Strategic Discovery: The 6Ps Brand Manifesto Worksheet

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Objective: To extract the foundational narrative required to transform your "About" page from a static bio into a high-conversion strategic asset.

Section 1: The Plot (The Origin Story)

Context: We are looking for the "Inciting Incident"—the moment the status quo became unacceptable.

- **Question 1.1:** Identify the specific moment of friction that led to the founding of this venture. What was the "breaking point"?
- **Question 1.2:** What was the prevailing industry "wisdom" at the time that you realized was actually wrong?

Section 2: The Purpose (The Mission)

Context: This defines your "North Star" beyond mere profitability.

- **Question 2.1:** If your company achieved its ultimate goal, how would the industry or the world look different five years from now?
- **Question 2.2:** What is the core value that dictates how you hire, fire, and make difficult executive decisions?

Section 3: The Promise (The Value Proposition)

Context: Defining the “Future State” for your client.

- **Question 3.1:** What is the single most significant emotional or operational burden your client sheds the moment they sign with you?
- **Question 3.2:** Complete this sentence: “Our clients come to us for [Product/Service], but they stay with us because of [Transformation].”

Section 4: The Publicity (The Trust Indicators)

Context: Establishing the “Bridge of Credibility.”

- **Question 4.1:** List three “Proof Points” of external validation (e.g., industry awards, tier-one media mentions, or high-profile partnerships).
- **Question 4.2:** Who is the most recognizable “early adopter” who validated your model?

Section 5: The Proof (The Empirical Evidence)

Context: Demonstrating the “Scars and Wins.”

- **Question 5.1:** What is the most significant “win” the company has achieved for a client? Please provide a specific metric (%, $, or time saved).
- **Question 5.2:** Describe a time the company faced a major setback. How did your response to that failure actually strengthen the brand?

Section 6: The Process (The Methodology)

Context: Demystifying the “How” to lower the barrier to entry.

- **Question 6.1:** Break your client journey into three distinct phases (e.g., Diagnosis, Integration, Acceleration). What happens in each?
- **Question 6.2:** What is the most common misconception about “how” your industry works, and how does your specific process solve it?

Guidelines for Completion

- **Avoid Generalities:** Phrases like “we provide great service” or “we are innovative” are placeholders. Provide specific anecdotes.
- **Think Like a Client:** Answer these questions through the lens of a stakeholder who is looking for a reason to trust you with their capital and time.

Key Take Away

> - This is the most critical section to get right because it’s where you either hook the reader’s empathy or lose them to the “back” button.
>
> - The biggest challenge for founders in **Section 1 (The Plot)** is the “Humility Paradox.” They either feel like they are bragging, or they go the other way and make it too dry. To write a high-level corporate “Plot,” you must shift the focus from **you** to the **problem**.

Here is the deep-dive guide on how to answer this section with executive gravitas.

Mastering the Plot: The “Antagonist” Strategy

In a corporate narrative, you are not the hero; **the solution you created is the hero.** You are simply the witness to a problem that was too big to ignore.

1. Frame the Industry “Goliath”

Instead of saying, *“I wanted to start a business,”* describe the moment you realized the industry was failing.

- **The Approach:** Describe a specific inefficiency or an outdated “standard operating procedure” that was costing people time, money, or sanity.
- **The Result:** You don’t sound like you’re bragging about your idea; you sound like a whistleblower who discovered a truth others missed.

2. Use the “Room where it happened” Technique

Vague statements like *“After years in the industry, I saw a gap”* are forgettable. You need a setting.

- **The Approach:** “I was standing in a boardroom at [Time/Location] when I realized that despite having a $1M budget, our team couldn’t answer [Specific Simple Question].”
- **The Result:** It creates a mental image. People trust specific details over general claims.

3. The “Cost of Inaction”

A great Plot explains why your company **had** to exist.

- **The Approach:** Explain what would happen if you *hadn’t* started the company. Would businesses continue to lose 20% of their margins? Would the environment continue to suffer?
- **The Result:** This shifts the narrative from “I started a startup” to “I launched a mission to prevent [X].”

The “Brag-Free” Audit

To ensure the founder doesn’t sound like they are self-aggrandizing, have them run their draft through this filter:

Instead of saying… (The Brag)	Try saying… (The Strategic Plot)
“I am a visionary in the logistics space.”	“I realized that 40% of shipping containers were returning empty, and the math simply didn’t add up.”
“I built the best AI tool on the market.”	“We built a tool specifically to handle the data silos that traditional ERPs were ignoring.”
“I’ve always been an entrepreneur.”	“I spent 15 years watching the same mistake happen at three different Fortune 500s until I couldn’t look away anymore.”

Example: The “Plot” in Action

Weak: *“I started FinTechX because I noticed that small businesses struggle with payroll. With my background in banking, I knew I could make it better.”*

The 25-Year Copywriter Version: *“In 2018, I watched a brilliant founder have to lay off three staff members—not because the business was failing, but because their bank’s legacy ‘batch processing’ held their own capital hostage for 10 days. That 10-day delay was the villain. I realized then that the financial system wasn’t built for the speed of modern startups. FinTechX was designed to bridge that 10-day gap.”*

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