



# MANIFESTO

**THE WRITE IDEA**

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Why I do what I do

I believe the web is both a curse and a blessing.

It's a curse because any human with \$12 to throw at a domain name can shimmy together a website to ply their wares. People with no talent, low talent, and "whoa!" talent are on the same playing field, with nothing but ad spend and the God known as Google standing between them and paying customers.

Many of those customers, unsuspecting and unsavvy in the ways of the web, cannot tell the difference between the good, bad, and ugly. Then, buying on price, they opt into terrible experiences, which give the rest of us a bad name.

The web is a blessing, too. It allows talented people to be their own bosses, to work from a recliner at home or a beach chair on the sands of Jamaica. The web also brings people together, giving space for friendships to be knit between men and women all over the world who may never have otherwise connected.

The web is a land of knowledge, too. Looking for a recipe? Wondering how, exactly, the moon affects tides? Curious as to what life is like in Sweden?

Google it.

In need of a new headset? Want to see what's playing at your cineplex this weekend? Need a contractor to fix that sagging back deck before it crumbles--while you're on it?

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Google it.

Wonder which van is better--the Honda Odyssey or the Kia Sedona? Planning a trip to New Zealand? Need to buy new accounting software, order a new desk, or hire a great content writer?

Yep, that's right. Google it.

I also believe the blessings of the web outweigh its curses, but for those of us searching for products and services online, the curses can seem to come fast and furious. They can feel oh-so heavy.

That said, I believe people will buy from you if you offer a good product or service. They'll buy if you clearly explain what you do and how you do it differently. They'll buy if you broadcast authenticity and bridge the gap that looms between the unknown and untrusted and the known, liked, and trusted.

I believe people will come to know, like, and trust you when they interact with your brand and like what they see, hear, feel, and experience.

I believe people come to your brand filled with hope. They hope you'll give them the information or solution they're after. They hope you'll be the last stop on their tiring journey of researching fixes online.

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I believe people interacting with your brand will like what they see when your website and marketing materials make a great first impression: when the color scheme makes sense, the graphics fit the message, the content looks inviting and easy to digest. All signs point to someone who cares about the details.

I believe people meeting your brand will like what they hear when your content flows well and thoughts transition smoothly, when what they hear makes sense. People will like what they hear when you speak to and with them, not at them, and when you choose clarity and simplicity over jargon and \$1 words.

I believe people interacting with your brand will like what they feel when your message is motivational, inspirational, and aspirational, when your content paints a picture of what life looks like on the other side of opportunity or pain. They think the value exchange you propose feels right, and they revel in the surge of hope that says THIS is what they've been looking for all along.

I believe people interacting with your brand will like what they experience when your stuff works. Links, forms, menus, downloads, carts ... it all works. You anticipate questions and objections so they don't have to wonder, email, or call. Your contact information is easy to find; you're approachable. They realize that you care about their journey, and it shows.

I believe that when people like what they see, hear, feel, and experience, they will be ready to take the next step, whether a click, download, or purchase. Even better, they won't be able to imagine doing business with anyone else.

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