



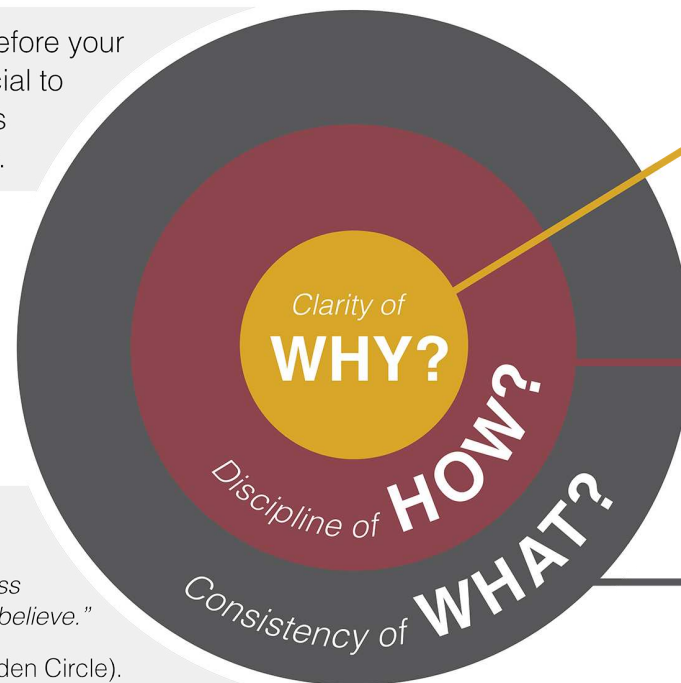
The Golden Circle

"People don't buy what you do, they buy why you do it." - **Simon Sinek**

Understanding your 'why' before your 'how' and your 'what' is crucial to attract the right fit customers who will become advocates.

Act, think and communicate from the inside out.

"The goal is not to do business with everybody who needs what you have. The goal is to do business with people who believe what you believe."
- Simon Sinek (creator of The Golden Circle).



Purpose: **Why do you do what you do?**

- In 7 words or less why does your business exist for your customers?

[Motivation, Dreams, Goals]

Process: **How do you do what you do?**

- What makes you different to your competition?

[USP : Unique Selling Point]

Results: **What do you do?**

[Products, Services, Proof]