

Start With Why

TOP TIP TUESDAY!



It's fair to say as business owners, we're no strangers to change. And if there's ever been a more apparent time to talk about change, it's now. Things change - all of the time; sometimes it's changes that we've set in motion, sometimes it's unexpected.

However, throughout the inevitable changes that life and entrepreneurship throw our way, it's only if we are clear and focused on why it is that we do what we do that we will deal with those changes in the right way; a way that will spur on the success of our businesses. Because any business can say WHAT they do and HOW they do it, but if you can tell customers WHY you exist (for them), you'll find it a lot easier to attract the type of customers you really want.

And now is a great time to get clear on your 'WHY' sorted as people will be at home looking online to find products and services that talk to and resonate with them. Simon Sinek's book 'Start With Why' is the first, crucial step in realising your WHY. It will explain my reasoning for getting you thinking about your 'WHY' perfectly, so I hope it has as significant of an impact on you as it has on me.

You can search for 'Simon Sinek – Start with Why' to buy the book, but this talk that he delivered a few years ago will do the trick. And if you have staff, it is definitely worth showing it to them too.

<https://www.youtube.com/watch?v=qp0HIF3SfI4>

And if you want help putting out your 'WHY' to your target audience, then give me a call - **01323 406060**



Call David Ruddle on 01323 406060 if you would like to discuss marketing your business with thebestof Eastbourne

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