



# How to Define Your

# Why

When you have clarity of WHY, you find individual fulfillment by making a meaningful contribution in the lives of others. It is this sense of purpose that keeps humans fulfilled, motivated, and alive.

To help you develop your WHY Statement, we have compiled a list of questions meant to bring you back to the start of your entrepreneurial journey and get you thinking on a deeper level about your business or craft.

It takes some personal reflection to come up with your WHY Statement, but once you've gained this clarity, you will understand how to live your WHY and become a magnet for your ideal clients and supporters.

## As a guideline, a good Why is:

- Simple, short and easy to understand
- No WHATS - the tangible things we do
- Clear and can be understood without further explanation
- Repeatable

# STATEMENTS

## WHY

### EXAMPLE

#### **Good**

To amplify the strengths of others so that they can consistently operate from a place of greatness.

To propel positive change so that people can progress toward the things that really matter to them.

#### **Almost**

To learn from all my experiences so that I can be well-equipped to tackle the challenges I face.

To do good in the world, to build skills and to learn constantly and have a clear sense of direction/vision, so that I am accomplishing much for myself, my family and my community, effectively and successfully.

#### **Work In Progress**

To build two business so that I can make the business world that I can touch, a better place and make enough money to spend quality time living.

To help my clients manage every aspect of their wealth so that they can rest assured that no stone is unturned in their wealth management.

# USE THESE QUESTIONS TO GUIDE YOU IN DEFINING YOUR WHY:

What landed you where you are now?

What inspired you to start your business?

Who are you trying to serve?

Why are your clients your clients?

What difference is your business trying to make in your clients' lives?

What do you do differently from others?

Why does that matter to anyone?

What is the best part of your day?

*Why Statement*