



How to Craft Your “Why Message”

What’s your why? If you’ve completed Chapter 4 of *Capture the Mindshare*, then you understand the importance of discovering the “why” of your business in order to create authentic emotional links with customers. You’ve read about how author Simon Sinek contends that the best leaders inspire companies, and consequently customers, by consistently starting with a deep sense of internal purpose: a **why**.

Everything that company then does, from the products they sell to the people they hire, springs from their why. When customers trust the why of an organization, because of either an instinctive gut feeling or an actual understanding of how the business operates (or both), they are willing to follow the company through thick and thin.

But crafting a corporate Why Message can be challenging. Start with your answers to the four questions posed in Chapter 4 that are meant to help you drill down to clarify your why—first for yourself, and then so you’ll be able to communicate it to clients and customers:

1. **Why are you compelled to do the work you do?**
2. **What feeling do you evoke in your customers?**
3. **How does your business change people’s lives?**
4. **What would others miss out on if you were not in business?**

You can use your answers to these questions to form the framework for your Why Message—simply remove the questions, and see if the answers speak for themselves.

If you’re still struggling to craft a meaningful Why Message, here are some other ideas to get your thoughts percolating about your company’s unique why, and how to help customers connect with it:

- **How did your business come about?** What made you decide to start it? Were you trying to fill a particular need or solve a particular challenge for customers? Don’t stop with your first answer to these questions; drill down several layers to get to the true genesis of why your business exists.

- **What’s your company’s backstory?** Are there details about its background that can help you not only connect with potential customers, but can endear you to them?
- **Is there a structure to your business model that helps explain your why?** For example, is it based on information sharing, relationship building, or a unique way of communicating to customers?
- **What is it that helps create a connection between your prospect and your company?** Can you identify a series of connective touch points with your prospects and customers that leads to concrete opportunities to make a favorable impression for your products and services?

Remember that crafting your Why Message is all about understanding the basis for customer connection. Use your answers to the questions above to help you identify—and act upon—your strongest strategies to create authentic links with potential and current customers.