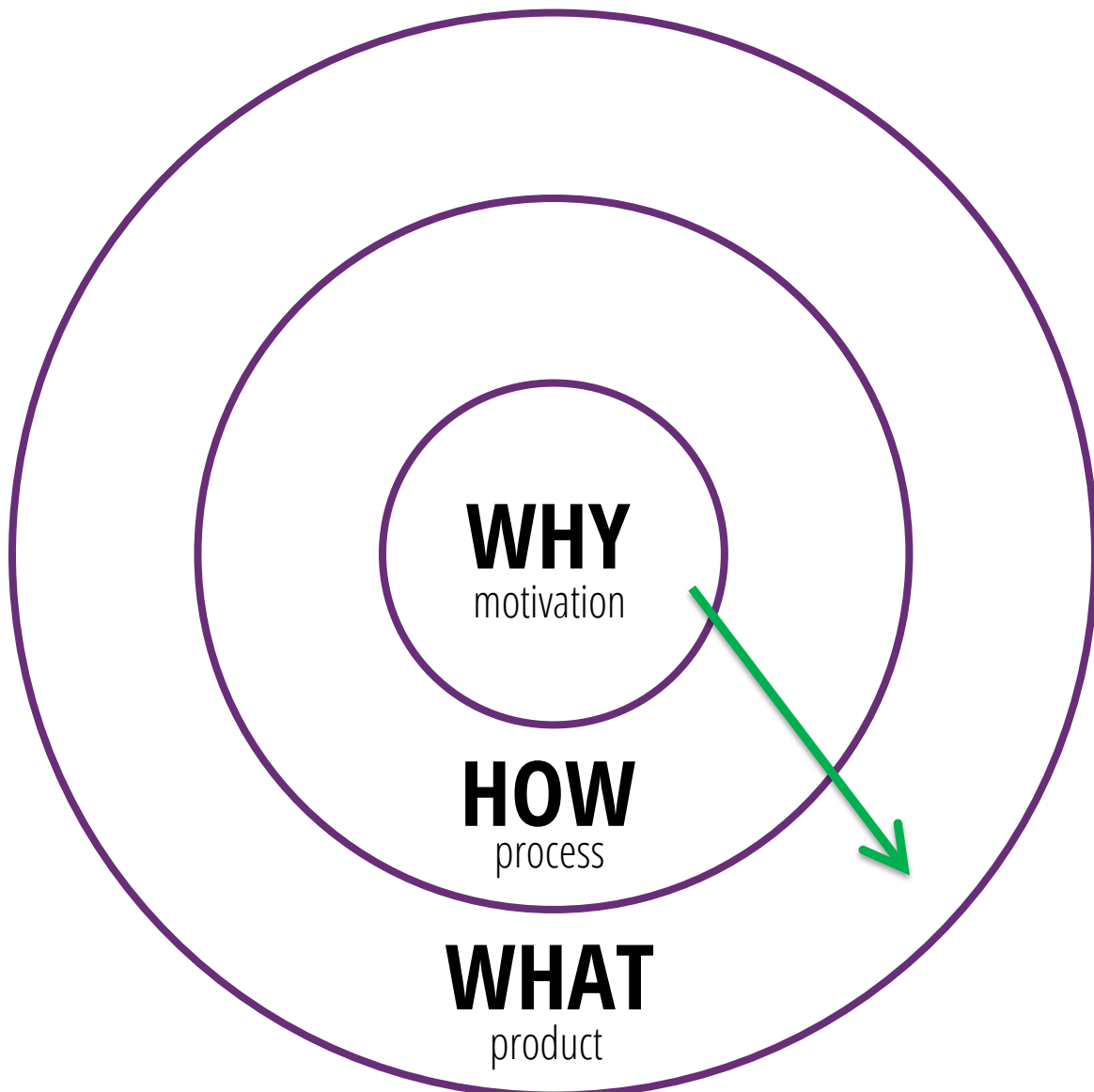


Start With Why Worksheet

In order for you to leverage and scale your business, you're going to have to think bigger and play deeper in your life and business. Let's start with your why. Sadly, most people's why stays very surface-y. But that's not how we roll at Incredible Factor University. I've said often, if your why doesn't make you cry, you don't know your why.

We are going to use Simon Sinek's Golden Circle to find your REAL why. In order to do so, you are going to ask yourself why five times after you give your initial response or until you produce an emotional response and/or tears.





“When you know your why, your what has more impact.”

Why did you start your business to do the work you do?

Ok, that’s cool, but why?

Ok, that’s cool, but why?

Ok, that’s cool, but why?

Ok, that’s cool, but why?

Ok, that’s cool, but why?



Your *real* reason why is:

Now that you know why, let's apply the rest of the circle:

How do you use your why to serve those you've been called to serve?

What did you create (product or service) to serve your clients to ensure that you get to live your why in your work?
