

What is Your Purpose?



Sonnier Marketing What's Your Purpose? Every week I get to interview masterful minds in marketing on my radio show, Standing Out with Lauron Sonnier, which airs at 11 am central on the Voice America Business Channel www.voiceamerica.com

On the December 18, 2009, show I had the tremendous privilege of speaking with Austin advertising mogul, Roy Spence of the renowned GSD&M Idea City firm that is responsible for co-developing some of the country's largest brands including Southwest Airlines, BMW, Wal-Mart, and the famous "Don't Mess With Texas" campaign.

He's written a terrific book (along with Haley Rushing, chief purposologist for the firm) called, It's Not What You Sell, It's What You Stand For. In it he talks about how the success of these companies is based on their clarity and sincerity of purpose—that is, knowing who they are and what they stand for. As Spence and Rushing so clearly outline, having that purpose statement makes business and business decisions so much easier--and effective--because it drives everything, and everything becomes a simple yes or no as it applies and fits to the purpose, or not.

The purpose statements of these noted companies are short and sweet, very poignant, very simple and straightforward. There's no gobbledygook marketing-speak. For example:

Southwest Airlines: To give people the freedom to fly.

Wal-Mart: To save people money so they can live better.

BMW: To enable people to experience the joy of driving.

American Red Cross: Enabling Americans to perform extraordinary acts in the face of emergencies.

I knew that Roy Spence was going to be a great guest, and I couldn't wait to talk to him. But, I'll tell you...I didn't realize just how much he would share and offer on the show. It was a riveting conversation with a man of great wisdom, character, experience, and a lot of moxie. I know you'll then want to pick up his terrific book. But then, and most importantly, spend some time asking and answering the almighty question:

What is your purpose? Immediately after visiting with Roy, I asked myself that question and was surprised at how easy it was to arrive at an answer. So here it is...

Lauron's Purpose:

To teach and encourage people to be standout individuals; create standout companies; and, live standout lives.

In just a few moments, so many aspects of my business fell into place about why they needed to exist, how they needed to exist, and why some needed to go away. There's nothing more important than getting clear on why you exist. Everything makes sense from there (and remains in confusion and insanity until you figure it out). Start 2010 on the right foot by getting clear about your purpose! And then take a moment to drop me an email lauron@sonniermarketing.com to let me know what it is. Putting it "out there" makes it real. I'm listening!