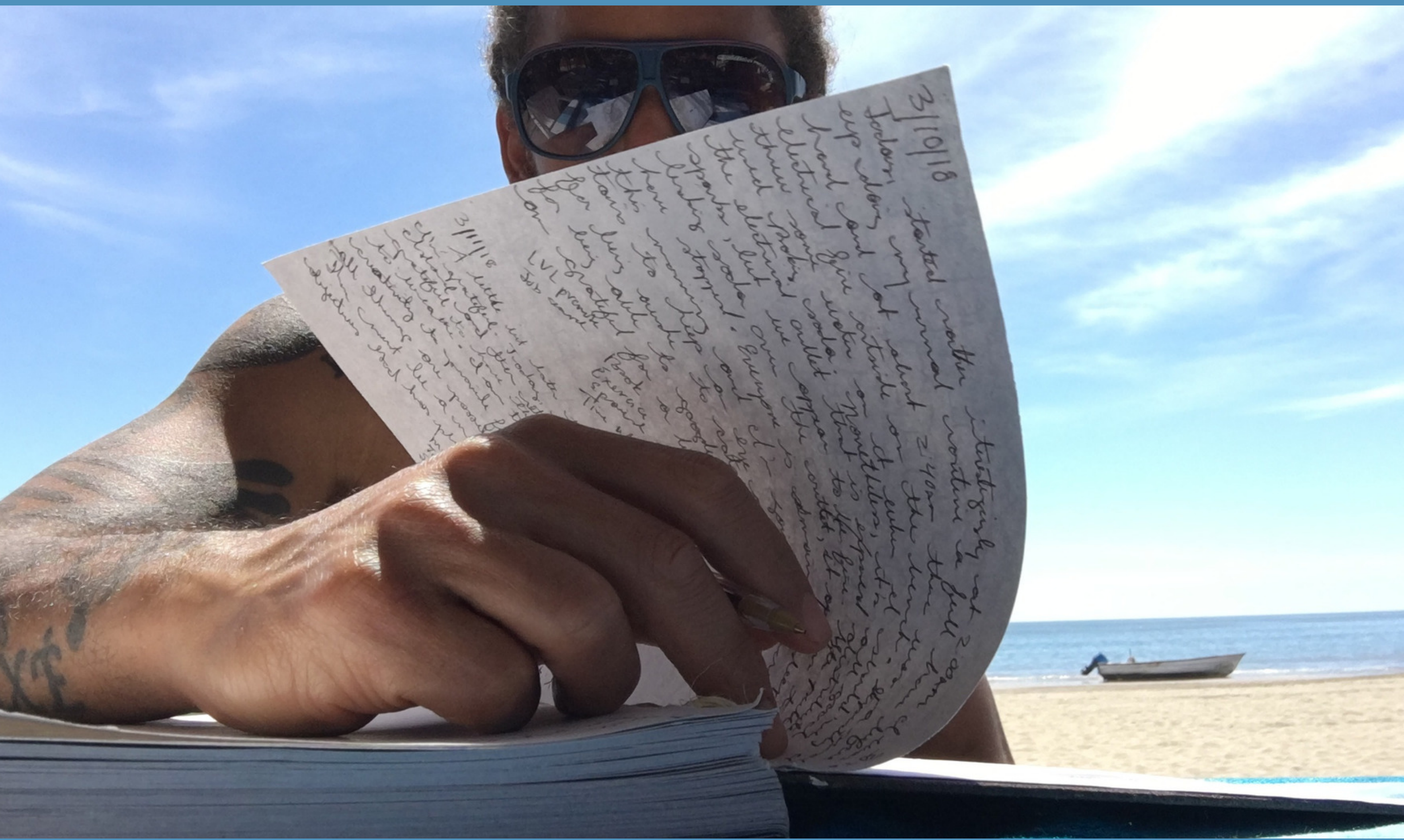


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# THE WHY MANIFESTO

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A GUIDE TO HELP YOU DISCOVER YOUR WHY  
AND  
THE MANIFESTO OF WHY I WRITE



DR. VERNON C. LINDSAY, PHD

"He who has a why to live can bear almost  
any how." - Freidrich Nietzsche

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# What's happening good people!?

This Ebook is designed to get you started in the process of identifying your leadership potential and beginning the journey to live with purpose. It includes my writing manifesto as an example of the self-assessment I completed to bring more awareness to the reasons that I get out of bed every day.

When using the guide, your responses may look similar to mine or completely different. The format does not matter. My only hope is that you take your time and answer the questions with authenticity.

**The Ebook is organized into three sections.**

- 1. The Guide to Your WHY**
- 2. My Writing Manifesto**
- 3. Bio and Additional Contact Information**

Thank you for enrolling in my course and taking the time to read this Ebook. To begin the journey up the path to the highest version of yourself answer the questions on the next page and take advantage of the additional resources on my site, **[www.vlindsayphd.com](http://www.vlindsayphd.com)**.

# The Guide to Your WHY

## Instructions:

1. Commit one hour to answer these questions.
2. Take out a sheet of paper or type your honest responses.
3. Find pictures or videos that support your comments.
4. Review your answers to these questions daily in the morning and at night.
5. Anticipate challenges, remain hopeful, and work towards improving yourself.

1. Who are you? What is your name? Where were you born?
2. What makes you unique?
3. What are you good at doing?
4. How do you identify as a human being?
5. What are your beliefs? These beliefs can include your thoughts on religion, spirituality, or anything. What do you believe?
6. What are your goals? Separate your short term, one day -six months, from your long-term goals, six months - ten years.
7. What things do you love and what do you hate? - Your purpose is often found in becoming more aware of these emotions.
8. Who do you love?
9. What is that thing you can do for hours without stopping?
10. Analyze your responses to the previous questions and ask yourself, what are you committed to doing with your unique talents, skills, and abilities?

# My Writing Manifesto





I AM...



I am Vernon Corey Lindsay.

I am a writer.

I am a man.

I am created in the image of God, enslaved Africans, kings, queens, peasants, and thinkers.

I am a preacher's kid.

I am the only son of my parents' six children.

I am the product of Chicago and the surrounding south suburbs.

I am the loving partner to an incredible woman.

I am the devout father to three amazing children.

I am a Capoeirista.

I am a teacher, researcher, and entrepreneur.

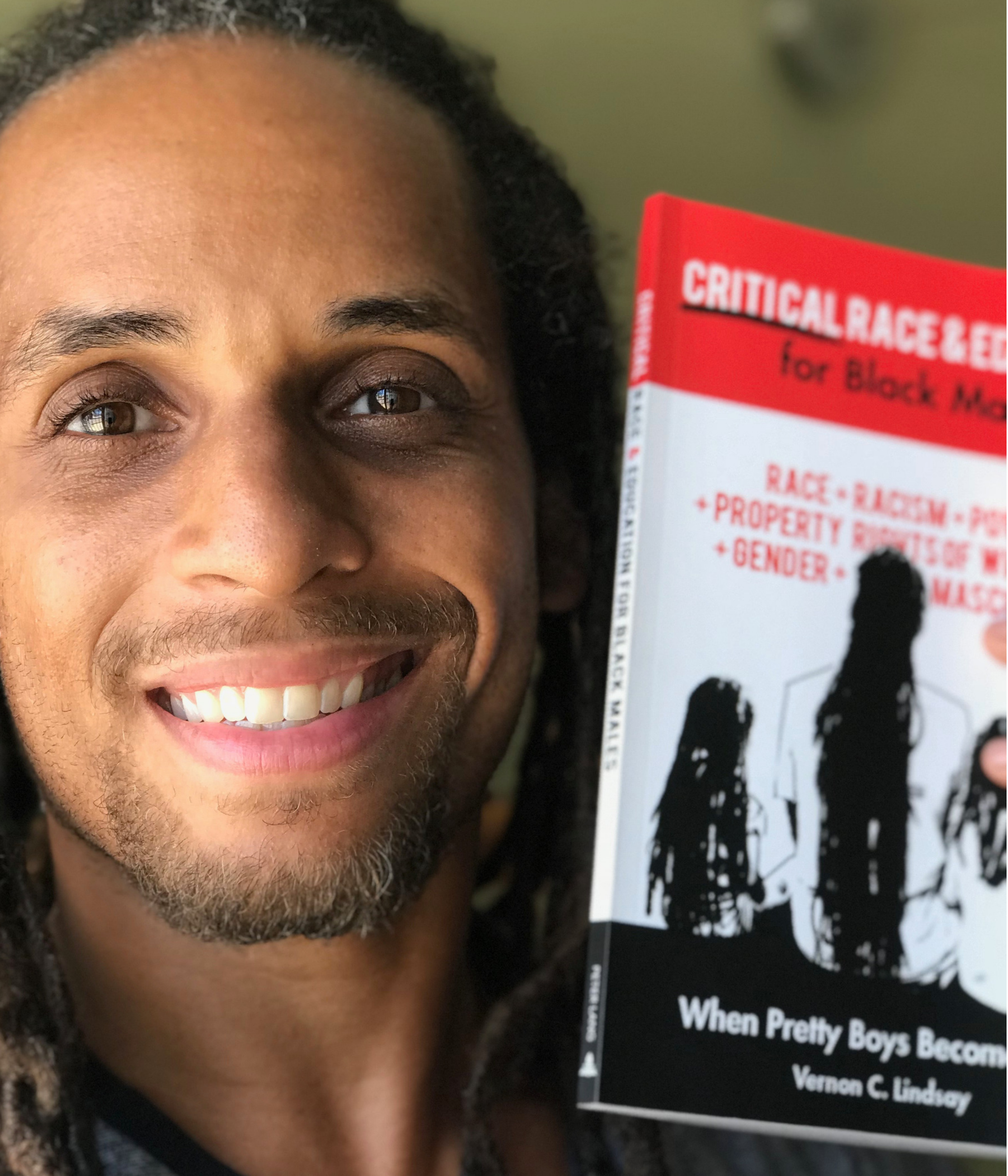
I am a content creator.

I am a leader.

I am strength and humility.

**It's through these identities that my writings reflect my ideas, practices, and beliefs.**





I BELIEVE...



I believe in a higher power.

I believe in a Creation Spirit that manifests itself in three entities.

I believe in myself, and the inclination toward leadership instilled in me by The Most High.

I believe that race is a social, historical, and political construct.

I believe that gender is the cousin of race who gave birth to children with names such as sexuality.

I believe that too often Black boys and others are not encouraged to live up to their full potential.

I believe in responsibility and understand oppression.

I believe in writing for the people.

I believe in standing up and sitting down for justice.

**It's through these beliefs that I write about leadership, social justice, mindfulness, and success.**





MY GOALS INCLUDE...



My goals include sharing authentic representations of my identities and beliefs.

My goals include documenting through words, videos, and photos.  
My goals include helping people think and do beyond limited beliefs.

My goals include producing dynamic content to build community.  
My goals include being a distinct voice on topics related to personal and professional success.  
My goals include vlogging.

My goals include writing blog entries.  
My goals include writing articles.  
My goals include writing books.

**It's through these goals I write about success in business, employment, education, community, and family.**





I LOVE...



I love myself.  
I love my life.  
I love doing impactful work in service to others.

I love my wife.  
I love it when she shares her passion with others.  
I love it when she listens and responds to me as only she can.

I love my children.  
I love it when they do not pee in the bed!  
I love it when they speak English then switch to Spanish.

I love to eat fish, potatoes, and vegetables.  
I love to exercise.  
I love to travel.  
I love to teach and mentor.  
I love to write.

**It's through these loves that my writings illustrate the best and worst parts of me.**





I AM COMMITTED TO...



**I am committed to my family.**

**I am committed to my spiritual and physical health.**

**I am committed to producing an abundance of income that provides for my family and impacts people in underserved communities.**

**I am committed to my divine leadership assignments.**

**I am committed to justice.**

**I am committed to achieving my goals.**

**I am committed to growing into my authentic self.**

**I am committed to writing.**





MY WISDOM FOR YOU...

**You must understand that you have one life on this earth.**

**You must use each day to make progress with your unique talents, skills, and abilities.**

**You must seize every opportunity to see the beauty in this world.**

**You must engage work that extracts creativity from the depths of your soul.**

**You must invest in activities aligned with enriching your mind, body, and spirit.**

**You must open your thoughts to different perspectives.**

**You must realize your leadership potential.**





My name is Vernon Lindsay, and by now you know that I am a writer!

In addition to writing blog posts, articles, and books, I provide consulting, speaking, and leadership coaching services.

The trajectory of my current work started while I was in graduate school and began a business where I taught the African-Brazilian martial art of Capoeira. Following graduation in 2013 with a PhD in Policy Studies in Urban Education, I accepted a position as a Postdoctoral Fellow in Teaching and Mentoring with the University of Illinois at Chicago's Honors College.

In my first university position, I taught undergraduate students in courses that covered topics in educational policy, diversity and inclusion practices, and personal development success.

In June of 2016, I decided that I needed to spend more time with my family and focus energy on building a business. Together with my wife and three young children, we moved to Mazatlán, Sinaloa Mexico. While living in Mexico, I began the full-time pursuit of entrepreneurial projects aligned with passions in writing, training Capoeira, and helping others to live up to their full potential. I wrote two books.

After two years in Mexico and struggling to create a sustainable business, I accepted a position as an Assistant Professor at the American University of Antigua. I currently live on the Caribbean island of Antigua.



**It doesn't have to end here!**

**Visit my site at [www.vlindsayphd.com](http://www.vlindsayphd.com), to read my blog, buy one or all of my books, invite me to speak at your organization, or hire me as your leadership coach.**

**Email me directly  
[@vernonlindsay@vlindsayphd.com](mailto:@vernonlindsay@vlindsayphd.com)**



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