

# WHAT IS THE MLC MANIFESTO AND WHO IS IT FOR?

## **The Mission Led Content Manifesto is a commitment.**

It is made up of 11 simple statements. Every word has been carefully selected to reflect MLC, a marketing strategy driven by compassion and courage.

This is an invitation for business owners who want to make a conscious choice about their online presence. They want to grow their income but they want to do it with complete transparency, integrity, and honesty.

They are optimists, idealists, philanthropists (or aspiring to be at least). They have hope for a kinder society and want to be the change they want to see in the world.

They know this takes more than daydreaming though; this takes action. There is work to do and they are ready.

At times this is tough and they don't always know how. The online world can be a toxic and negative place but they have made the decision to step up as leaders. They are committing to modeling Mission Led Content, a compassionate approach to online marketing.

## **If that is you, get ready to action the MLC Manifesto. Here is what to do next...**

1 Take a look at each statement and consider how it sits with you. How are you already communicating this in your business and marketing?

2. Ask yourself, what would it mean if you were to make each statement an OFFICIAL commitment? Consider if you would need to make any changes? What could be your next steps to move closer to each statement becoming your truth? Be open to growth here and acknowledge there is always more to learn.

3. Look carefully at the wording. Does it feel good to you? Could you connect and commit to it? Is there anything you would change? Perhaps something that is missing for you or feels misaligned?

If this is the case, the PDF is editable so you can make these amendments. An important element in MLC is trusting ourselves and setting our own rules and boundaries. Conscious marketing requires self-development and personal accountability. This is stunted if boundaries are imposed on us. Make this work for YOU.

4. When you are happy, print, sign, and put it up somewhere you can see every day. Share your commitment on social media with the #MLCManifesto, tag me @lisa Barry so I can see it too.

5. Read it daily. Keep it front of mind as you create content, build relationships and plan your marketing. Use it when making decisions or when you need to find courage. Feel free to adapt and edit it if you outgrow it.

6. Applaud good practice when you see others living and marketing with MLC principles. Real progress and change require us to work together and support each other.



# WHAT NEXT...

If you want more support from me, become an #MLC365 member for just £24 a month (50% of the profits will be used to plant trees).

Alongside the satisfaction of being an awesome person saving the world, you will also get...

- A Mission Led Content template, prompt, idea, or hack for every single day of the year delivered in a weekly email.
- Access to an exclusive live Mission Led Content and ethical business webinar each month
- Prizes, bonuses and private offers available only for #MLC365 members

For business owners committed to marketing and operating their business with honesty, transparency and integrity.

[Join here](#)



# THE MLC MANIFESTO

- I make my marketing decisions driven by integrity, transparency, and honesty.
- I understand that my words and actions are a reflection of whom I choose to be.
- I am persistent in my pursuit of compassion.
- I speak my truth proudly and respectfully.
- I decide my own boundaries because I know what's best for me.
- I do not invalidate the experiences of others.
- I accept all my emotions and remember that I am human.
- I make mistakes. I take imperfect action. I accept responsibility.
- I am courageous even when it feels uncomfortable.
- I will keep taking the next step and trust myself.
- I am unapologetic about my vision for my business, my life, and the wider world.

## I COMMIT TO THE MLC MANIFESTO

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## AFFIRMATION

The more people I serve, the more money I make and the more good I can do.