



# **The Outreach Manifesto**

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**This is our day of general amnesty from all of our perceived limitations. This is the day that we resolve to adopt a brand new philosophy that will lead us into our rightful place as visionary leaders on a path of our own invention.**

**Every member of our team is amazingly talented, and it's time that we take full advantage of these awesome capabilities! Are you willing to embrace this declaration and join us on this extraordinary journey?**

**We will no longer settle for being merely a better version of our competition, nor for being marginally better versions of our former selves. We will step into our full potential and own the power of our convictions that we can create something unexpected, something amazing, and something that will make a mark on the world and give hope to people who deserve to live their best lives, free from the limitations that have shackled them.**

**We have a unique contribution to make in the lives of the cherished people who trust us to help them, and we owe it to them to bring the absolute highest value we can offer. It is not enough for this contribution to be beneficial; it must also be beautiful and exciting. It must create an unconscious and irresistible attraction that appeals to all their senses—including their sense of human connection.**

**We will accomplish this noble outcome by promising ourselves that we will act with full awareness of our personal obligations. We will promise to hold each other accountable at the highest possible levels and allow no exceptions to occur. We will promise the people we serve that we will always have their best interests in our hearts, in our minds, and in our actions.**

**And we will keep these promises.**

**Our dedication to this philosophy begins with the acknowledgment that nothing happens—no vision, no connection, and no contribution—until we reach a human being with a need. They are out there by the thousands and anxiously awaiting our message and our guidance, but it is our duty to reach out to them where they are and influence them to take action that's in their own best interests.**

**Every day we will move closer to our vision. We will reach more eyes, more ears, more minds, and more hearts with our passionate message. We will identify those with unmet needs and then immerse them in our culture, our message, and our philosophy. We will create incredible value for them so that they know—and feel—our dedication to their positive outcomes.**

**These lucky individuals will become members of our family—our tribe—and our engagement with them will not be simply transactions or exchanges, but partnerships leading to raving-fan relationships and unforgettable experiences.**

**And each of us has the honorable opportunity to take ownership of these outcomes. You certainly would not expect to sit idly by while others manifest a vision that impacts your life and requires your unique contribution. We're counting on you to bring the full force of your imagination and your talents to the fulfillment of our mission.**

All of our actions from now on will be congruent with this perspective. We can continue to enjoy each other's company, to be inventive, to be playful—for these are essential parts of our culture and our philosophy—but we will be resolute in our determination to reach the eager and deserving public and change their lives for the better.

Our directive is to be laser-beam focused on delivering an experience that makes us not just the best at what we do, but the *only* ones who do what we do. We will foster a healthy obsession with making the process enjoyable, fulfilling, cost-effective, and beneficial. We will be the dynamic, cool, interesting, and wildly innovative option—or nothing at all.

This is a big responsibility that we not only accept, but embrace. You have earned your place on this team because of your unique gifts and abilities; you will now have the opportunity to share them like never before.

You will not be a bit player in this endeavor, but an integral part of the process. You are a creative and conscientious human being with more to contribute than just a series of tasks. This is not the time to dip your toe in the water, but to dive into the deep end of the pool and swim around in the warm waters of your full potential, for that's exactly where the rest of the team will be.

This will not only be more fulfilling; it will be more fun. You will enjoy your work more because you will see the tangible benefits it creates in the lives of our grateful tribe. There is great satisfaction in stepping into the full expression of your natural abilities and seeing the tangible outcomes of that contribution.

**We are not in the transaction business; we are in the human being business. Whatever your contribution, it matters greatly to those who look to us to make a positive difference in their lives. If we take this mission seriously, then we can do more good in this world than we ever imagined.**

**The shift in mindset is away from just making a living, and toward making a difference. Do you fully and passionately embrace this philosophy? If so, then you realize that we have not just the right, but the obligation to reach as many people as possible and to immerse them in our caring culture and in the value of our unique offerings.**

**Before you agree to join us on this journey, read through this declaration once more. Be certain that you know what it entails, for you will be expected to deliver on your commitment.**

**We will look back on this day as a turning point in our evolution—the day we drew a line in the sand and stopped settling for anything less than absolutely innovative and extraordinary.**

**Are you ready to cross that line and join us for the ride of your life?**