



Establishing Your “Why” Worksheet

The Value of knowing your “Why”

“Very few people take the time to clearly articulate WHY they do WHAT they do....by WHY I mean what is your purpose, cause or belief? WHY are you in business? WHY do you get out of bed every morning?”

The Purpose of knowing your “Why”

- Keeps you motivated
- Keeps you focused on the “how” – When you have a “why”, you can put up with any “how”
- Enables you to make daily progress toward long-term goals
- Provides a compelling reason why you are in business for yourself
- Inspires others to want to follow you
- Sets boundaries for decision making
- Clarifies what is really important to you

When complete post your worksheet prominently in your office as a reminder of WHY you are in business!

EXAMPLE

What Will Having My Own Business and Be Like?

1. Time Freedom
2. Make Money On My Terms
3. Call My Own Shots
4. Spend More Time With Family
5. Take More Vacations

What Am I Willing To Do To Start My Business?

1. Get trained by someone that has what I want
2. Invest time and money in myself
3. Work extra hard to reach my goals knowing it will get easier as I get go along
- 4.
- 5.

What Are My Goals For Me and My Business?

1. Create my Facebook Fan Page in 2 weeks
2. Have my website up and running in 90 Days
3. Find a product, service, or opportunity that I can market and sell in 30 days
4. Make my first sale within 7 days after finding my product, service, or opportunity
5. Have an income equal to my full-time job in 12 months

Once you reach your goals you should repeat this process to establish your new WHY.

WORKSHEET

What Will Having My Own Business and Be Like?

1.

2.

3.

4.

5.

What Am I Willing To Do To Start My Business?

1.

2.

3.

4.

5.

What Are My Goals For Me and My Business?

1.

2.

3.

4.

5.