



No.05

THE WHY TO BUY DISCOVERYTM

@RARAPR

#PRBYYOU

EXPLAINER

When you know the purpose beyond yourself that's driving your business you can have more PR power. A clear purpose beyond what you sell gives you communications clarity and therefore leverage.

Is what your business stands for, the cause beyond the thing you sell clear to you?

Is your 'why to buy' clear to your audience?

The Why to Buy Discovery is a guide to help you discover what this is and communicate it more effectively with your audience.

When you know your 'why to buy' you can communicate more clearly, generate more awareness and make greater impact. Be it through your 'owned' platforms or your 'earned' platforms; consistent messaging built on strong purpose-led foundations helps to amplify your PR and build your brand

The purpose behind a business must be clearly identifiable so that the audience can make a choice about whether or not they join your brand. Remember; the customer owns and drives brand loyalty for you because of your values and purpose and what shopping with you says about them.

It is always about them. But it starts with your WHY and getting clear on your vision, mission and the why to buy.

.

COVER PAGE

THE WHY TO BUY DISCOVERY™

Copyright © RARAPR PTY LTD. All rights reserved.

The purchasee has purchased the right to save this document as a PDF and create copies within Canva for the intended use of its creation – to up-level in-house or agency PR tools. It is not for on-sale. And it or elements of it, can not be copied for sale. It is not within the terms for this document to be sold or replicated for sale. All copywriting belongs to raraPR and cannot be replicated without noted credit. One single customer license per product. RARAPR reserves the right to pursue legal remedies against violations.

RARAPR.COM

**THE BRANDS THAT SURVIVE ARE THE
ONES THAT DEMONSTRATE THEIR
ETHICS AND SHARE STORIES BEYOND
WHAT THEY'RE SELLING.**

**WE WANT TO BUY INTO ONE BRAND
OVER ANOTHER BECAUSE OF WHAT
IT SAYS ABOUT US AS A PERSON. SO
IF YOUR BRAND IS NOT SAYING
ANYTHING ABOUT YOUR PURPOSE,
VISION AND MISSION HOW WILL
PEOPLE KNOW THEY'RE ALIGNED TO
YOU AND YOUR CAUSE?**

JADE ROBERTS

RARAPR.COM

THE WHY TO BUYTM DISCOVERY

AT A GLANCE

STEP 1

FINDING YOUR WHY

STEP 2

IDENTIFYING YOUR
EMOTIONAL MAGNETS

STEP 3

CONFIRMING YOUR
CORE VALUES

STEP 4

DEFINING YOUR VISION
& MISSION

STEP 5

CREATING YOUR
WHY STATEMENT

STEP 6

ALIGNING WITH A
CAUSE

STEP 07

AMPLIFYING YOUR
MESSAGE

STEP 1

FINDING YOUR WHY

STEP 1: FINDING YOUR WHY

Write down nine memories.

A time in your life that you thrived.



What was happening?

What were you doing?

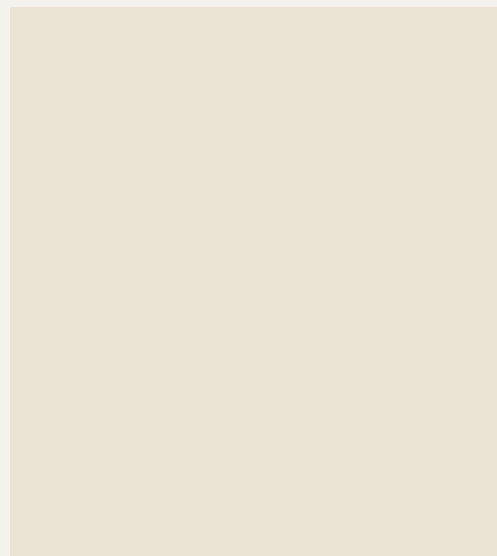
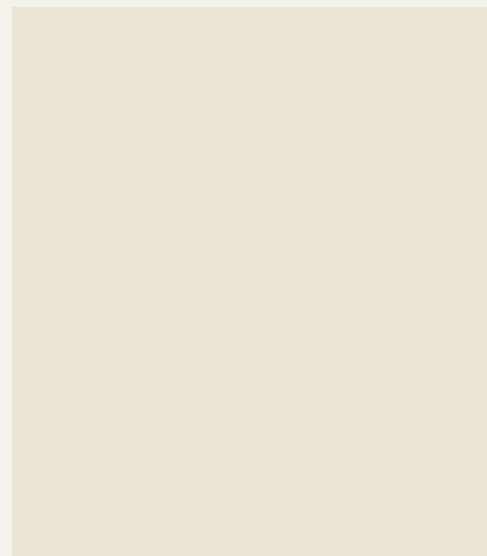
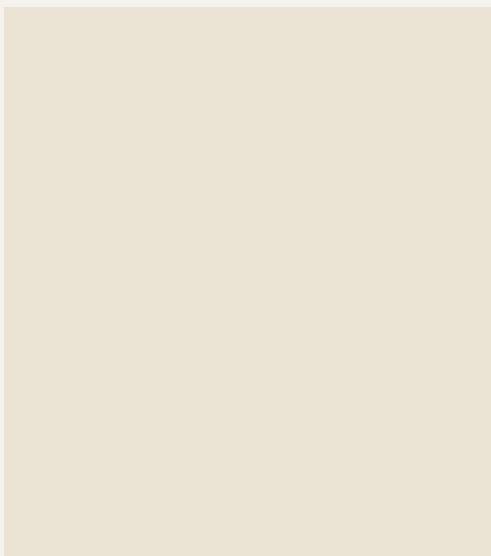
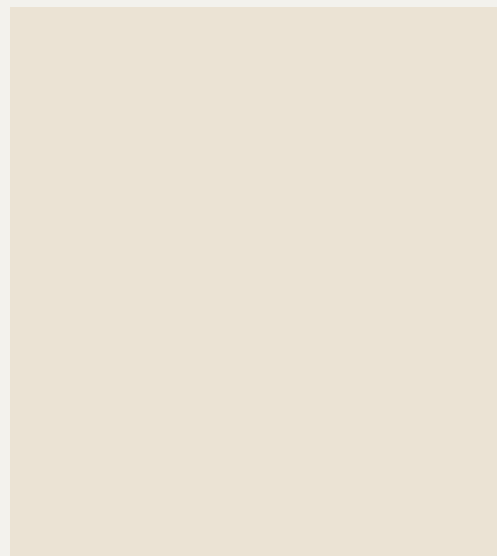
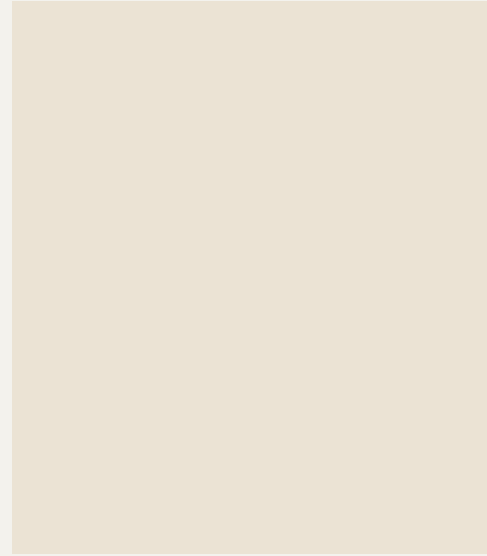
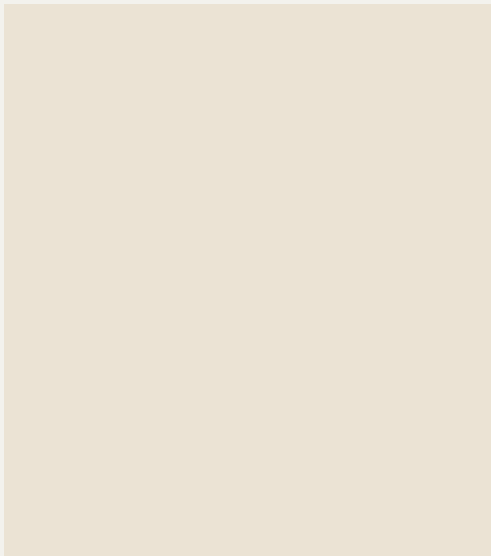
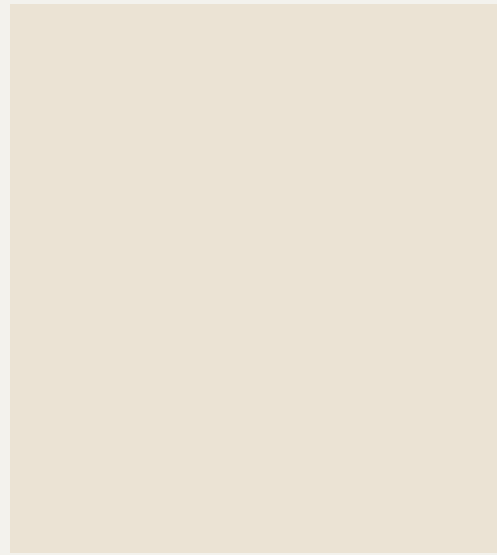
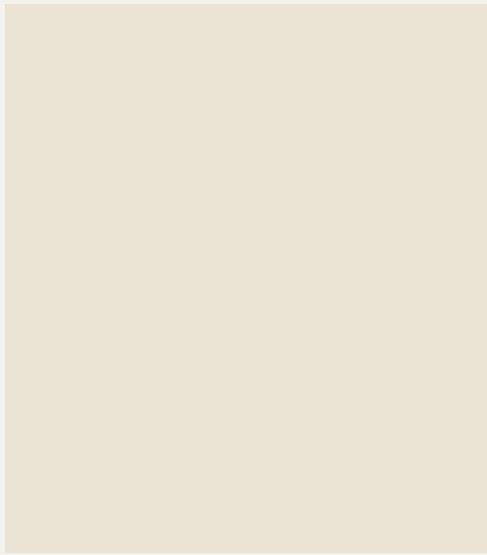
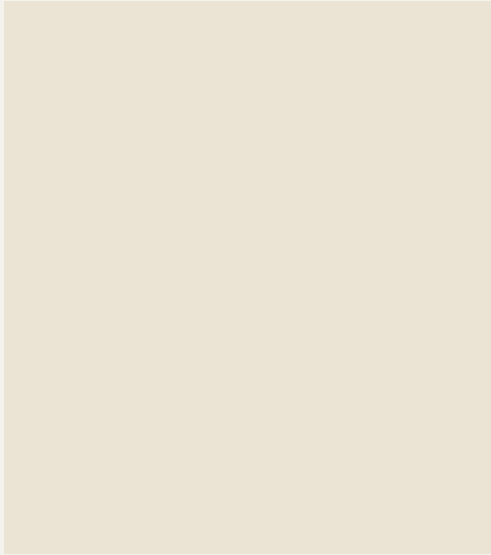
What were you feeling?

STEP 1: FINDING YOUR WHY

Now build on those memories.

What was happening?

Describe how you were feeling.



STEP 1: FINDING YOUR WHY

1.1

Now list all the the adjectives (words describing your emotions) and verbs (words describing an action) that came up. Revisit your memories and look for patterns and repetitions. Throw all the words down on a page and then line up similar words.

STEP 1: FINDING YOUR WHY

1.2

Then choose the one word that is singing to you over the others.

i.e. Trail running which felt peaceful and free.

i.e. Peaceful, freedom, calm, solitude

i.e. Peace.

STEP 2

FINDING THE EMOTIONAL MAGNETS

2.1

Review the images in the following pages. Circle 20 that you're drawn to. Then cross examine and look for repeating emotions showing up. Edit your selection of images down to 10. Then edit it down to four. Make sure each image is displaying a different emotion.

2.2

What are the repeating activities and emotions showing up?

2.3

Make a list of these words; what you feel/or that is being displayed in the image.

2.4

Cross examine, look for patterns and refer to your list of work memories from activity one (STEP 1). Can you see any repetition in the words? What are they?

TIP:// The experiences we're drawn to and chase down and the outcomes (contribution and impact) of these experiences are often the same experiences we seek and try to replicate for others and with our businesses as the conduit.

WHEN YOU LEAD PR
WITH VALUES FIRST
YOU CREATE A
COMMUNICATIONS
FILTER FOR THE
ENTIRE BUSINESS.



STEP 3

CONFIRMING YOUR CORE VALUES

3.1

Review the values list on the following page. Circle/highlight the values that sing to you. Create your own list if any that are relevant to you are missing.

3.2

Review your list and edit it down to 20, 10, 8, until you curate your list to a final four values that you believe are most important to you.

3.2

Cross check your final four values with Step 1 and Step 2. Are there any patterns? It's quite likely that there are. These various activities all chalk up together to help us get clear on your values and the values sitting behind you, your business and all that you create.

If you are an employee and work for a company not your own; often the organisations we are drawn to working with; share the same values that we innately hold. If you're not satisfied in your current employment; often it's because your personal values and the organisation's simply don't align. The things we buy, the businesses we lean in to are no different to how we choose friends - it always comes down to sharing the same values. And when you lead your communications with values front and centre; you can more easily find your tribe. Because they can more easily see themselves in you, your content and your business.

STEP 3

CONFIRMING YOUR CORE VALUES

VALUES DISCOVERY

These core values are in no way meant to be exhaustive, rather they are intended to simply illustrate how rich a source of inspiration as stand-alone words they are to the mindset of what matters to you and manifests in your brand voice.

ABUNDANCE	BALANCE	DEPENDABLE	EVOLUTION
ACCEPTANCE	BEAUTY	DETERMINED	EXCELLENCE
ACCESSIBILITY	BELONGING	DIVERSITY	EXPERTISE
ACCOUNTABILITY	BRAVERY	DRIVE	FAIRNESS
ACCURACY	CLARITY	DUTY	FAMILY
ACTIVENESS	COLLABORATION	EASE OF USE	FAME
ADAPTABILITY	COMFORT	ECONOMY	FEARLESSNESS
ADVENTURE	COMMITMENT	EDUCATION	FITNESS
AFFECTION	COMPASSION	EFFECTIVENESS	FLEXIBILITY
AMBITION	CONFIDENCE	EMPATHY	FOCUS
APPRECIATION	CONNECTION	ENDURANCE	FREEDOM
APPROACHABILITY	CONSISTENCY	ENTHUSIASM	FRIENDSHIP
ATTENTION TO DETAIL	CONTROL	ENTREPRENEURSHIP	FUN
AUTHENTICITY	CRAFTSMANSHIP	ENVIRONMENT	FUN-LOVING
	CREATIVITY	EMPOWERING	GENEROSITY
	CREDIBILITY	EQUALITY	GENUINENESS
GRATITUDE			
GROWTH			
GUIDANCE	KIND	PATIENCE	SAFETY
HAPPINESS	KNOWLEDGEABLE	PASSIONATE	SECURITY
HARMONY	LEADERSHIP	PERFORMANCE	SIMPLICITY
HEART	LEARNING	PLAYFULNESS	SINCERITY
HELPFUL	LEVEL-HEADED	PLEASANT	SPONTANEITY
HISTORY	LIVELINESS	PERSISTENT	STABILITY
HONEST	LONGEVITY	POISED	SUPPORT
HOPE	LOVE	POLISHED	SUSTAINABILITY
HUMBLE	LOYALTY	PRACTICAL	TALENT
HUMOUR	MASTERY	PROFESSIONAL	TEAMWORK
IMAGINATION	MATURE	PROGRESS	THOUGHTFUL
IMPACT	MELLOW	QUALITY	TOLERANCE
INDIVIDUAL	METICULOUS	RECOGNITION	TRUST
INNOVATIVE	MINDFULNESS	RELATIONSHIPS	UNDERSTANDING
INTEGRITY	MINDFUL	RELIABILITY	UNIQUENESS
INTELLIGENCE	MODEST	RESILIENCE	UNITY
INTIMACY	MOTIVATED	RESOURCEFULNESS	VALUE
INTUITION	MYSTICAL	RESPECT	VARIETY
JOY			WARMTH

VALUES DISCOVERY OUTCOME

STEP 3

OUTCOME: EXAMPLE

To complete this step write down the five value themes you think came up for you for this exercise. And then write down the value theme for your hero card selection – your one card. Example outcomes are below. Move to the following page to fill out your outcomes. If you'd like to go one step further you can write down the outcome of the value. See below example. i.e. how does achieving that value through experience make you feel? Or in other words, what is the outcome of that value in your life?

VALUES OUTCOME X4

e.g. Achievement/Recognition

e.g. Adventure/Fun/Experiences

e.g. Innovation/Inspire possibility

HERO VALUE OUTCOME X1

Do you have one value that appears to be a 'hero value'? i.e. a value that has continually popped up across each discovery activity?

The PR function is what helps you to articulate your purpose and share your story.

The Why to Buy Discovery creates messaging and stories that are repeatable, memorable and connect communities.

When you know the WHY of your business you can more easily create stories that are remembered. This turns into word-of-mouth PR. This is reputation. And reputation management is the outcome of good PR.

JADE ROBERTS



VALUES DISCOVERY

STEP 2

OUTCOME: EXAMPLE

List your value outcomes from the values personified page. Then list any double ups you have as an outcome of Step 1 and Step 2. Again compare the pair so that you get your values down to the final four core theme values with one hero value. Your hero is the one you are most drawn to.

STEP 2: THEME OUTCOMES X4 - 5

e.g. Recognition

e.g. Adventure

e.g. Belonging

e.g. Connection

e.g. Innovation

e.g. Leadership

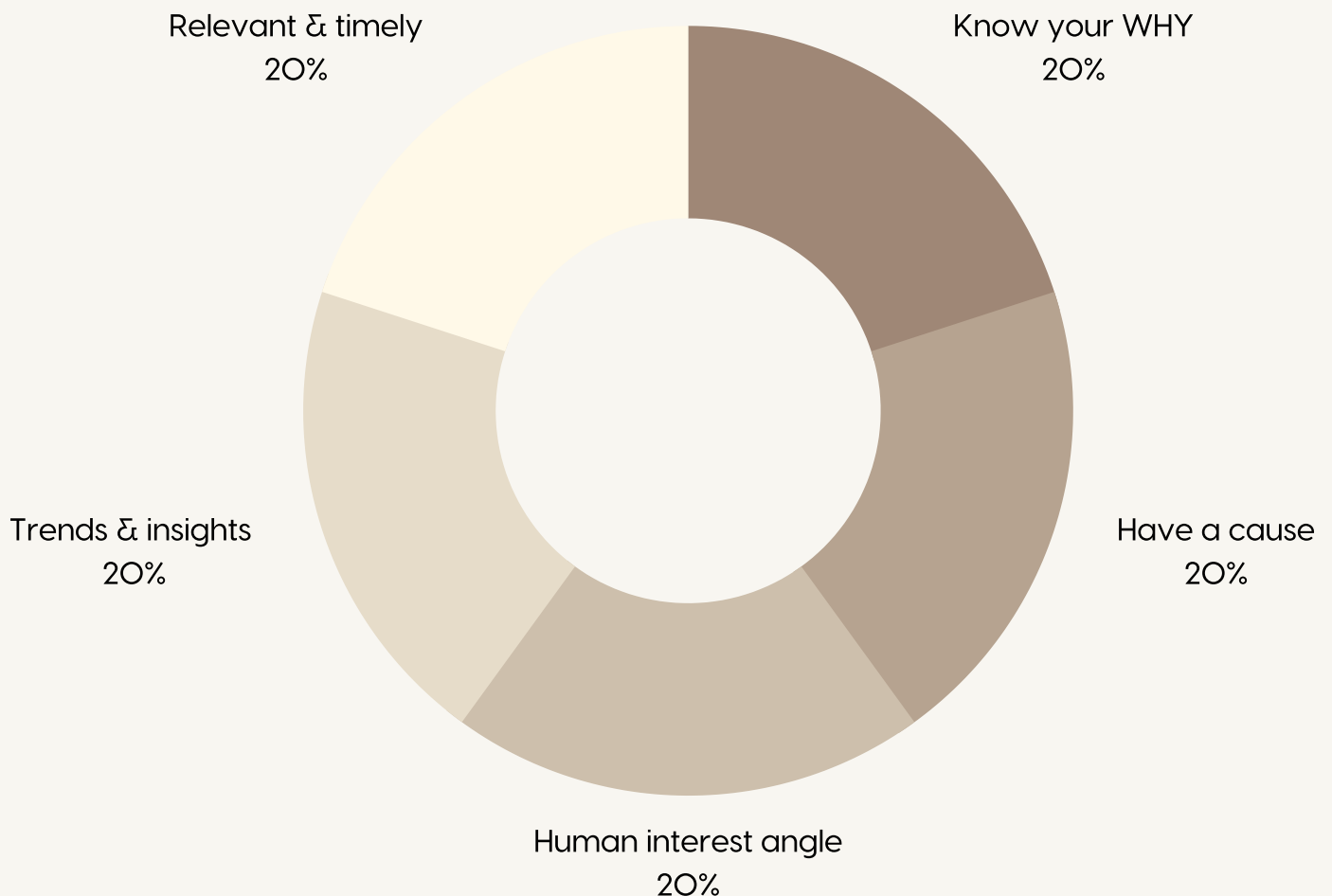
STEP 2: CROSSCHECK

e.g. List double ups if there are any reoccurring

e.g. List double ups if there are any reoccurring



THE PERFECT PITCH



The way to pitching success is to understand how your business serves the world beyond yourself. You consider your place in the world, the gap you fill and who for. This is the difference between a good pitch and the perfect pitch.

STEP 4

DEFINING YOUR VISION & MISSION

Brand Values/Core Values

A more modern take on Brand Values is Your Ethos. Brand Values are the guiding and core principles that direct the culture and decision making within your business. Not to be confused with code of ethics which outline procedures to put those values into place and ensure they're upheld.

Your Vision

Your vision is the end-result of reaching all of your ideal outcomes and everything you set out to achieve. You can define visions for various departments and projects within your organisation.

Your Mission

Defining your businesses mission is an important part of the strategic planning process of brand positioning, consistent marketing and business success. This is about how you're going to reach your vision. The house for example is how it looks, but the mission is how you're going to build it. The mission articulates What you do, who you do it for and how you do it.

Your WHY

The reason your business exists. Finding your why is an opportunity to unearth what you truly believe in; so that your audience will understand more easily not just what you do and how you do it, but why you do it. WHY goes much deeper than just selling a product or service to make a profit. Money is a result of why your business exists. But the WHY is the purpose, cause and belief that drives the organisation. Your WHY is about what the company believes. And your WHY becomes the linchpin of how you communicate. Be sure to Google Simon Sinek for the man that articulates the importance of this brand process so well. His ability to communicate why finding your WHY is important and started a global movement that has changed businesses forever.

STEP 4

DEFINING YOUR VISION & MISSION

Brand Values/Core Values

Your Vision

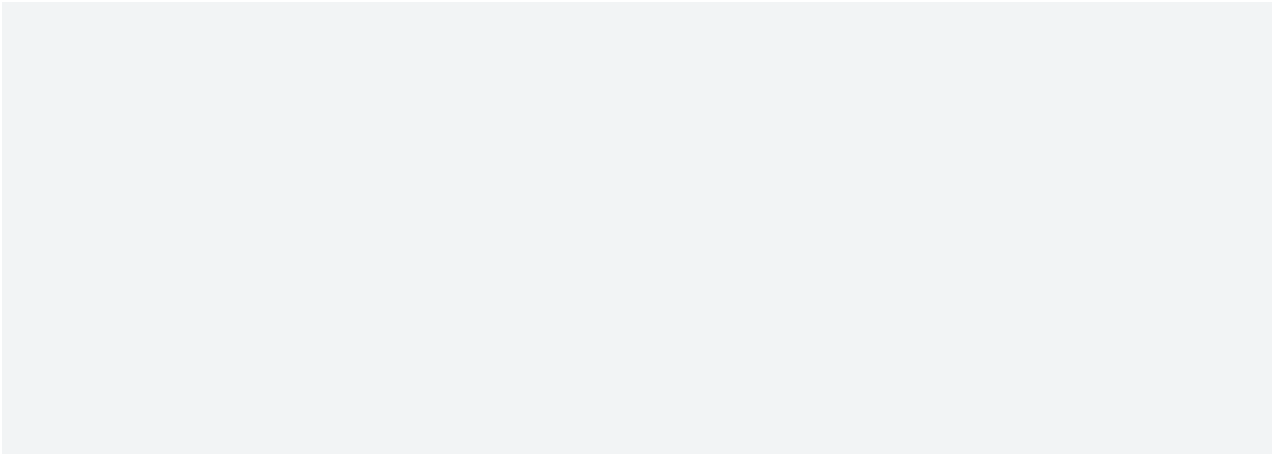
Your Mission

Your WHY

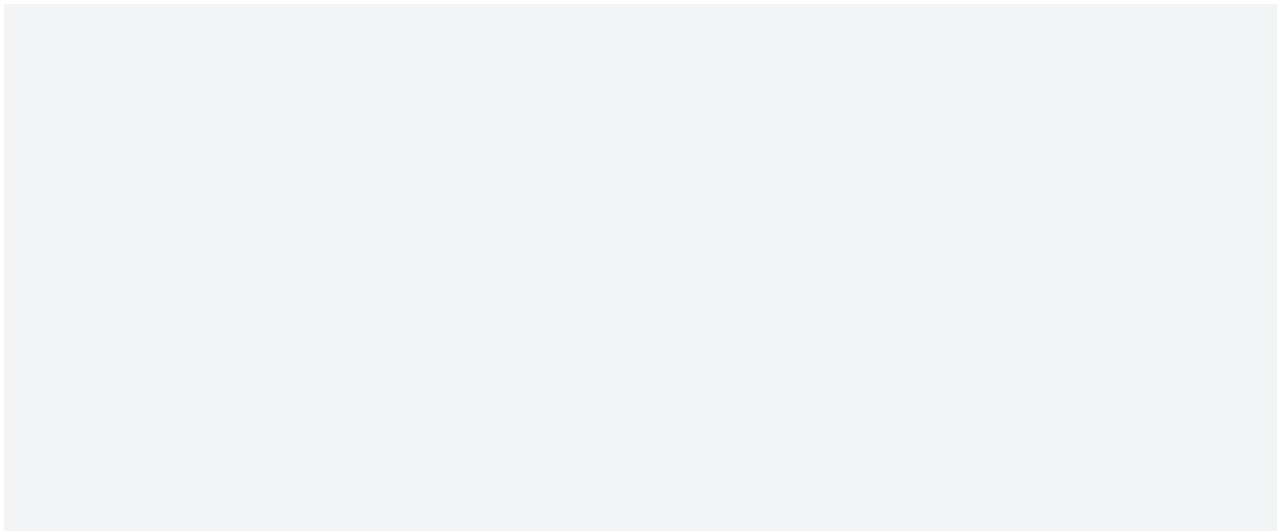
STEP 4

DEFINING YOUR VISION & MISSION

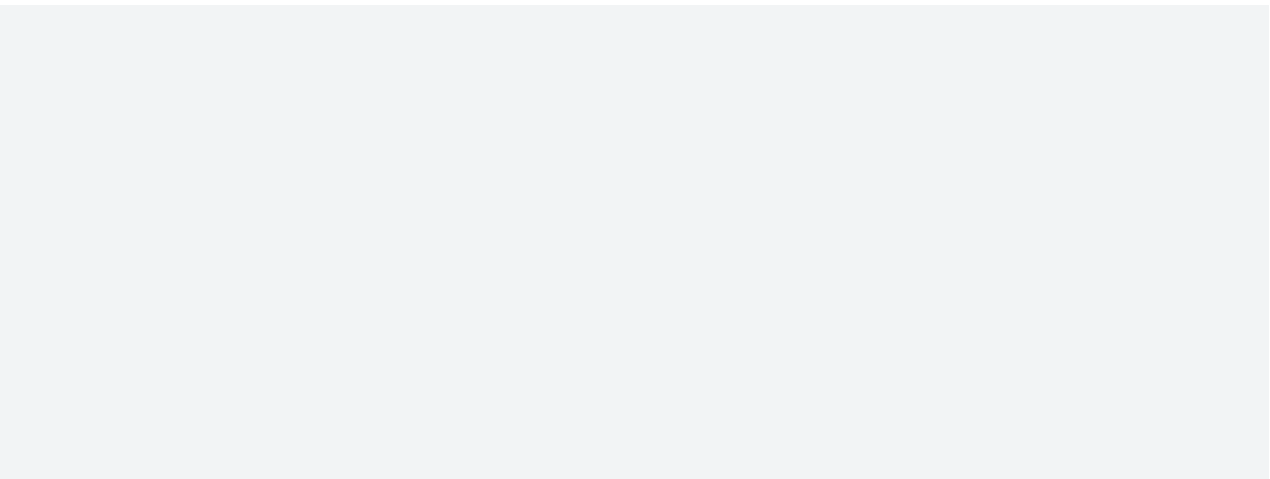
Brand Values/Core Values

A large, empty rectangular box with a light gray background, intended for writing brand values or core values.

Your Vision

A large, empty rectangular box with a light gray background, intended for writing the company's vision.

Your Mission

A large, empty rectangular box with a light gray background, intended for writing the company's mission.

JADE ROBERTS

The words you use help to cultivate the type of world you want to live in the outcomes you want for your business. How people experience you, how people perceive you; how people hear you comes down to language.

The words you use clarify what you know about your business why it exists, why it is valuable and why it is worthy to be remembered. Words shape reputation for your business and support it in becoming a brand that is liked, known and trusted.

Great words that engage, enlighten, inform or entertain allow your business to better be in the conversation, or better yet, start conversations.

STEP 5

CREATING YOUR WHY STATEMENT

Discovering your why to buy and purpose can be found within your values. The core values previously unearthed are the contribution that you give to others through your business. They are the feelings, experiences and emotions you seek out most in life but also; what you give to others.

To get to your WHY to buy you need to consider the ultimate outcome, the impact that you have on people with your contributing values.

i.e. raraPR is centred in mentorship. And an outcome of mentorship is peace of mind. Peace of mind is also something that up a lot for raraPR in Step 1, 2, and 3. So PEACE is our hero value. And it's why we talk a lot about PR zen, PR peace of mind and diffusing overwhelm.

STEP 5

CREATING YOUR WHY STATEMENT

STEP 5

CREATING YOUR WHY TO BUY STATEMENT

CONTRIBUTION + IMPACT =
The transformation that you bring about for others.

Now you're ready to start drafting and brainstorming your WHY to Buy statement. The formula for your purpose statement is this.

To CONTRIBUTION so that IMPACT.

i.e. To inspire women to run their own business so that they feel financially safe

OR

i.e. To inspire women to manage their own business so that they feel confident in life.

STEP 6

ALIGNING WITH A CAUSE

HOW PR WORKS// THIS IS WHY A CAUSE BEYOND YOURSELF IS IMPORTANT TO PR.

Just in the same way we consume information and where we go to get it, PR is fast evolving, always. That said however, information, hard facts plus story, goodwill and connection has been at the heart of each era.

Here is a little snapshot of the evolution of how to PR something well over the decades.

Circa 1940s: PR the features against price.

Circa 1960s: PR the feature benefits to someone's life.

Circa 1980s: PR the experience and emotion it will bring about.

Circa 2000s: PR all of the above plus values front and centre.

Circa NOW: PR all of the above plus brand's values front and centre and a cause beyond the business.

We as consumers choose one brand over another now because of what it says about us and our personal values. But also because it has a cause we feel we're contributing to that is beyond 'give me that thing' or 'let's make the CEO more profitable.' No one was ever compelled to spend with the business for the latter. Sure a business needs to be profitable to survive but it's not why people join brands. And it's not how to PR a business well.

As consumers we are spoilt for choice, savy and cynical; so what we look for now more than ever before and accelerated and amplified by the issues we faced in 2020 are aligned values and a cause.

"If I buy this t-shirt what does it say about me? If I buy coffee from this café what does that say about me?" "And what am I contributing to if I buy it."

As consumers we want to look good and do good. So businesses need to make it more possible for consumers to do good by choosing them and communicating how by choosing them; good is made more possible.

STEP 6

REVIEW YOUR VALUES, YOUR WHY TO BUY AND BRAINSTORM SOME CAUSES THAT ALIGN WITH YOU, YOUR GREATER CAUSE AND YOUR BRAND MESSAGING. THE BRANDS THAT REIGN SUPREME ARE THE BRANDS WITH A CAUSE BEYOND THEMSELVES

ONE CAUSE IS SOMETIMES BETTER THAN TWO, SO NOT TO DIFFUSE MESSAGING. AND YOU NEED TO HONESTLY AND EFFECTIVELY BE ABLE TO SUPPORT THAT CAUSE IN A MEANINGFUL, COMPELLING, CONSISTENT AND SUSTAINABLE WAY THAT WILL BRING YOUR CONSUMERS ALONG FOR THE RIDE AND WHERE TOGETHER YOU CAN BE A FORCE FOR A GOOD.

STEP 7

WEAVING YOUR WHY TO BUY THROUGH YOUR MESSAGING

Now that you've evolved your thinking around your purpose messaging, your Why to Buy, your mission, your vision, and your cause beyond yourself; it is now up to you to start integrating these words and concepts into your communication.

Here is a checklist of places (although not limited to) where you can start to integrate your refined words inside and outside your business.

- | | | |
|--|--|--|
| <input type="checkbox"/> Social media profiles | <input type="checkbox"/> Staff On-boarding | <input type="checkbox"/> Printed materials |
| <input type="checkbox"/> About story | <input type="checkbox"/> Content Marketing | <input type="checkbox"/> Slogans |
| <input type="checkbox"/> CEO PR | <input type="checkbox"/> Advertising | <input type="checkbox"/> Blogs |
| <input type="checkbox"/> Website | <input type="checkbox"/> New Business | <input type="checkbox"/> Creative assets |
| <input type="checkbox"/> Electronic newsletter | <input type="checkbox"/> Style Guide | <input type="checkbox"/> Staff manual |
| <input type="checkbox"/> Packaging | <input type="checkbox"/> Customer Journey | <input type="checkbox"/> Brand Bible |


WHY TO BUY DISCOVERY CHECKLIST

 MAKE A COPY TO SAVE ORIGINAL

 WORK THROUGH ACTIVITIES
AND LESSONS

 CROSS CHECK, REVIEW, DISTIL

 DELETE PAGES NOT NEEDED

 PAT YOURSELF ON THE BACK.
THIS IS AN IMPORTANT STEP TO
BUILDING STRONG PR
FOUNDATIONS - THE WHY TO BUY
IS THE LINCHPIN OF ALL
COMMUNICATIONS IN AND
AROUND A BUSINESS.

GET THE PR GOODS

For more PR goods be sure to visit our free resources page, sign-up to our newsletter and check out our shop for accessible PR options for you, your clients or your business at any stage of your PR journey.

[LEARN MORE](#)

raraPR is above all the sum of people who together help build brands and share stories. We are present in our determination to make a positive difference to the world by representing individuals and businesses doing good. We are an extension of the personal stories within us, those that we exist for and those within you that need to be heard.

WWW.RARAPR.COM