

Your Essential Why

It may take a bit of trial and error to get the wording so that it resonates for you, but essentially, it should sound something like this:

"I believe that the most important thing in the world is _____."

The wording doesn't have to be exactly like this. For example, my Essential Why is this:

"I believe that every human being is gifted with a Divine Purpose. The most important thing in the world is for every individual take positive, transformative action to share that gift with the world."

Here are a few more examples:

"I believe that the most important thing in the world is freedom – and that freedom isn't free."

"I have a dream that one day people of all races will live together peacefully."

"I believe people should think differently and challenge the status quo."

Take some time now to begin experimenting with the core message of your Essential Why. You'll know you've hit on it when you read it and hear yourself saying "YES!" and feeling the physical response that comes along with it. Now, you are free to edit to your heart's content.

Your Essential Why Statement

Now that you've got your core message of your Essential Why, you can begin to "tweak" it to comfortably communicate your Essential Why Statement. For most people, your core message is far too personal to share with the world. It's like the buried treasure, the engine that drives everything you do. Most people don't want the world to know their core motivating factor. It's often best to keep it private. The Essential Why Statement gives you a way to bring a less personal approach to communicating your marketing messages.

Remember, your Essential Why Statement will sound something like this:

"Whether I'm (your offering) or (another offering), everything I do is to help (Right Audience) to (measurable result) so that (core message of your Essential Why)."

For example, here's mine:

"Whether I'm on a stage performing or teaching for hundreds, coaching a small group, or working one-on-one with my private clients, everything I do is to encourage creative entrepreneurs to share their True Voice with their Right Audience, so that they can fulfill their Divine Purpose, and so that others will be inspired to take positive, transformative action."

You can see right away what I do (offerings), who my Right Audience is (creative entrepreneurs), what results I provide (connecting them to their Right Audience), and the core message of my Essential Why (divine purpose, positive & transformative action).

The more I work with it, the clearer it becomes. Here's an early version:

"Everything I do is to help you share your voice with your right people so that the world will be a better place."

It's much more vague, but it's certainly better than nothing at all.

Take a minute to take stock of your offerings and the results you provide. Pair them up with your Right Audience description and your core message of your Essential Why (which should be clearer now that you've done the earlier exercises). On the following page, practice writing different variations on the above sentence until you hit on one that resonates deeply for you.

"Whether I'm _____ or _____, everything I do is to help _____ to _____ so that _____."

"Whether I'm _____ or _____, everything I do is to help _____ to _____ so that _____."

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"Whether I'm _____ or _____, everything I do is to help _____ to _____ so that _____."

Freestyle a few variations in the space below:

Building Confidence

None of this work will mean anything if you can't share your Essential Why Statement with confidence. At first, it may feel awkward speaking your core message to the world. It takes practice for most entrepreneurs to confidently stand up and share what they do and who they do it for. It takes even greater courage to share *why* you do it.

Once you've worked up a few variations, run them by your trusted colleagues and some of your best clients – and see if it resonates with them. If they, too, are saying “YES! That's exactly what you do!” then you know you've struck gold. If they're not feeling it, you may just need to tweak it a bit.

I purposefully saved external feedback until now because your Essential Why - your business - whether you believe it or not, is all about you. **If your core message doesn't resonate for you, it will never resonate for your Right Audience.** Once you've found resonance in your own spirit, then take it out to the world for input. Just remember, YOU are in charge, and you make the final decision.

External input is useful because you may discover that clients are coming to you for reasons other than what you believe to be true. For example, I originally believed that my clients were coming to me for online marketing advice, when in reality, many of them just appreciated my no-nonsense, direct approach to business advice. When I realized that, I was able to shift my marketing to attract more of my Right Audience – but my Essential Why stayed exactly the same.

Your Essential Why is the compass of your business. It acts as a guidepost and filter for everything you do.