



CREATE YOUR MANIFESTO

You need to have a big vision of your business: the who, what, where, why, and how, very firmly entrenched in your mind. Write them out so that you're ready and able to share this with people - both potential customers and those who might be interested in collaborating with you to make the change that you want to make in the world with your business.

Even if you are selling a product (like office supplies), your manifesto is just as important. Why (other than lower prices - because someone can always beat you on price), should someone buy from you? What is your Story? The story *is* your manifesto.

Here is my quick reporter's guide to creating your business manifesto.

Who is your ideal customer?

You need to be able to articulate this in all of your marketing materials so that people really understand who it is that you're serving and speaking to. Even if you're talking about your business to people who don't fit your ideal customer profile, they'll know who to refer to you in the future because it's clear in your materials.

What are you selling?

What is it that you're selling? What is your product? How are you planning on making money out of this venture? Often, people make mistakes in defining what “the what” is.

The first mistake is in creating a product without creating a manifesto. Or

they create millions of products they think people will want, and nobody ever buys them because they are not connected with their customer persona needs.

The other mistake that people make is they get totally wrapped up in creating content. They are passionate about their subject, but they never come up with an actual product. Without a product or service, there's no way to facilitate an exchange of money!

Where Are You Selling Your Product?

Is it online?

Is it mostly through social media?

Is it mostly through a website?

Are you selling through masterminds or forums?

Do you have an offline component?

Do you put on live local workshops?

These questions are going to determine the structure of your business. Because if you are primarily selling to Americans, that is going to look very different than if you're selling to multilingual Europeans and your site needs to be translated into twelve different languages.

It all makes a difference, and you really need to think about these details in the beginning. Are you going to be a regional business? Instead of focusing on a really specific problem, your niche might be based more on a specific geographical region. For example, you might be targeting people who live in the southern United States, even though your business is purely online. The language you use to market to southerners is going to be different than the language you would use to market to those in California. The kinds of events you put on are going to be different. How you interact with your mailing list is going to be different. Being specific for this one all depends on the question of where.

Why did you start this business?

The next one is the 'why'. Your why is the difference you want to make in the world, the reason you started your business in the first place and the fire that drives you on.

The why is the core of your story and this works for all types of

businesses. For example, if you are selling furniture - you can say - “I want to make beautiful tables that inspire people to sit around them and share conversations. And I want them to be made of the finest quality wood from the Southwestern United States so that people have something to talk about and are inspired by the beauty of a different part of the world.” Your uniqueness is a world-changing story even though you're selling furniture.

Spend some time and think of your story and then consider what it is about your own qualities and experiences that make you the one your ideal customer should seek out to solve their problem, over and above anyone else.

This is especially important for creative entrepreneurs. If you are an artist or a writer, or you make jewelry or some kind of actual item to sell, it's not about the items that you are creating; it is about YOU as the creator. This is probably one of the most important things to get right because there's lots of jewelry out there for sale. There's plenty of art out there on the market and there is certainly no shortage of books to choose from. The thing that makes your particular creation unique is you. As you can see, it's very important that you are selling your story, not just your products, because your story is what people will really buy into and enjoy. It's not just about the art you're creating. It's about you as the artist.

List them on the next page:

How Will You Transform Your Customers' Lives?

How is it that what you are about to do for them is going to transform their lives? Transformations are possible with any business. If you're a restaurant owner, you're transforming people from hungry to full. It's simple. With a nice ambiance you are creating a space where friendships are bonded, or transforming their social life because they have a choice to go somewhere nice to eat - or they can go somewhere quick to eat.

Think hard about what it is that you do that's really going to make a difference in people's lives. What is that difference? It is that difference that is going to influence what you write as headlines for your sales pages, and how you talk to your ideal customers.

Take some time with your manifesto - and don't be afraid to make it a long manifesto. Whatever it takes to get your idea's across. Once it is written - start posting it everywhere. Post it on your blog, your FaceBook Page or make a video & post it to YouTube. Solicit feedback and monitor reactions. Start sharing your story with the world.



Feel Like You are ALWAYS Marketing but Getting Nowhere?

You Need a FAST & FOCUSED Marketing Plan



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