

# Get Your “Why” and You Will Get Your Customers

I have written before on [finding your purpose](#) and [discovering why](#) you do what you do. It is important to understand your “why” because it changes the way you communicate with your target audience in order to sell your products or services. Most of us communicate with others by discussing our features and benefits, which is the “how” and “what” of the work we do.

Discovering and sharing your “why” with your audience connects them in an emotional way that motivates the decision making process. In [Simon Sinek’s](#) TED video, “[How Great Leaders Inspire Action](#),” he shares his discovery of the “why” and understanding why you do something and why your organization exists.

Simon says, “People don’t buy what you do . . . they buy why you do it.”

The goal is to do business with people who believe what you believe. Simon uses Apple, the Wright Brothers, and Martin Luther King, Jr. to show examples of the power of WHY!

This is all grounded in biology. The human brain is broken into three major areas. The neo cortex corresponds with rational and analytical thought and language. The middle two sections correspond with our limbic brains, which are responsible for our feelings, such as trust and loyalty, as well as for all behavior and decision making. When we are communicating to the inside part of the limbic brain, we are talking to the area that resonates with our decision making ability.

This is done by stating what you believe. Instead of talking about all your benefits and features, tell them what you

believe. Tell them your “why” of what you do. Those that you resonate with will look at you with their decision making limbic brain and will more likely choose to do business with you.

If you don't know your “why” and are having a tough time figuring this out, there is a process that has been developed by my fellow E0 Forum mate [Ridgley Goldsborough](#) that shares the WHY Marketing Formula. Watch his [video here](#). This powerful approach can help you discover your “why.” Use this to connect with your target customers in such a way that business explodes.

Are you connecting with the “why” and the decision making part of the brain for your customers? How do you share your sales and marketing language? Do you share with benefits and features or with the “why” of who you are?