



The Simple Manifesto: Marketing principles to save you time, increase profit and create your dream business in a SNAP!

Wes Towers

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What if the business guru's were wrong?

You get told you need complex marketing systems, elaborate sales pitches, social media “relationships.” That you must have employee manuals, hiring procedures, and organisational flow charts. But what if everything you have heard about small business was wrong?

These conventional, complicated strategies might work for some. But you feel that they're not for you. Why? Because our fast-paced, ever-changing business environments don't need complex systems.

Instead, small business owners and entrepreneurs like you need something inspirational. Something for when the going is tough. You want to know the common challenges, and you want to see some ideas to overcome them. Ideas that worked and ideas that didn't – so you can save time by not making the same mistakes.

You need a flexible system that focuses your inputs to get the best possible result.

You want achievable, practical and helpful advice. Fast. And above all, you need simple.

The Simple Manifesto challenges conventional marketing strategies by stepping away from prescriptive, rigid formulas. Instead, this book helps you throw away the complexity, letting you reach your big goals without wasting your precious time. You may even enjoy yourself.

The Simple Manifesto delivers valuable insight across four sections. Known as “lenses”, these fresh perspectives focus on simplifying the business building process.

The four lenses are: **Standpoint, Nonconformist, Approach and Position.**

Known as SNAP for short, this lensing framework lets you see ways to realign the existing components of your business (and your life). So you can focus your efforts in a new, clearly defined way to produce a better outcome. A successful outcome.

The result? **Greater clarity for you, the leader and entrepreneur.**

You're always in control. This book doesn't demand anything of you. You choose what to accept, reject, do now or do later. Some SNAP lenses will be more relevant for you to focus on right now. While others may be more appropriate to consider further into your business journey.

Simple. Fun. Sometimes counter-intuitive – and maybe even controversial. The Simple Manifesto helps you kill complexity – and that's just what you need.

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