FEAST IN PROGRESS*/

Your guests are really digging in. However, a few things are being picked over. #1 rule of plating, Don't put anything on the plate that they can't eat.

📣 Brand Manifesto Draft Sheet

You're close to something great. This worksheet helps you crystallize your brand's deeper "why" into a short manifesto that moves people—and keeps your team aligned at the table.

✍ Section 1: Write the Bones of Belief

Finish these foundational lines:

- We believe the world needs more:

- We're not here to just sell—we're here to:

- We challenge the idea that:

- We serve people who:

- We imagine a world where:

🧪 Section 2: Mix Your Flavor Profile

Pick 2–3 "brand voice spices" that best describe how you want to sound in your manifesto:

☐ Bold & Brave
☐ Clear & Concise
☐ Emotional & Uplifting
☐ Visionary & Abstract
☐ Grounded & Real
☐ Intellectual & Curious
☐ Warm & Welcoming
☐ Urgent & Fired Up

Then combine those into a tone:

"We speak with a voice that's ____, ____, and ____."

🔥 Section 3: Write the Draft

Try combining your Belief Bones + Voice Flavor to write a **3–5 sentence brand manifesto**.

This should:

- ☑ Inspire action
- ☑ Reflect your values and vision
- ☑ Be usable in pitch decks, internal docs, or even the homepage

“”
“”
“_____”

🍴 Section 4: Plate It With Purpose

Where will you share your manifesto first?

- ☐ Homepage “About” section
- ☐ Team onboarding guide
- ☐ Brand book or style guide
- ☐ Social media post/pinned story
- ☐ Brand video or campaign launch