

Step 1 Purpose Why does your business exist other than to make money?

Welcome to your first activity! This step is essential for capturing your business purpose as it relates to you, your customers and the world. Making money is satisfying and part of your business responsibility-you need to pay your rent and employees, deliver a product or service, etc. But I believe that needn't be your only purpose. Here I challenge you to dig deep into why you're passionate about this business. Why you cannot rest until this business has been realized. We're talking about a purpose for your business that involves, empowers and inspires your customers, employees and yourself. You create a higher sense of fulfillment with your business, and your brand signals that to the world.

In this activity it's important to also consider the voice of your customers. I challenge you to truly put yourself into the mindset of your customers so that you can understand their emotional needs.

So let's get at it shall we? Let's start by dreaming...



How will you know your purpose is Good?

- 1. It's personally fulfilling for you.
- 2. It's inspiring for your customers.
- 3. It will have a positive impact on the world.



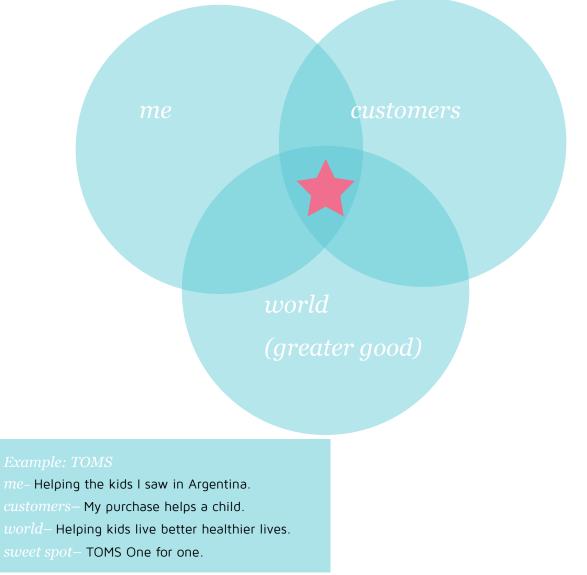
Brainstorming questions	You	Customers	World (Greater Good)
Why are you passionate about this business?			
What do you, your customers and the world desire from your business?			
What role will your business play in helping you, customers and the world achieve their dreams?			
What problems does your company solve for your customers & the world?			
What emotional state do you, your customers and the world want to experience with your business?			
How will your product / service make you, your customers and the world a better place?			

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Discovering your place of passion

In the previous exercise, you brainstormed questions that inspire you personally and thought about how business might relate that to your customers and the greater good. Now it's time to connect all three groups together. What's the common theme that links the purpose with you, your customers and the world? Why do your customers care to buy from your company?



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Step 1 – Purpose Get into the minds of your ideal customer

Now that you have a clear idea of who you are talking about let's get into the minds of your ideal customers. Experts often lead with the benefits of their products and services but this is not the reason customers buy. In this exercise, we need you to forget what know and what you think your customers need. In this worksheet, we challenge you to step outside yourself and step inside the mind of your ideal customer. Ask yourself, what words do they use? What do they say they need from you? Start with column 1. What are their emotional needs? What do they want to buy from you. Write out an exhaustive list of their hopes, fears, desires and dreams. Then once you can't think of any more, move over to column 2. In column 2, you can be the expert again. This is where you record what it is they they need to buy from you. This exercise will help you to connect the dots between your

1. What does the customer want?	2. What does the customer need?	
What are your customer's emotional needs? What motivates their hopes, fears, concerns, desires & dreams?	What products, advice, information can you offer to help them get what they want or help them avoid their fears?	