



**PUSHING**  
*the* **ENVELOPE**  
*Marketing & Public Relations*



# DEFINING YOUR WHY: THE KEY TO BUILDING A BRAND THAT LASTS

---



# Table of Contents

## INTRODUCTION

---

### SECTION 1:

*What Is Your Why?*

---

### SECTION 2:

*How Your Why Helps Build Your Brand*

---

### SECTION 3:

*Aligning Your Team with Your Why*

---

### SECTION 4:

*Using Your Why in Your Marketing*

---





## INTRODUCTION

In a crowded marketplace, it's not enough to just offer great products or services—you need a brand that stands for something, a brand that has a purpose, a brand that people connect with. Enter "defining your why."

Why does your business exist? What drives you to do what you do every day (*beyond making money*)? These are questions that go far beyond a catchy slogan or logo. They go to the core of your business and are the foundation upon which your brand is built.

In this ebook, we're going to walk you through how defining your "why" can help shape a powerful brand, one that builds loyalty, creates a deep connection with customers, and sets you apart from the competition.

PUSHING THE ENVELOPE, INC.

# START WITH WHY

WHAT IS YOUR WHY?



**Ask yourself, "Why does my business exist? What problem are we solving, and how are we doing it differently?" Start with a simple sentence, like, "We exist to help [target audience] achieve/solve [goal]."**

The concept of "why" was popularized by Simon Sinek in his book *Start with Why*. However, the concept isn't new. It's a fundamental of branding. Your "why" is the reason your business exists beyond just making money. It's your purpose, your mission, your driving force. Think about it—why do you get out of bed in the morning? It's not just about selling products or services; it's about the impact you want to make (*hopefully*).

Take Apple, for instance. Their "why" isn't just about selling computers or phones—it's about challenging the status quo and thinking differently. That message resonates with millions of people who want to be part of something bigger than just a transaction. They want to feel like they're part of a movement.

Your "why" will shape your company's values, your culture, and how you interact with customers. It will guide every decision you make, from your marketing efforts to your customer service policies. It's the foundation upon which everything else is built.



PUSHING THE ENVELOPE, INC.

# HOW YOUR WHY HELPS BUILD YOUR BRAND





**Use your "why" to shape your brand's mission statement. Ensure that it's clear, authentic, and reflects the core values of your business. This will be the foundation for your marketing messages, your company culture, and your customer interactions.**

Now that you know what your "why" is, it's time to see how it plays into the larger picture of your brand. Your "why" doesn't just sit in a vacuum—it guides the creation of your brand's identity, messaging, and positioning in the market.

When your "why" is clear, it becomes easier to communicate what your business stands for. Your brand becomes more than just a logo or a tagline—it becomes a story that your customers want to be a part of. People don't buy products; they buy into a brand story that aligns with their values and beliefs. And a strong brand story starts with a strong "why."

Consider Patagonia, the outdoor clothing brand. Their "why" is rooted in environmental activism—protecting the planet. This drives everything they do, from their product materials to their marketing messages. Their customers know what the brand stands for, and that "why" fuels loyalty and passion.



PUSHING THE ENVELOPE, INC.

# ALIGNING YOUR TEAM WITH YOUR WHY





**Regularly communicate  
your "why" (or your  
vision) to your team.  
Use it as a guiding  
principle in company  
meetings, training  
sessions, and  
performance reviews.**

Your "why" isn't just for customers—it's for your team as well. When everyone in your company understands and buys into your "why," they become ambassadors of your brand. Internal alignment is just as important as external messaging when it comes to building a brand that lasts.

When employees know and feel connected to the company's purpose, they are more motivated and engaged. They understand how their work contributes to the bigger picture. This connection creates a strong company culture and improves productivity. And happy, motivated employees? They translate directly into better customer experiences.

When team members are aligned with the "why," they can carry that passion into their work, creating a more authentic brand experience for your customers.



PUSHING THE ENVELOPE, INC.



USING YOUR WHY IN  
YOUR MARKETING



**Make sure your "why" is clearly communicated in your marketing materials. Share the story behind your brand and how your mission connects to the products or services you offer. Incorporate your "why" into your content, visuals, and calls to action.**

Once your "why" is defined and aligned internally, it's time to shout it from the rooftops—strategically, of course. Your "why" should be front and center in all of your marketing efforts. From your website and social media to your email campaigns and advertisements, your brand's purpose should come through loud and clear.

Customers are bombarded with advertising every day, so standing out requires more than just flashy graphics or discounts—it requires a message that resonates on a deeper level. When you infuse your "why" into your marketing, you create a message that speaks directly to your audience's values and emotions. And that's how you turn one-time buyers into loyal customers.

Take TOMS Shoes as a final company example. Their "why" is centered around giving back. With every pair of shoes purchased, they donate a pair to someone in need. This simple yet powerful "why" has fueled their marketing efforts and made them a beloved brand.



## THANK YOU FOR READING!

Defining your "why" is more than just a marketing exercise—it's the foundation of everything your business does. When your "why" is clear and authentic, it gives your company direction, strengthens your brand identity, and builds a loyal customer base. It's not just about selling—it's about connecting, creating value, and making a difference.

So, take the time to dig deep and discover the true purpose behind your business. The clarity and confidence you gain will shape your brand for years to come. And remember, people don't just buy what you sell—they buy why you sell it. So, let your "why" be the driving force that propels your business to new heights.

If you have any questions or want to talk about how we may be able to assist you, please get in touch!

[GetPushing.com/Contact](https://getpushing.com/Contact)  
239.221.2858 | [Info@getpushing.com](mailto:Info@getpushing.com)



Interested in even  
more marketing tips?

[Click here to listen  
to our podcast!](#)

Hosted by Samantha Scott,  
APR, and featuring various  
guests who specialize in  
different areas and services,  
PTE discusses marketing tips  
and tricks to help businesses  
grow locally and beyond.

# 1000 WAYS TO MARKET YOUR BUSINESS



**PUSHING**  
*the* **ENVELOPE**  
*Marketing & Public Relations*

