

MARKETING WITH INTEGRITY

Writers are not usually thrilled about marketing. They don't enjoy selling their work. However, marketing our writing or any other product can be easier, even enjoyable, if you can find a strategy that has integrity. One way is to remind yourself that you're bringing something of value to the world.

[Jeremy Lee James](#) spoke of this at the February 2012 Southern California Writers' Conference in San Diego, California. He quoted Simon Sinek, who speaks of the concept of a Golden Circle, relative to the commercialization of your product. (You can watch Sinek's four-minute video [here](#).)

According to Sinek, people don't buy what you do. They buy why you do it.

"At the center of your business is this truth, that everything you do relating to that business is because you believe" (in the foundational concept; in the compelling reason why you do something.) That's the center of your Golden Circle, the core of your business.

For me, Lynne, the center of my business is a belief that, in the second half of our lives, we have more power, style, wit, beauty, autonomy, love, skill, potential and mastery than we realize. I want to find examples of this truth and share it, for the betterment of our culture. The way I express this belief is through my speaking, blogging and books.

Sinek says, *"Those who lead inspire us. We follow them because we want to."*

He also says, "The stuff you do, you do because of what you believe. What do you believe? Write it down. This is your limbic core." If you touch a follower/customer's emotions, it bypasses the prefrontal cortex - suspending judgment - resulting in a strong connection, for the thing you believe in, and the product that springs from that. The limbic brain responds to the gut, not logic. The language part of the brain can be convinced with words, but not driven to buy in the gut.

What do *you* believe?

The above information was shared by Jeremy Lee James and Simon Sinek. Compiled and summarized by Lynne M. Spreen - May 2014.