

FINDING YOUR WHY

Your why is the personal meaning behind your business. When your ideas connects to something that genuinely matters to you, motivation and resilience become much easier to sustain.

YOUR WHY LADDER

Start with your business idea and keep asking why it matters:

- I want to start this business because:

- This matters to me because:

- This matters to me because:

- This matters to me because:

Start with your business idea and keep asking why it matters:

One way I can Keep this purpose visible as develop my business:

- write it somewhere I see it daily
- include it in my business description
- share it with someone
- other: _____

What Im really motivated by, what feels most important or meaningful?

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