

# The **3** **R's** of a purposeful business

When you think about your “purpose-motive,” **relevance** is a key component. Your purpose ought to relate to the space you occupy as a business. For example, for every pair of shoes purchased at Tom’s Shoes, the company donates a pair of shoes to a child in need. Weave your own personal passion into a relevant give-back. Your customers already want or need your product, so what would make them *feel* even better about completing the purchase, knowing they are helping to pay it forward for a good cause?

Now that you have a “purpose-motive,” how can you deepen the experience for your customers? Perhaps you give them opportunities to become a part of the give-back. Maybe you share stories on your website or in the media about how your customer’s give-backs are making a difference in the lives of others. There’s no end to how you can create **relationships** between your customers and the people you are helping. Creating different touchpoints creates new marketing opportunities, and helps to further seal the bond between you and your clients. Don’t forget – we’re in this together!

Be prepared for pushback from your colleagues, friends, family, and associates. The 21st century notion of social giving is not yet the norm, and there will be naysayers. People will tell you that you’re crazy and that profit counts above all else. This traditionalist view will diminish over time as courageous businesses embrace social-minded ethics as a path to success and even greater profits. You will become a rebel *with* a cause. Remember, progress often starts with a **rebellion** of some kind. You have an opportunity to lead by example and reap the early benefits - such as being profiled as an early adopter, as well as enjoying the long-term advantages of building authentic, sustainable relationships with your customers.

Marketing today requires richer, deeper, stronger shared experiences with your audience. Consumers are co-creators of your brand. They want to be motivated. They want to motivate you. Are you in the game?

## 1 **Relevance**

## 2 **Relationships**

## 3 **Rebellion**