



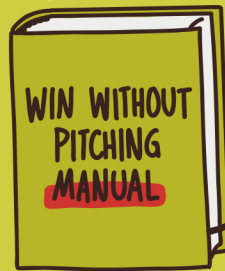
A 10-YEAR RETROSPECTIVE ON THE MANIFESTO



2 BOBS

CONVERSATIONS ON THE ART OF CREATIVE ENTREPRENEURSHIP WITH DAVID C. BAKER & BLAIR ENNS

2002



FIRST BOOK

\$990

ARE BOOKS STILL EFFECTIVE?

YES!
↓ BLOGS
↑ PODCASTS
= BOOKS

BETTER LEARNING



TRANSLATIONS

↳ 10-ish

WORLDWIDE DISTRIBUTION



WHAT'S YOUR WRITING PROCESS?

PAIN PAIN PAIN
PAIN PAIN PAIN
PAIN PAIN PAIN
PAIN PAIN PAIN
PAIN PAIN
Euphoria

WORTH IT!

IDEALOGICAL CLIENT HOMEWORK

INCREASED REACH
↳ 40,000 COPIES!

HOW DID THE BOOK HELP YOUR BIZ?

BROADENED REPUTATION

WHAT MARK ARE YOU LEAVING ON THE WORLD?

"Blair Enns has changed the way creative services are bought + sold the world over!"

Bled + gave to impact lives!

I have more in me!



NO!
THIS WAS MY '95 THESES' MOMENT

PUT YOUR VIEW INTO THE WORLD!

DO YOU SECOND-GUESS GIVING AWAY SO MUCH?

Don't want to go broader!
↳ OUTSIDERS WELCOME!



MARKET: HAPPY TO HIT

TARGET: AIM TO HIT

Written to A designer



YES, AND THERE IS BROADER APPEAL...

IS THIS BOOK UNIQUE TO CREATIVE PROS?

2010

MANIFESTO came out, stopped selling MANUAL

I think of the MANIFESTO as my first book.

WHAT LED YOU TO WRITE IT?

Resisted writing it until I had a point of view and tone of voice

This is the book!

WHY DOES THE BOOK RESONATE?

YES YOU CAN!
HOW-TO



FAR REACHING & ACCESSIBLE



Knowledge-based business owners feel pressure to publish.

Confucius Nietzsche

It started as a blog post (12 THINGS)

REACTIONS:

- "I AGREE!"
- "HUH... INTERESTING."

People hoped there was another way to show up and still win the sale.