

# Defining Your “WHY”

A strong “**Why**” is what will help you to succeed. What is your “**Why**”? Think about who or what motivates you to build your business. Ask each member of your team what motivates them to build theirs. A well-defined “**Why**” will help you and your team overcome unexpected obstacles as they arise.

What is your “**Why**”?

To help you define yours, answer the following questions.

1. Who or what motivates you the most? Who or what motivates your actions **NOW**? (E.g., Covering monthly bills, saving for a family vacation, etc.)

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2. How will you fulfill your “**Why**”? What plans or steps will you put in place to help fulfill your “**Why**”?

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3. How can you help your team members fulfill their “**Why**”?

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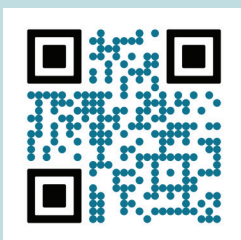
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*“People buy products or services not for what they are, but for what they represent. When you are approaching your business, think about WHY you are doing it. People don’t buy WHAT you do, they buy WHY you do it.”*

- Simon Sinek



## SCAN ME

To learn more about the “**Why**” concept, watch this video by “Simon Sinek: How Great Leaders Inspire Action.”