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SALES & OFFERS

# Start With Why: The Golden Circle and How People Really Buy

People do not buy what you do; they buy why you do it. Here is Simon Sinek's Golden Circle — and how leading with purpose turns customers into believers.

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Most businesses tell you what they do, then how they do it, and almost never why. Simon Sinek's great observation is that the inspiring ones work in the exact opposite order. They start with why — and that single reversal changes how people respond to everything else they say.

> **“People don't buy what you do; they buy why you do it.”**
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> **— Simon Sinek, Start With Why**

## The Golden Circle

Sinek draws three rings. On the outside is what you do — your products and services. In the middle is how you do it — your process and difference. At the very centre is why you do it — your purpose, the belief that gets you out of bed. Most communicate from the outside in. The remarkable ones communicate from the inside out.

> FIGURE
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> The Golden Circle: start at the centre. Lead with why, then how, then what.

Why does the order matter so much? Because the why speaks to the part of us that makes decisions on feeling and then justifies them with facts. Lead with purpose and you reach the decision-maker first. Lead with features and you are arguing with the part of the brain that only rationalises a choice already made.

## What this looks like in practice

A weak pitch says: we build websites, using modern tools, would you like one? A strong pitch says: we believe a small business deserves to look as credible as the big players — that is why we build brands and websites as one considered system. Same service. Completely different gravity.

- Find your why: the belief behind the business, not the product description.
- Lead with it — on your homepage, in your pitch, in your story.
- Let your what prove your why, rather than replace it.
- Attract people who share the belief; they become loyal, not just satisfied.

> A QUIETER THOUGHT
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> A why is close to a sense of calling — the conviction that your work is for something, not just for income. People feel the difference between a business that is merely selling and one that genuinely believes it is here to serve. Purpose is magnetic precisely because it is real.

## The bottom line

Your what gets you considered. Your why gets you chosen and remembered. Find the belief at the centre of your business, lead with it, and you will attract customers who do not just buy from you — they buy into you.

## Sources


- Simon Sinek, Start With Why — the Golden Circle.
- Simon Sinek, TED Talk: How great leaders inspire action.

TAKE YOUR BRAND TO THE NEXT LEVEL

## Want this done properly?

You can absolutely build on this yourself — that's why we wrote it. But if you'd rather have your brand, website and profile built as one considered system, that's exactly what we do. No obligation — just a conversation.

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