



How do you stand out from the crowd?

By being different, unique - not average.

Average is safe. Average takes no risks, it makes no waves and climbs no mountains, it goes along with the crowd and it's invisible.

An average brand limps along, without any real vision or passion, content with 'OK'. Surviving when they could be thriving.

"Beware the lollipop of mediocrity; lick it once and you'll suck forever" – The Beach Boys

The good news (for you) is that most brands are mediocre. Most of them didn't start out that way. It gradually crept up on them without ever noticing.

What makes so many brands settle for the mediocre?

Because it's safe, it's easy, it's the path of least resistance and because doing it differently takes guts.

I believe great companies succeed because in the beginning, at least, it wasn't failure they feared – it was mediocrity.

Fear of failure leads us to play it safe, follow our competitors and constantly watch what others are doing in the marketplace instead of 'being different'



Fear of mediocrity leads us to think outside the box, try different stuff and look at things in a different way to everyone else. By doing that we create a different conversation.

We step out from behind the mediocre. We start to be visible instead of invisible.

Create a manifesto

Burn your mission statement - if you have one.

If you don't - now is the time to create a manifesto instead.

There is a big difference between standing for something and having a mission statement that says you stand for something.

I have helped clients all over the world define and craft their mission statements but, more often than not, they ended up being meaningless.

Why? Because they're full of the same mediocre waffle you will find in any business mission statement.

I know - I have been an unwilling party to far too many. Full of marketing speak: the same as the competitors, something they thought their customers would want to hear and something that was safe and vague.

Believing in it themselves was not important to them.

How to write a manifesto

A manifesto is your 'why'. It's why you get out of bed in the morning.



A manifesto has passion, belief, power and intention and manifestos are the ultimate challenge. They make you take a hard look at what you stand for and what your company will stand for.

A manifesto has real meaning; real power, and people can get behind them – you, your staff, your suppliers and your customers.

Why? Because a manifesto is a living breath and changing statement – something to live by, not a box ticking exercise.

Your manifesto should be a simple and compelling statement of what you stand for and, equally important, what you don't.

It should be from the heart, not with an eye to what you think your customers want to hear.

Hear are a couple of good ones:

- **Ben & Jerry's:** 'Making the best possible ice cream, in the nicest possible way.'
- **Walt Disney:** 'To make people happy.'



Write your manifesto

- Keep it simple
- No marketing jargon or big clever words
- Don't over complicate it
- Write it from the heart and make it memorable
- Above all, keep it real

Your manifesto
