

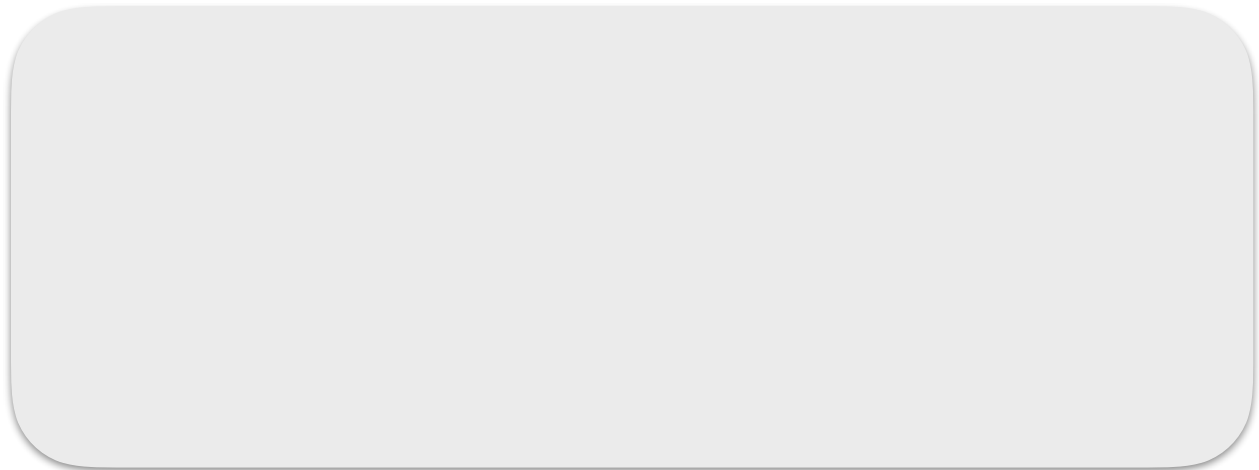
Amazing New Life Challenge - Day 1 *Start With Why* Simple Worksheet

Business Focus...

My WHY for why I get up every day to do my business is:

(hint: Why do you get out of bed every morning? What is your company's purpose? And, why should anyone care about this? "To make money" is not your WHY. Money is a result of your WHY. My dog running company's WHY is *"to help pets live longer and behave better through exercise."* I personally want to make a positive impact on improving dogs' health. Our clients identify with this message. Be creative and think of an emotional reason why you do what you do. What satisfaction do you get out of being in business? When you nail this and tell your clients about it, they will identify with you and choose you because of your WHY.)

Write your business WHY here:



Personal Focus...

My WHY for (myself or my family or my health or whatever else is important to you) is:

