

Steps to Creating a Manifesto

1. Watch Apple's Manifesto. [Click here for the YouTube Video.](#)

Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes.

The ones who see things differently. They're not fond of rules. And they have no respect for the status quo. You can praise them, disagree with them, quote them, disbelieve them, glorify or vilify them.

About the only thing you can't do is ignore them. Because they change things. They invent. They imagine. They heal. They explore. They create. They inspire. They push the human race forward.

Maybe they have to be crazy.

How else can you stare at an empty canvas and see a work of art? Or sit in silence and hear a song that's never been written? Or gaze at a red planet and see a laboratory on wheels?

While some see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do.

2. Read my manifestos.

[Writing Manifesto](#) (fancy)

[Just Listen](#) (phrase)

[On Fire](#) (list)

[Write Unapologetically](#) (free write)

3. Be brave and collect a few words for your own manifesto. You can answer these questions as a place to begin.

What are some of the important things about the work you do?

How do you wish you felt at the end of most days?

If you had a magic wand, what is one thing you would change?

What virtue would you like more of in your life?

4. Talk with someone about your initial thoughts.

5. Take time to craft a manifesto. Set your timer for 17 minutes. You have 17 minutes.

Make yourself stay focused. Don't check your phone. Don't go get a cup of coffee.

Trust yourself and write some words.

6. Share your manifesto.

Read it aloud. If you're in a group, stand up and read it loud and proud.

Hang a copy on your bathroom mirror or make it into a bookmark.

7. Read your manifesto often (or whenever you remember).

8. Do your best to live it!