

**Getting to “Why”**  
Developing a Singular, Well-Defined Objective  
For using Social Media

The question is: “Why will I use social media in my business operations?” Getting to that answer requires that you ask more questions. This exercise is based on a set of familiar questions: **Who?, What?, Where?, When?, How?, and Why?**.

It’s assumed that the simple answer to “**How?**” is: “By using social media.” That answer will be developed further after you have answers for all the other questions.

The “how” question is modified to “**How much/many?**”

The answer to “**Why?**” will be a culmination of the answers to all the other questions – Who?, What?, Where?, When? and, How much/many?

Example questions are provided to get you started. You can use the examples if they apply. You will also want to add plenty of your own.

**Who . . .**

. . . are my best customers?

. . . are my competitors?

. . . provides the inspiration that drives me to provide these products/services?

. . . \_\_\_\_\_?

. . . \_\_\_\_\_?

**What . . .**

. . . do I want my target audiences to do when they hear from me?

. . . kind of people get the most value from my products/services?

. . . mission and/or vision do I have for my business?

. . . \_\_\_\_\_?

. . . \_\_\_\_\_?

**Where . . .**

. . . do my current customers spend most of their time?

. . . do customers use my products/services?

. . . do I find my competitors?



(continued) **Where** . . .

. . . \_\_\_\_\_?

. . . \_\_\_\_\_?

**When** . . .

. . . will I know that my strategy is working well?

. . . do I see a spike in my business?

. . . are my products/services most needed?

. . . \_\_\_\_\_?

. . . \_\_\_\_\_?

**How much** . . .

. . . money (time) am I spending on (marketing/advertising/communications/public relations/R&D/etc.)?

. . . do I depend on word-of-mouth to spread my reputation?

. . . \_\_\_\_\_?

. . . \_\_\_\_\_?

**How many** . . .

. . . new customers do I see each week (day, month) compared to returning customers?

. . . hits do I get on my website per month?

. . . \_\_\_\_\_?

. . . \_\_\_\_\_?

Although this worksheet only provides space for four answers for each question, you will probably need to add pages. The point is to come up with as many questions and answers in each category as you can. You will want to break this exercise out over a number of days . . . up to two weeks. You may want to ask some of your trusted associates, friends and even customers for suggested questions. Then, see if you can answer them.

Some of the questions and answers will seem mundane. Others will seem significant. One or two will have you doing backflips. Guess which ones will lead you to your singular, well-defined objective.

