Isaiah Hoffer

Start With Why

Sinek’s idea of marketing make sense to me because, right now people are still buying apple products even though their or other options that are technically better, but there are still some people who follow the belief apple has. I also have this feeling of why am still going to school, I know what I need in life, but I forget sometimes why I need these things in life. In college, college leads me here because they market college as the place for people who want to be successful to go to, and if instead college marketing what we got homework, tests, long classes come pay for tuition, I would never go to college because there are not giving me the cause I need to go there to justify the negatives college or school brings.

Sinek’s arguments have more supports than contradictions because, first Sinek gave plenty of examples of how starting with why gained more successes than not starting with why , like the Wright brothers and apple, and second it aligns with our brain biology and how we act based on words, third it makes sense to market peoples self-cause because that with make them a loyal customer, even if other, cheaper, products get introduced, like apple. Sinek’s idea is mainly used in marketing because organizations have a product and a cause, but it could be used in your own life because you may hate going to work and you hate because money might be the only reason you go to work at all, but if you have a mission or cause that requires you to work, like helping your family, working towards something bigger you would have more persuasion to go a work.

A big company that does start with Why is Chick-Fil-A because their priorities their values more than business. Chick-Fil-A values are to give the customer the best experience and to not open on Sundays and more. Since they are not open on Sundays, you would think there would not be making more money than fast food restaurants that are open ever day of the week, but Chick-Fil-A is the third biggest in the US showing that they get plenty of customers even if they are closed on one day. A company that would have gained a lot if it started with Why is Pepsi. Pepsi, back when Coca-Cola and Pepsi were fighting for number one soda in the US, Pepsi tried to gain more customers by focusing on What while Coke focused on Why which was centered around joy, sharing, and connection and now years later we see that Coke one the soda war and has continued to beat Pepsi, but maybe if Pepsi started with Why like Coke did than make Pepsi would still be number two or maybe even number one.

Sinek’s ideas are revolutionary in my mind because I never really thought about buying a product because I like their motivation, I always thought I was buying products based on excellent quality and cheap prices and user reviews. I think I will use this now as a base for what brand of technology I should buy instead of looking at reviews and price and I might also use this for reminding myself why I am at college and why I am here to gain and accomplish.