

# Your 'Why'

# TOP TIP TUESDAY!



**As the months go by, people are getting out and about more often. They're seeing their friends and family and most importantly for us business owners, they're more open to spending.**

So, it's really important that we attract people to our offerings.

The thing is though, most businesses will default to the norm and do the basics.

Every business knows WHAT they do, and HOW they do it – and that's what they put across to their audience – *"This is what we do, and this is how we'll do it"* type messages.

However, it's only if we are clear and focused on WHY it is that we do what we do, that we will attract more of the right type of customers.

They will feel like you understand them because you've addressed the reason WHY you exist – FOR 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 we hope it has as significant of an impact on you as it has on us and thousands of the most successful business around the UK.

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 spreading your 'WHY' to more of your target audience, then give us a call.



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

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