manifesto](http://Gapingvoid.com/blog/2006/11/24/seth-godins-unforgiveable-manifesto)

Does it take 500 words to change things?

Probably not. It probably takes less than a hundred, plus a secret ingredient.

The secret ingredient is your desire to actually do something about it. To take action, to believe that it's worthwhile, to confront what feels like a risk but really isn't. The secret ingredient is to ignore excuses, abandon procrastination and stop looking for proof.

So, where's my manifesto?

The greatest innovations appear to come from those that are self-reliant. Individuals who go right to the edge and do something worth talking about. Not solo, of course, but as instigators of a team. In two words: don't settle.

The greatest marketers do two things: they treat customers with respect and they measure.

The greatest salespeople understand that people resist change and that 'no' is the single easiest way to do that.

The greatest bloggers blog for their readers, not for themselves.

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There really isn't much of a 'short run'. It quickly becomes yesterday. The long run, on the other hand, sticks around for quite a while.

The internet doesn't forget. And sooner or later, the internet finds out.

Everyone is a marketer, even people and organizations that don't market. They're just marketers who are doing it poorly.

Amazing organizations and people receive rewards that more than make up for the effort required to be that good.

There is no number 9.

Mass taste is rarely good taste.

So, decide. Decide before the end of the day. If you reject the aphorisms above, replace them with your own. But don't settle. That's unforgivable.

# Nine Things Successful Leaders Do Now

## CREATOR

Gihan Perera, author of *The Future of Leadership* and multiple other books

## PURPOSE

The new rules of leadership for a fast-moving world.

## SOURCE

[GihanPerera.com/products/future-of-leadership.html](http://GihanPerera.com/products/future-of-leadership.html)

Part One: Be a Leader they want to follow

- 1 Show Up: Make time to lead
- 2 Speak Up: Cut through the clutter
- 3 Step Up: Stand for something

Part Two: Build a Team they want to be a part of

- 4 Light Up: Foster innovation
- 5 Wise Up: Build their judgement
- 6 Tune Up: Accelerate the experience curve

Part Three: Reach out to a World that wants to help

- 7 Team Up: Find talent everywhere
- 8 Partner Up: Join forces
- 9 Link Up: Leverage trust

**More...**



## Geoff McDonald

The original spark for creating a manifesto came from reading Seth Godin's *Permission Marketing* book. In one of the early chapters he says "All ideas start as a manifesto." Now, that got me thinking...

That was back in 2010. As I explored this further, I realized the power of what he had said. As a result, I built 1000Manifestos.com and started talking about manifestos to anyone who would listen.

Unfortunately back then not many did want to listen. And, from where I stand now I think I had failed to connect the power of the manifesto to fulfilling their business objectives.

Like all good ideas they might fade into the background for a little while and... they always seem to come back.

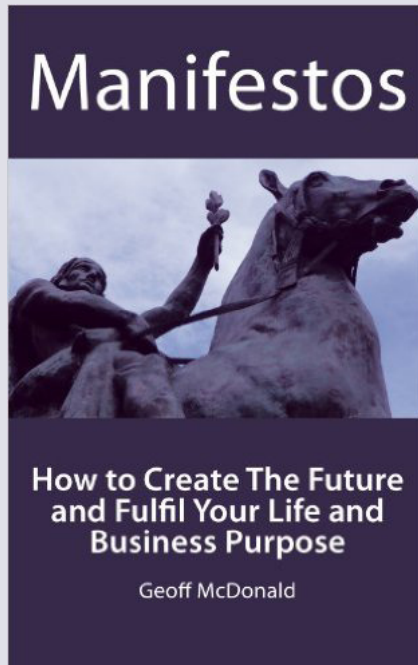
In recent months, I've been seeing and hearing more people talk about a manifesto in the business context. A business manifesto might now be an idea whose time has come. And, as Victor Hugo famously said, there is nothing more powerful than that.

My goal over the next 12 months is to re-establish myself as the world leader in creating a manifesto for business. This includes re-writing and updating my Manifesto book and helping more people create them.

My underlying goal is to inspire business people to lead powerful communities and create new worlds.

Want to join me?





## Resources

### 1000Manifestos.com

I've started to create the world's best collection of manifestos. There are over 200 different examples here that you can look at to spark your imagination and fuel your inspiration.

[1000manifestos.com](http://1000manifestos.com)

### Manifesto: The Book

My book on how to create your Manifesto is available for a couple of dollars in Kindle format on *Amazon*.

[Manifesto book on Amazon](#)

### Blog Posts

I've published over 75 blog post articles on Manifestos over at [GeoffMcDonald.com](http://GeoffMcDonald.com). Click on the category 'Manifesto' or the link below:

[GeoffMcDonald.com/category/manifesto/](http://GeoffMcDonald.com/category/manifesto/)

### Want some help?

If you want some help to create your manifesto, click on the link below to go to our website and see our latest products, events and coaching offers.

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