

## **The Power of Why: A Psychological Revelation**

*By Sean D'Souza*

Here's why 'WHY' is such a profit-making marketing trigger. Let's examine the six honest men: What, How, When, Where, Who and Why. Which one of these is the most powerful psychological mover of them all? This is best answered with an example.

Let's assume you need to go to the supermarket. All the other triggers (how, when, where, who and what) would make absolutely no difference if you didn't know 'WHY' you were headed there. Everything else would be totally irrelevant. Once you know WHY you're doing something, everything else is just a matter of logistics.

### **Why Advertising and Marketing Communication Often Goes Down the Drain**

Simple. Look for the WHY in advertising and [you'll quickly see its] scarcity... All the fancy layouts and the smart headlines can't quite compensate for the questions that go unanswered. All your customers want to know is: Why should I choose you? Why should I take this decision? Why should I spend this money? Why should I look at your website? Why should I read your brochure? Why should I listen to your speech? Why? Why? Why?

Dump the fluff. Get your customer's brain to go scrambling like an over-enthusiastic pup after a Frisbee. Once you have enough WHY factor built into what you're selling, everything else falls in place.

### **Be an Accountant, Do an Audit**

Look at your communication. Like reeeeeeeaaaally look at it! What about your website? Does it answer the question WHY straight up? And does it do it on the first page? How about your brochure? Does its headline make it a cinch for dustbin land? What about your speech?

I could go on, but I suspect you get the message. Be merciless. If the WHYS don't stack up, dump the communication. Or chop and change it till it does.

It's not enough to simply have the WHY question answered. It's got to be the most 'Rambo in your face' answer, or it will bounce higher than a defaulting cheque. Let your WHYS loose on each other, and let only the one with the most testosterone come out shining.

### **Aristotle—Man, Was he Smart or What?**

All communication must lead to change. That's what the old wise man said over 2300 years ago. Not some or most communication. All.

Yet we are dealing with customers that inherently detest change. WHY is the only motivator that allows them to make that shift. Change is still a scary word, but at least the justification sits nicely in their cranium.

*Continued on next page*

In fact, if you look closely, even a WHAT question like, “What's in it for me?” is really a "WHY" issue. It's asking, “Why should I pay attention?” Give your customers the WHY factor and their buying will reflect nicely in your growing [business].

This is simple, down to earth advice. Yet it represents one of the most powerful psychological triggers [explaining buying behavior]. WHY on earth would you ignore it?

**About the Author**

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