



WHY Advantage
for Business

Online Marketing...

1. How do people find you...

1. What happens when they do...



WHY

Take Command...

1. User Experience—YOU are in charge!

1. Limbic Messaging—talk to the decision-maker.



WHY

Neocortex

**Limbic
Brain**

Neocortex:

Rational and Analytical
Thought. Information,
Data, Benefits.
Speech and Language.

Limbic Brain:

Feelings and Emotions.
Decision Making.
No Language.

WHY





Success



Your
WHY



Want
Or
Need



What is a WHY?



It's like a Natural Law...





NO WHY

Driving in the FOG!

My bizarre story...



KNOW WHY

Live with CLARITY!

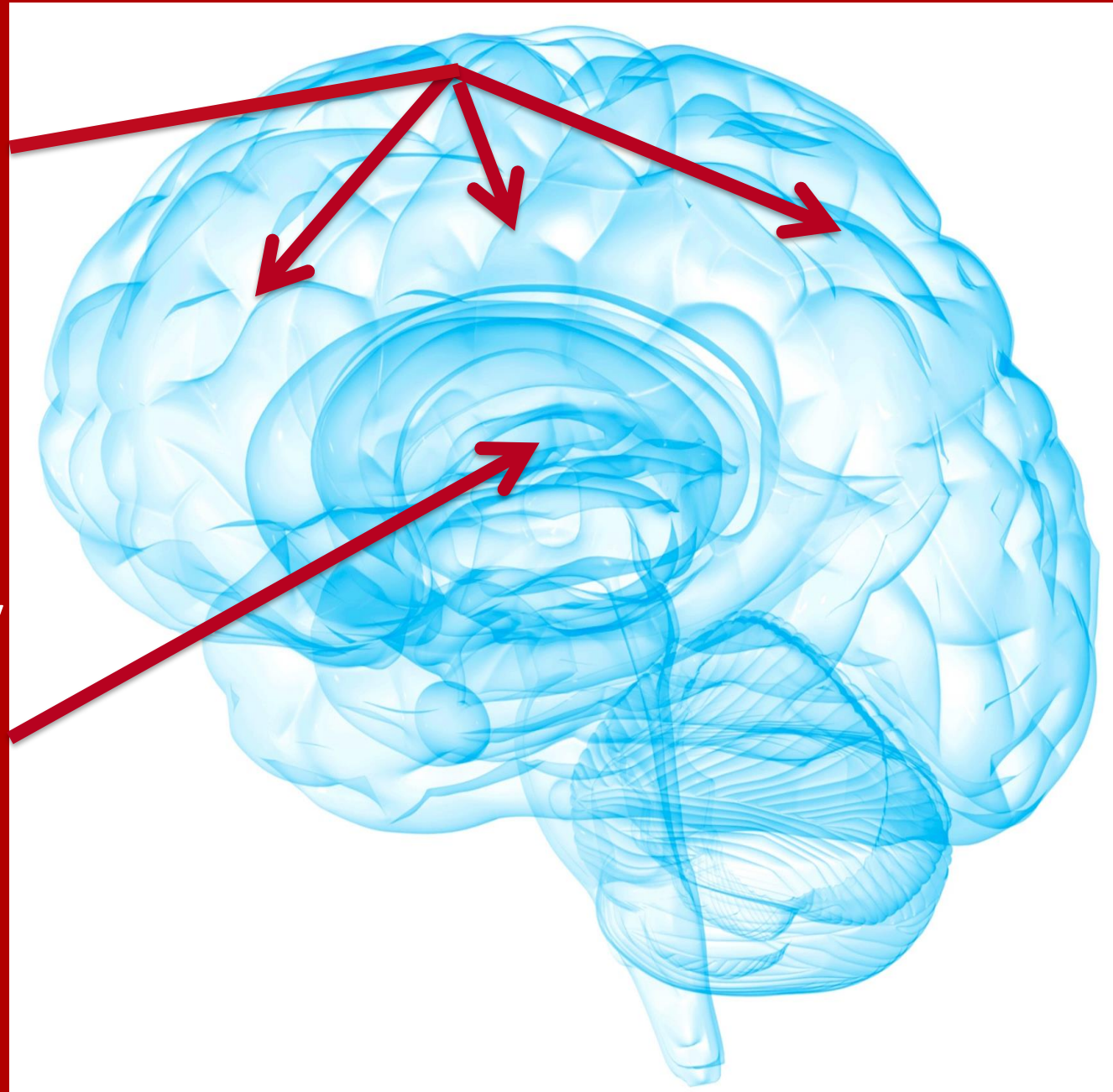


Neocortex:

Rational & Analytical
Logic & Language.
Data. Information.
...Thinking brain.

Limbic Brain:

Emotions like loyalty
and trust.
Decision making.
No language.
...Feeling brain.



The 9 Whys:

1. To Contribute to a Greater Cause, Make a Difference, Add Value
1. To Create Relationships Based on Trust
2. To Make Sense out of Things especially if complex or complicated
3. To Find a Better Way and share it
5. To Do Things the Right Way
6. To Think Differently and Challenge the Status Quo
7. To Seek Mastery and Understanding
8. To Clarify or Create Clarity
9. To Simplify

Strangers in the bedroom...



WHY

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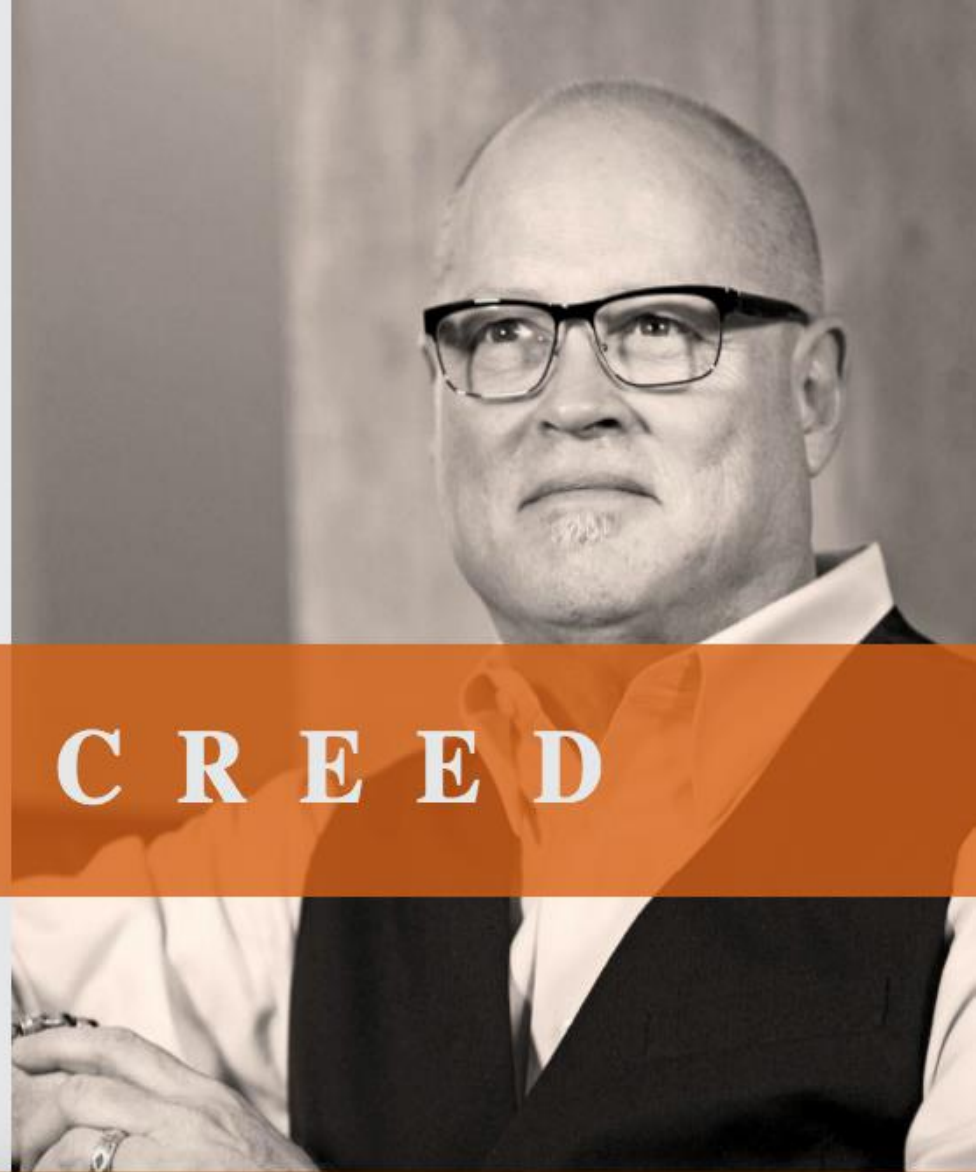
REAL-WORLD TEAM

REAL-WORLD RESULTS

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As a leader, do you know what your employees love about your company? Do you know what would prompt them to leave? Register for our special report called "Love 'Em or Lose 'Em" & learn more about employee retention.



We will never share your information.

FEATURED BOOK

Roadmap to Success (2009) is Sylva's newest book, coauthored with Ken Blanchard & Stephen Covey. Click on the cover to learn how to receive your copy.



OUR SERVICES

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BOOK

ARTICLES

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Success Coaching

We work with people who are committed to even higher levels of:

- **Achievement:** They are driven to use their talent, energy and mind to accomplish the extraordinary. They have high standards and want to achieve significant results in their lives and their careers.
- **Significance:** They are not only focused on their own success, but are also equally committed to making a lasting difference for others, for their

Our Services



Executive Coaching You want leaders who can produce significant results for the business. Leaders who are competent, capable, and committed...leaders you can rely on and trust. We help you develop leaders with the competitive-edge competencies required for superior performance. [Learn More >](#)

• **Leadership Transition** The demands on leaders are...

One Action Only...



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We Believe in the Power of a Natural, Healthy Smile



Trusted Relationships. Better Outcomes.

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WE BELIEVE
That Loyalty is Created
Through Honest
COMMUNICATION.



Greenspring Associates provides comprehensive venture capital solutions to a diverse group of global institutions and individuals.

We believe in winning





We believe that sound financial strategy can make all the difference.





We believe finances aren't just about numbers.

Our Clients

WHY



We believe in developing a vision for your future
and helping you get there

Firm Founder and Vision



A photograph of a family of four walking along a beach at sunset. The father and mother are in the center, holding hands. They are wearing white shirts. To their right, a young girl in a pink shirt and white shorts is holding hands with a younger girl in a white dress. The ocean waves are visible in the background under a cloudy sky.

We believe in fresh starts and showing you unseen opportunities.

Initial Planning Consultation





We believe in telling you exactly what it will take to live the life you truly want.

Contact









Summary ...

- **YOUR website is YOUR house**
- **You must control the user experience**
- **Leads are expensive and cannot be wasted**
- **Your messaging must be limbic**
- **You must lead with your WHY**
- **You must focus on conversions**
- **You must put your WHY everywhere**

The rest of the story...



Your WHY Advantage for Business!



Yes, send me my FREE copy of The WHY Advantage for Business Multi-Media Presentation, including the Book, the downloadable WHY Builder Tools and the Complete Video series.

Here are my details:

First Name (so that we may address you as a friend): _____

Last Name: _____

Best Email: _____

Phone Number: _____

Company Name: _____





WHY Advantage
for Business