

How To Create Your Manifesto

First, see the sample provided from the Holiday Decor Training Institute

The template outline is as follows:

NAME: Our (state the brand identity or name) Manifesto

SECTION 1: Culture

Write out your core values and cultural values for your brand in statement form. Example from the Holiday Manifesto:

*"This is an **authentic** culture of **celebration** where we **create & curate** spaces and places for seasonal **beauty**, starting with our own hearts, turned toward **joy**"*

Our core values are: **authenticity, celebration, creation, curation, beauty, joy**. See how we weaved those into a simple statement.

"This is a ----- culture of ----- where we ----- for ----- starting with ----- to -----."

SECTION 2: Beliefs

This is where you share specifics about what you believe as a brand. Pick a core tenant of your industry, for example in the holiday decor industry we chose "beauty", but we could have just as easily chosen "celebration" or even "faith".

This is an important piece of your manifesto. Choose enough to create an identity, but not too many that it's complicated or too generalized.

Your manifesto should repel some and attract others.

SECTION 3: Closing Optional - I am statement

Optional (we do not have a closing section for the Holiday Manifesto, however a standard close includes a verbal declaration of identity).

Example: I am a (identity of your brand).

For one of our brands called The Finisher Kit, the closing section is "I am a finisher", for another we have "I am worthy"