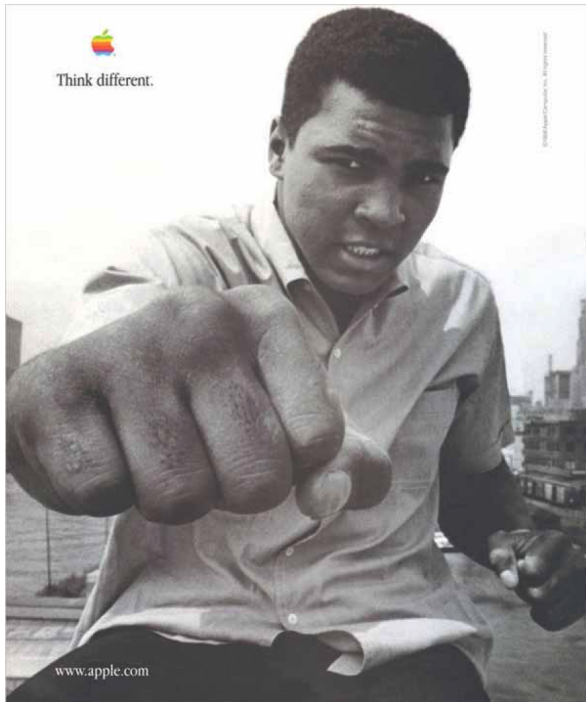


Purpose Sherpa Program: *Message with Purpose*

The best way to understand Purposeful Messaging is to look at some examples of the world's most successful purpose-based companies.



Example 1

Apple is perhaps the most well know Purpose purpose-based company. Apple's purpose is to challenge the status quo or to "Think Different".

Notice how there's not even a mention of Apple's "What" or "How" in this ad. They are creating a simple emotional message that says: If you identify with Muhammad Ali as an original, as someone who thinks differently, then you connect with Apple.



Example 2

Southwest Airlines has racked up decade after decade of super-profitability in one of the world's most volatile industries. Southwest's Purpose is 'We exist to connect people to what's important in their lives through friendly, reliable, and low-cost air travel.'

In this ad, messaging is all about connecting people to amazing, fun places. There's no discussion of prices or competitors. That's because Southwest exists to be the connector between you and amazing places.

Purpose Sherpa Program: *Message* with Purpose

Now, pick a few of your existing marketing pieces or ads to analyze. Make a few copies of this worksheet so you can review each piece individually.

Write down the header or main message of your marketing piece:

Is it focused on your “Why” your “How” or your “What”? Explain.

If you mention your Purpose, great job!

If you’re focused on your “How” or “What”, how could you tweak it to be more about “Why” you exist?



If you’re having a hard time with this step, drop us an email and we’ll get you on track.



Think about what problem you are trying to solve for your customer, this is your Why!

Keep this worksheet at hand and use it whenever you develop new messages so that you will ensure that they are Purpose-driven.