

How to Craft Your Own One-Page Soulful Manifesto

The Soulful Marketing Manifesto

DECIDE TO MAKE A DIFFERENCE IN THE WORLD
THIS IS YOUR LIFE'S WORK

CHOOSE YOUR DREAM CLIENTS, BUSINESS PARTNERS, AND PROJECTS WISELY. **YOU HAVE UNIQUE GIFTS; ALWAYS BE GENEROUS WITH THEM.**

DISCOVER YOUR SOUL'S TRUE PURPOSE AND LET IT DRIVE YOU.

USE YOUR SUPERPOWERS ONLY FOR GOOD.

RECOGNIZE BUILD RELATIONSHIPS FIRST - THEN MONEY.

THE VALUE FOLLOW YOUR HEART - IT KNOWS.

YOUR INTUITION IS YOUR BEACON ON THE JOURNEY. **IN WHAT YOU** LET YOUR VALUES GUIDE YOU TO YOUR DREAM CLIENTS.

ARE GIVING ALIGN WITH YOUR VISION AND MISSION THAT WILL INSPIRE YOU AND OTHERS.

TO THE WORLD. IT'S ABOUT INSPIRING AND TRANSFORMING PEOPLE FIRST, THEN MONEY.

MAKE DECISIONS BASED ON INNER GUIDANCE, NOT MONEY.

PUT YOURSELF OUT THERE AND STAY TRUE TO WHO YOU ARE.

MARKET WITH TRANSPARENCY, AUTHENTICITY, AND INTEGRITY—NEVER HYPE, MANIPULATION, OR FEAR.

ALIGN YOUR VISION, MISSION, **& PURPOSE** YOU ONLY HAVE SO MUCH TIME

WITH YOUR MARKETING. **ON THE PLANET - START NOW!**

FIND SOMETHING TO BE GRATEFUL FOR EVERY DAY.

LEAD WITH COMPASSION. FORGIVE YOUR MISTAKES AND THOSE OF OTHERS.

TRUST **CHOOSE**

IN THE GREATER GOOD. **LOVE OVER**

FEAR - ALWAYS.

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([Click on here](#) to download the full-sized graphic.)

by Shannon McCaffery



Manifesting Your Vision & Values: Crafting Your One-Page Soulful Manifesto

Hi - I'm so glad you're here!

Again, I want you to know how much I appreciate you for taking the leap and being here with me. That's not something I take lightly. I also want to earn your trust, add value, and inspire you to create a sustainable, long-term, and successful business. One that you love and one that inspires and transforms thousands or more.

I want to share with you some important insights and tips to help you on the first and most important step to creating your marketing that's authentic, connected to your dream clients, and unique that will make your marketing a whole lot easier...

The biggest step you can make in your marketing is to ensure your business and marketing align with your mission, vision, and values.

How do you do that? With this *How to Craft Your Own Manifesto!*

Why is this so important?

After working with hundreds of clients over the years, one thing that I know is that the ones who were dedicated to their business because their mission, vision, and values guided them in all aspects of it created the most fantastic success.

It honestly is that simple.

When you align your business with your purpose and your life's work, your marketing becomes easier.

And your copy, identifying your dream clients, your best marketing path, and more becomes even easier.

The reason is that when these are defined, and you've written them down, they help guide you to the best messaging to attract your dream clients or customers and repel those who aren't a good fit.

It's not magic, yet it kind of feels like that sometimes.

So, if you can do one thing today, take out a pen (yes, a pen, not a keyboard) and answer this question:

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Why did you create your business?

And you can go deeper if you like - Why is this business so important to you? And what beliefs are driving you?

This is getting to the good stuff.

And hint, hint, it's going to help you develop your core messaging AND help you create your unique story for your business.

Your manifesto is your declaration— it's the very soul of your entrepreneurial journey. It's about capturing the essence of your beliefs, values, and vision that are the core of your business and/or your life.

The word “Manifesto” is significant. It denotes back to its origins in Europe during the 16th century. It was used then as a historical artifact and political tool. Famous manifestos are the *Declaration of Independence* and the *Communist Party Manifesto*.

These manifestos were more like pamphlets and short books. They were written during unsettling times, and their goal was to challenge the status quo by uniting their readers to join together to make a change.

I decided that it was time for a change in marketing. We need a new movement to challenge the status quo of brand and direct response marketing.

I predict that the current wave of fear and scarcity-based marketing will not continue to work as it is. There needs to be a new way to market that's more authentic, real, and driven by the company's mission, vision, and values and that of your dream client.

This brief one-page manifesto is about creating a more soulful way to market your products, courses, services, and events.

It's also about how you, as a mindful entrepreneur, can get in touch and truly grab hold of a more soulful way to be, do, and have when it comes to your business and your life.

Marketing as we know it is changing and has been changing ever since the advent of the internet.

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Yet, the changes are more focused on somewhat slimy, skeezy, and emotionally driven manipulation tactics that are flooding our social media feeds, websites, and email boxes.

What I know to be true is that you downloaded this because you resonated with my message. And maybe you're tired of this old-style fear-driven manipulation way of marketing, too. Or maybe you want to create a more authentic, mission and values-based way to connect to your dream clients and repel everyone else.

You're looking for a better, more transparent, authentic, and truthful way to market yourself and your business. One that's aligned with your mission, vision, and values.

The beauty of a one-page manifesto is that when you create it with your energy and passion, it becomes a magnetic force—drawing in your ideal clients and beckoning them to join you on a transformational journey.

Simply walk through this how to document and once you've answered the questions, you will be able to create an inspiring manifesto to guide you and the community you're creating.

Ready to crystallize your vision and connect with your dream clients?

Dive into the art of creating your very own Soulful Manifesto.

Soulfully Yours,



9 Steps to Crafting Your Soulful Manifesto

1. Deep Dive Into Your 'Why':

Begin by reconnecting with the passion that sparked your entrepreneurial journey. Take out a notebook, journal, or paper. Yes, I'd write this and not type it. As the inspiring writer and teacher Natalie Goldberg taught me, there's something about connecting your hand to paper. Some of these answers may be repetitive, and that's good. Also, I want to inspire you to go deeper if you can.

- Why did you create your business?
- What drives you every day to work in it and on it?
- What's the biggest challenge, struggle, or problem you are trying to solve for dream clients or customers?
- Why does this problem bug you so much? How can you relate to it to help guide them?
- How will your products, services, or courses improve your dream clients or customers' lives?
- What change do you wish to see or create with your business?
- Why is this so important to you?
- How do you want to live your entrepreneurial life?
- How do your beliefs drive you?

After you answer these questions, you will uncover the deep-seated reasons that are the bedrock of your manifesto. Remember, you can also look at my manifesto to inspire you.

When creating your Soulful Manifesto, make sure you use pronouns such as "I," "you," "we," and "them" when referring to your dream clients. These will engage them on a more personal level. And when it resonates, they will feel like they are a part of your community. Your business's purpose drives your Soulful Manifesto. Without your clear and inspirational purpose, your manifesto won't feel authentic and won't emotionally connect to your dream clients.

Resources for further study: by Simon Sinek, [Start With Why](#) and [Find Your Why](#). More books are under *Tools below*.

2. Voice Your Vision & Values:

List out the core principles and beliefs that guide your business. This isn't about what's trendy or expected. It's about what's authentically and undeniably YOU. How you treat yourself, your relationships, your values around money, time, health, travel.

- What's sacred to you and your business?
- What are your core values?
- What gives your business and your life meaning?
- What do you want?
- What's most important to you? In these areas: work, life, relationships, spiritual, financial, and health.

Resources I highly recommend:

- [*Discover Your Soul's Purpose: Finding Your Path in Life, Work, and Personal Mission the Edgar Cayce Way*](#) by Mark Thurston. (It was truly impactful when creating my manifesto.)
- [*Living A Values-Based Life: Discover, Clarify and Live in Alignment with Your Highest Values*](#), by Robert MacPhee

3. What's Your Business's and/or Your Life Vision?

Remember the difference between your vision and mission. Your vision statement is your guide and vision for the future and your business's impact on the world. It's how you want your dream clients to be because of your business. It helps people understand why they should be a part of your brand's or business's journey.

Your mission is how you respond to change day to day and make decisions. It looks at your business's core values, goals, and objectives as its true guide.

4. Envision Your Impact:

Beyond profit and operations, how do you want your business to touch lives? How do you want people to feel after they interact with your business? Capture this essence. How will your dream clients or customers fall in love with you and your business? How will you make them feel safe, connected, loved, joy, how they matter, and you see and hear them?

5. Engage with Empathy:

Your manifesto isn't just for you; it's for everyone who interacts with your brand. Understand their hopes, fears, and desires. Show them you're not just another business—you are a kindred spirit. And you understand them and where they are on their journey.

6. Craft with Clarity and Conviction:

With all the insights gathered, start crafting your manifesto. Use words that resonate, inspire, and evoke emotion. Be clear in your intentions and bold in your declarations. Use AI, wordhippo.com, or books! Some terrific ones are *Find Your Why*, by Simon Sinek, and *Discover Your Soul's Purpose*, by Mark Thurston.

7. Design with Distinction:

Aesthetics matter. Whether it's a digital document, a printed piece, or embedded on your website, ensure that the design of your manifesto mirrors the soul and essence of your Brand. It should feel like an experience, not just another document. Many design sites can help. In my experience, I had the most luck connecting with like-minded “fonts & typography” designers on Fiverr. (If you want to connect with the designer who created my manifesto, send me an email - Shannon@soulfulmarketing.com)

8. Who's Your Dream Client:

While writing your manifesto, think about your dream clients and who will be attracted to your manifesto. Use words that resonate with you and that will attract like-minded people. Ensure you're writing this for you and to attract and inspire others to join your journey.

9. Share and Connect:

Don't hide your manifesto. Share it with the world. Use it as a touchstone in your marketing, to attract your dream clients, in your team meetings, and as a personal reminder of why you began this journey. Let it resonate and attract those who connect with your beliefs, vision, and values.

10. BONUS: Print & Hang It:

Get a designer (or do it yourself) to create it with high resolution. Then, you can print it to a standard poster size—16x20 inches, put it in a poster frame, and put it on your wall.

How I did it: I used a designer on Fiverr, who designed it in high res so I could print it as a poster. Then I went to Shutterfly, uploaded the jpg, and they printed it and mailed it to me. Then, I found a poster-sized 16x20-inch frame on Amazon. Now it's hanging on the wall in my office. Remember, your manifesto is more than words on paper; it's a living, breathing reflection of your business's soul. Craft it with intention, and it'll serve as a compass and a cornerstone, guiding you and those who connect with your brand.

Tools To Help You:

1. **Fiverr.com** - I found my word art designer here for my manifesto.
2. **Adobe Creative Cloud** - If you want to do it yourself. My designer used Adobe Illustrator. Creating a typography poster with fonts as its core design using a designer was faster and easier.
3. **Books:**
 - [Start With Why](#) by Simon Sinek
 - [Find Your Why](#) by Simon Sinek
 - [Discovering Your Soul's Purpose](#) by Mark Thurston
 - [Living a Values-Based Life: Discover, Clarify, and Live in Alignment with Your Highest Values](#), by Robert MacPhee
 - [Let Your Life Speak](#) by Parker Palmer
 - [The Art of Work](#) by Jeff Goins
 - [The Icarus Deception](#) by Seth Godin
 - [The Life You Were Born To Live: A Guide to Finding Your Life Purpose](#) by Dan Millman
 - [The Untethered Soul: The Journey Beyond Yourself](#) by Michael Singer
 - [The Path Made Clear: Discovering Your Life's Direction and Purpose](#) by Oprah Winfrey
 - [The Alchemist](#) by Paulo Coelho
 - [Find Your Passion: 25 Questions You Must Ask Yourself](#) by Henri Junttila

4. Other Tools - [WordHippo.com](https://wordhippo.com) - [ChatGPT](https://chatgpt.com) - [WordArt](https://wordart.com)

Your Soulful Marketing Journey Begins Here

If you've read this far, it means a part of you is yearning to infuse more soul and authenticity into every fiber of your marketing. The harmony between your life's mission and your business's message is not just a lofty goal—it's a necessity.

Why Choose This Path?

Because it's not just about numbers or conversions; it's about creating a business and a brand that truly mirrors who you are and what you believe in. It's about touching lives and making an impact that feels right to you—creating an authentic and successful sustainable business.

So, if you're ready to shift and trade in generic, disconnected, fearful, and emotionally manipulative strategies for a marketing approach that truly resonates with and represents you, then you're definitely in the right place.

Ready to Begin?

Take the leap. Say YES to a business and life aligned with your mission, vision, purpose, passion, and authenticity. Join us in turning the page to this exciting new chapter, where every marketing move you make reflects your soul.

Don't just dream about a business that feels right. Build it, live it, and let the world see the real, soulful YOU. I'm here to guide, support, and celebrate with you. Let's embark on this journey together.

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When You're Ready For The Next Step On Your Soulful Journey—Choose below:

1. Get My [“Make Money Now Sheet”](#) - It's one of the bonuses in my 7-Step Soulful Marketing System. I wanted to give it to you for free to help you create more success.
2. Love Books Like I Do? - I'm always reviewing the best nonfiction books - [Where Buddha Meets Business.](#)
3. Book A Complimentary 60 Minute Brainstorm Your Business [Call Here:](#)
I can help you walk through these steps to create your Soulful Manifesto.
4. If you haven't invested in [The 7-Step Soulful Marketing System](#), I'd highly recommend it to guide you to create a more impactful marketing system that will attract your dream clients and create more success for your business.
5. Send Me An Email to My Private Email Address and tell me how I can help guide you:
Shannon@soulfulmarketing.com
6. Let's Connect: Reach Out on Social:
[LinkedIn](#)
[Facebook](#)
[Instagram](#)

If you've gotten this far- double yay! You get the gold star! Remember to look out for my weekly eNewsletter, which is packed with good stuff on the latest in Soulful Marketing techniques, affirmations, the latest books to read, cool stuff, and all I'm learning about how AI can impact and guide your business.

Check out your email box every Thursday morning. Plus, if you're not getting it, please go in and save this email address (info@soulfulmarketing.com) so it won't get “lost” in your mail.

Here's to Your Amazing Soulful Success!



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A Little About Shannon:



I am an expert Online Soulful Strategic Marketer, Product Launch Manager, and Founder of [SoulfulMarketing.com](https://www.SoulfulMarketing.com)

My superpowers are working with mindful entrepreneurs, awakening them to more conscious, authentic, transparency- and value-driven marketing.

I do this by aligning your vision, mission, and purpose with your marketing. Your marketing is unique, and cookie-cutter tactics often don't work. That's why we use my proven *7-Step Soulful Marketing System* to create your unique messaging and customize your marketing to your strengths.

I've created over \$15 million in profits for my clients over the last 17 years by creating Online customer experiences (aka marketing funnels) and high-converting online product launches.

My mission is to guide 1 million mindful entrepreneurs to use authenticity, purpose, and connection in their marketing to attract their dream clients while creating an incredibly successful, fulfilling business.

Some of the countless entrepreneurs and companies I've helped include - Janet Attwood, Dr. Perlmutter, Cancerdefeated.com, Lisa Sasevich, Jack Canfield, Dan Kennedy, Leeza Gibbons, and Jeff Walker.

I'm not like other marketers. I'm dedicated to treating and working with you as a one-of-a-kind company- no two companies are alike...

Before I started my business, I spent over 20 years in corporate America in executive coaching, marketing, research, communications, and sales, working at several Fortune 500 companies, including Random House, McGraw Hill, Simon & Schuster International, and Pearson, plc.