



The
WhiteHot
Center
Manifesto

21 POWER STRATEGIES FOR
21ST CENTURY ENTREPRENEURS

In our 21st century marketplace of more choice, clutter and noise, every startup and early stage entrepreneur can benefit from developing a personal manifesto to guide their strategic and creative thinking and decisions building an influential business/brand.

These timeless success principles inspire the new breed of startup and early stage entrepreneurs forming their own bold manifesto of what their business and brand stands for, to whom it matters, and how their desired image and reputation shapes their future success.

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1
as you think, so it becomes

The practice of thinking in a certain way is simple and straight forward—as one improves their convictions, ideas, and mental pictures, they improve their experiences. Anyone can do it. This truth is governed by law. Like gravity, it's always operating. The law tells us the mind is no greater than its conceptions. As one aspires to realize this fundamental truth, one must inevitably grow in understanding and application.

The greater the power of mind, the greater the competence to conduct the affairs of life for greater advantage. The ruling state of mind is the governing power of creativity, innovation, and abundance.

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2

**know what you want,
decide to pursue it, expect it will
be delivered to you**

Never desire what you don't expect to experience, nor expect to experience what you don't desire. Unwavering focus, commitment, and faith involves making intentional choices about where to allocate your time, resources, and energy. The power of positive expectation is not to be underestimated. When you expect success, you are more likely to persevere through difficult challenges, find creative solutions to problems, and attract opportunities that align with your vision. This mindset has profound impact on your decision-making, actions, and the overall speed and trajectory elevating your business to higher levels.

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3

**do what matters to you, and what
matters must serve others**

Your business must be a reflection of two essential elements: what matters to you, and what serves the good of customers, employees, and partners. One is no good without the other.

They are two sides of a coin. The creative combination of these two elements powers an ever-evolving process for innovation and increasing your value to customers. This creates powerfully satisfying relationships, greater results for customers, greater loyalty to you, and sustainable growth for your business.

Engage yourself in what you love—in what brings meaning, joy, satisfaction and fulfillment to your life. Your customers will love you for it.

Meaning + contribution = a life of significance.

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4

begin now with what's at hand

There is no shortage of supply, you are at all times surrounded by potential and possibility. Embrace the transformative power of starting with what is available right now, having faith that what is required will be supplied, and committing yourself to continuous learning and adaptation. Seize the opportunity, take that essential first step. The unseen forces require action to work on your behalf. Experience traction, momentum, growth, and the fulfillment that comes from turning your formless ideas into real life innovations for customers and clients.

Carpe diem!

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5

**as you live in your days
you craft your future**

It's tempting to dwell on past successes or failures, allowing them to dictate the narrative of what's the right decision or what's to come.

Here's the liberating truth: past success or failure does not determine future success or failure. If you will pardon the platitude, it's all water under the bridge. The only way the past gets to the future is through the now.

Now is all you have and all you will ever have.

Forget the past. Your future is now. The past nor the future has power or influence to predict the outcome of your journey.

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6

embrace simplicity

In the words of Leonardo da Vinci: "Simplicity is the ultimate sophistication." In a world that celebrates complexity, simplicity emerges as a welcome beacon of clarity and authenticity. It's a call to action, urging entrepreneurs to embrace a mindset that values action over procrastination, authenticity over pretense, and progress over perfection. Simplicity becomes a operating philosophy that drives an extraordinary life experience though the venue of an influential business.

Do everything in an easy and relaxed way.

7

**the best idea is the one
you think is impossible**

Innovations that dent the universe are a result of audacious thinking and belief. Steve Jobs left us his mythic example. It's not an easy path to walk. By innovating around life experiences and higher meanings, by refusing to fear your imposter syndrome, and by not limiting your thinking and potential to visible supply, you become a pioneer of the impossible. What's next for you? Where will you go from here? The world is waiting for your revolutionary ideas, and the universe is ready for the dent only you can make.

8

be different, make a difference

In a marketplace crowded with alternatives, customers are not just seeking products or services that fulfill their functional needs; they're yearning and searching for a connection, a story, a reason to believe when choosing one option over another. What do you stand for and are known for? Your idea of value represents a commitment, a declaration of who you are, what you stand for, what sets you apart, what you will not compromise on as demonstrated by your behavior. And most importantly answering the question why a customer should do business with you. It's about the quality of your presence.

9

**provide more use value than you
receive in cash value**

Providing more use value than cash value received isn't a customer service delivery modality; it's the key that unlocks sustained business advantage. Customers are not just purchasing products or services; they're also investing in high value outcomes and experiences. Products and services are simply the mechanisms to transform the customer's current condition to a better one. Whenever customers perceive greater value in the use of a product or service than what they paid in cash for it, your price and competitors will become irrelevant.

10 people are more important than money

Just like a conductor of a symphony, you're the leader that organizes every instrument and voice within your business, so the customer hears beautiful music. Every person plays an essential role critical to the harmony of your business. For your business to grow and scale, there's a fundamental truth that echoes louder than the quest for revenue and profits: People are more important than money. Get this reversed and soon the music will stop. Your commitment to the well-being, growth, and fulfillment of your team members beyond "money" is what defines the character of the new breed 21st century entrepreneur.

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11

create experiences people love

More customers today want to support a business that is making impactful good. And they only purchase from business/brands that represents this shared value system. For the new breed 21st century entrepreneur growing a social change business, marketing gets baked into the value they create by their behavior not their claims. These entrepreneurs know they can't brand and market their way to the trust social good earns. They create experiences people love building trust, goodwill and brand power marketing and advertising can't buy.

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12

serve more, sell less

The essence of sustainable sales success is not found in manipulative sales tactics but in the actual elevation of the customer's condition for the better. A service-oriented approach to sales and business development initiatives, grounded in genuine care and value creation, is the white hot center of enduring relationships and long-term business success. A serve-don't-sell-philosophy transcends the one-off transactional nature of an order-taker business, creating a foundation where customers feel understood, valued, and genuinely cared for. Customers like that.

13

intuition over conventional wisdom

Where decisions shape destinies, there exists a compass that often points you in unconventional directions: your intuition.

When it comes to making crucial decisions about life and business strategy, hands down, trust the immense power in following your heart over conventional wisdom. Even when it seems like common sense. Say no and meant it. Embracing your intuition is a pathway to greater innovation, value creation, and a level of brand power revered by customers, employees, and growth partners alike.

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14
daydream often

Here's to the art of playful daydreaming, a celebration of the boundless potential that lies within the realms of your unlimited creative mind. Of all our mental faculties, our imagination is the most potent. Discipline yourself to daydream often, playing aimlessly in your creative imagination. This is where the unseen forces plant seeds of innovation, possibilities, and potential. Sit back. Kick your feet up. Look out your window and imagine "what if".

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15

**focus on the important
handle the urgent**

When tasks multiply and time is a precious commodity, there exists a guiding principle that can bring transformative results: Focus on the important, handle the urgent. This principle serves as a compass, directing your attention to the nexus of efficiency and effectiveness. The key lies in discovering the joy in your unique genius, focusing your creative energy only the important tasks and delegating everything else as a force multiplier that propels you and your business toward transformative outcomes.

16

forget what you know

Change and market forces accelerate at an unprecedented pace. There's simply too much going on for one mind to keep up and make sound strategic business decisions. The world moves too fast for one mind. Strategic collaborations are a force multiplier. Joining forces with partners who bring complementary strengths, will amplify your reach, influence, and ability to effect positive outcomes for customers. This principle declares the transformative power of collaborators, and why strategic partnerships are essential in enhancing capabilities and accelerating your progress.

17

beware of comfort

Don't allow yourself to become too comfortable in your success. Comfort will put you to sleep. When you stop growing and expanding your knowledge, skill and capability, the process of decay begins. You might not realize it, but it's happening. Personal growth and expansion involves constantly being out on the frontier of your experience. Sooner or later, you acknowledge that elevating your circumstances resides outside the realms of lounging around in the cushy zone. Like an adventurer on the frontier, you must wander out and leave the comfort of your past accomplishments behind.

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18
play on the edges

As an entrepreneur you will always dance with uncertainty. This principle echoes through every business success story: Play on the Edges. Success is a gamble. It's a philosophy that beckons you to embrace with passion (like a lover) levels of risk as an indispensable component of advancing your business to next level. This will require you to have an understanding and application of the law of sacrifice— risking something of value for the potential of receiving something in return of greater value.

19

**to thine own self be true,
no exceptions, no excuses**

The idea back of this timeless principle requires an understanding of the Law of Obedience. We must obey our values, convictions, and standards of behavior. The seed of obedience to our convictions brings forth self-respect and unselfish thought. The marketplace is founded upon obedience as each business obeys the laws of commerce. It's only when one transgresses the law by over-speculation, inflated claims, and a lack of cooperative agency that one brings about unfavorable results. Say no often and mean it.

20

leadership is service in disguise

Where connections and collaborations shape a shared mission, this success principle lights the way forward: Leadership is service in disguise. Leadership is the art of elevating everyone you encounter, a commitment to a higher purpose that transcends the traditional notions of command and control. In this principle, the essence of leadership is an act of service and the transformative power of leading through values, knowledge, inspiration, and the quality of your presence. Elevate everyone you lead.

21

give thanks, give back

The Law of Giving and Receiving is the fundamental force in nature that governs the quality of our life experience. The essence of this law lies in the recognition that appreciation and gratitude for what is present now paves the way for an abundant future.

In both personal and business affairs, the principle is simple yet profound—whatever you give, you receive in kind. The currency is the gift of your interest, energy, thoughts, abilities, love, appreciation, and helpfulness.

To get more, be more and then give back.

Thomson Dawson

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