**Videos, Websites & Podcasts -**

Simon Sinek ‘Start With Why’

<https://youtu.be/IPYeCltXpxw>

Hiut Denim

<https://hiutdenim.co.uk/>

Selfridges

<https://www.selfridges.com/GB/en/>

Fizzle podcast - knowing your customer

<https://fizzle.co/sparkline/tactics-understand-ideal-client-reader-market-fs050>

Grow With Soul podcast - finding your why

<http://www.simpleandseason.com/2018/07/05/grow-with-soul-ep-01/>

**Books -**

Show Your Work - Austin Kleon

https://amzn.to/2V37WlA

Tribes - Seth Godin

https://amzn.to/2FG3jZf