

Welcome to The Manifest-o Method.

In a world full of noise, staying true to yourself has never been more important. Whatever you're building, creating a manifesto will ensure you're doing it on your terms, not someone else's.

With Adobe Express, it's easier than ever to turn your manifesto into an inspiring graphic that you'll want to look at every day. Let's dive in!

1 *Distil your beliefs*

First you're going to distil your beliefs and translate them into productive behaviours. If you know who you are and how you want to show up in the world then you will be unstoppable.

Here's a quick example.

At my company, Flight Studio, our "why" is to create a happier, healthier humanity one conversation at a time.

Our values of Meaningful Work, Growth, Curiosity, Determination and Service help us get there. And here's how we express them as attitudes and behaviours:

- Obsess over the 1%*
- Experiment like scientists*
- Adopt the founder mentality*
- We are humble students*
- We are impatiently proactive*

Now it's your turn.

1. Ask yourself, what do you believe in? What world do you want to live in? How do these answers show up in your work?
2. Distil your beliefs into a list of productive behaviours (try to limit yourself to five words or statements).
3. Write each behaviour in no more than 16 words. If you're up for a challenge, cut it down to eight words. Then four. Then one — this word is the most important.

If you're prone to perfectionism, I suggest giving yourself just 10 minutes to complete this.



2 *Design your manifesto*

I'm a big believer in putting your ideas out into the world — sharing your manifesto helps communicate your unique perspective and style, reinforces your commitments and helps you find like-minded people.

It's time to create your manifesto with Adobe Express.

1. Use Adobe Express to bring your list of beliefs to life. Select from a collection of templates or create from scratch.
2. We'll select one winner and give them a £10,000 cash prize, a ticket to an exclusive mentorship event with me, and the chance to join The Express Collective.

All you need to do is share your finished manifesto with me by entering the Adobe Express contest — good luck!

3 *Starting points*

4 *Templates*



Ask yourself |

- What's your unique approach that sets you apart?
- What behaviour will edge you closer to your goals?
- What attitude will bring you success, even on tough days?
- What attitude will help you better connect with others?
- How are you going to win the long game?

Productive behaviour

- Curiosity before criticism
- Energy is everything
- Sweat the small stuff
- Good is the enemy of great
- We always figure it out

Getting started with Adobe Express

Adobe Express makes it easy to create a manifesto as unique as your vision. Build your brand with help from Generative AI features that are designed to be commercially safe — whether you're creating the ultimate manifesto or making social posts, marketing campaigns, videos, logos and more.

Adobe

flightstudio