

# My WHY

## Do you know your WHY?

*The purpose, cause or beliefs that inspire you to do what you do?*

An integral part of starting any business is knowing WHY you are doing it.

Your WHY will be a driving force in your journey and something that will keep you going when you meet obstacles. When your WHY is big enough, obstacles cease to exist. Your WHY will also show others the power behind your decision to build a business and where you are headed.

Working hard for something we do not care about is called stress, working hard for something we love is called passion. Construct a clear and concise WHY and build a strong foundation for your business.

Concisely answer the questions below and then thread it together for your why statement.

1. WHY are you deciding to build this business? (Peel back the layers to get your real WHY)

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2. Why is this so important to you? Get very specific here. How do you see this changing your life, affecting your family, impacting the lives of others, helping you build a legacy and get where you want to be long-term?

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3. If you DON'T achieve your WHY, what is the pain you will experience? What cost will you have paid in your life by NOT taking action to build this business?

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4. Envision your life five years into the future. If you don't achieve your WHY, where will you be and what will you have given up? Who or what was not worth it to you to follow through with your WHY?

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5. Now think where you will be in five years into the future if you did achieve your WHY. How would you have grown, what would you have contributed to the world or your family, how would you feel achieving your life goals, what would you experience, how would it affect your confidence?

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Bonus I: Share your WHY with your mentors and tell them they have permission to revisit your WHY with you when times get tough

Bonus II: Share your WHY on video on your social media account(s)

# Vision Casting

If you keep doing what you are doing... where will you be in 5 years?

A lot can change in a short period of time with FOCUS. Close your eyes for a moment while intentionally taking deep breaths and imagine if there were no limits to what you could do, be, have, buy, places you could go, and beyond, what would you create? If you knew you could not fail... what do you truly desire?

Family | Relationships | Health | Travel | Spiritual | Finances | Career | Giving Back | Personal Growth | Lifestyle

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