



Launch Your Business. Live Your Dream.

DISCOVERING & VOICING YOUR “WHY”

Purpose

This worksheet is designed to help you discover and articulate **why** you want to own a business. You'd be surprised how many people set out to invest without articulating a clear goal and vision. As a result, they are easily derailed and dissuaded at the first sign of difficulty.

Something's driving this entrepreneurial itch that has you excited, or at least curious. Don't let this moment get snuffed prematurely or for the wrong reasons. Anchor yourself in clarity and confidence with a crisp statement that captures your hopes and dreams for yourself and your loved ones. Let's get to work ...

Your “Why” Is Your Vision

Your “Why” is the driving force that powers your vision of your future. It is the reason you bound out of bed in the morning eagerly anticipating the day ahead. It keeps you hopeful during bleak moments. It motivates you to keep pushing when the odds seem against you.

When it comes to buying a business - start with your “Why.” What is moving you to consider this big life step? What are you running from? Or more positively, what are you running towards? Is there a vision, a dream, a picture of what you are hoping to achieve by owning your own business?

When you can summarize your “Why” in a powerful statement, you've hit a huge milestone in your business-buying journey. Because that “Why” will be your motivator, your inspiration, your fuel for resiliency whenever fear, doubt & uncertainty creep in.

Four Steps to “Why”

1. Use the questions that follow to help you get to your “Why.”
2. Draft and redraft your “Why” statement until you feel energized and focused - you'll know when it feels right.
3. Gut check your “Why” with one or two people who you are close with. Knowing you well, do they see your “Why” aligned with who you are, your values, your temperament, your skills and strengths, the way you go



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about living your life. Can they see you “getting there” if you put your mind to it?

Avoid those who tend to see life only through a glass-half-empty lens. Yes, you want frank input but you want it constructively delivered with a positive, optimistic can-do spin. You know the types, there are people who see the positive in anything - even when they suggest you can do better, they do so in an affirming and motivating way that leaves you feeling hopeful. That’s who you want to share this with.

4. Tape your “Why” to your bathroom mirror so it stares at you everyday - morning, noon and night. Let it be your compass, your motivator, your reminder of why you’re on this journey - especially on those days when second-guessing yourself can be easy.

“Why Examples”

Yes, we all want to earn more and accumulate wealth at a greater clip. But monetary carrots typically are not the moving motivators that cut to your core. Look outward. How can you help others? How can you make an impact you’ll long be proud of? Those are the true motivators that will fuel and sustain your “why.” Dig deep to find yours.

Examples from clients we’ve worked with:

- **Caring for the elderly** - A couple unable to find reliable in-home care for their aging parents decided to make helping seniors their life’s calling. Their business offers in-home companionship and runs errands for shut-ins.
- **Improving women’s self-esteem** - A middle-aged executive whose self-confidence was continually hampered by struggles with her body weight left her job to open a business that helps women cope with body-image issues and focus on healthy nutrition and lifestyle changes.
- **In memory of dad** - A pharmaceutical sales manager whose father died from prostate cancer invested in a business that offers men a free blood test to determine if they’d benefit from testosterone replacement therapy. In the process, men who unknowingly have early-stage prostate cancer are alerted so they can get medical care.
- **More time with kids** - A younger executive climbing the ladder grew concerned when the demanding job and long hours were causing him to miss special moments in his two kids’ lives. So he invested in a youth sports and enrichment program that has him working when school is in session and home when his kids are.
- **Life on the high seas** - One empty nester got to the point quickly: He loves being on the water and wanted a yacht to enjoy summers off shore with his wife. There was one in particular he’d been eying for some time. He clipped the picture, put it on his refrigerator door and invested in a lucrative home



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services business to up his income and arrange for long summer getaways. It didn't necessarily help anyone besides himself, but his "why" drove his life positively and he's the better off for it.

Questions to Shape Your "Why"

The questions below are intended to get you thinking about your "why." Random thoughts generated from each may eventually help you achieve an "Aha!" moment when dots start connecting. Your job is to look for themes and patterns that ultimately help you shape your "Why" statement.

Before working on these questions, you may want to peek ahead at how your "Why" statement ultimately will look like. Knowing how it is structured may help you organize your thoughts.

Set aside quiet, uninterrupted time to reflect. Preferably away from the distractions of home. And give yourself a hard deadline - make this a priority; it could be life-changing after all.

Questions to ponder:

- A. What is driving you to consider business ownership? What pain (personal or otherwise) are you trying to cure, or what opportunity do you sense is out there waiting for you to grab hold?
- B. What issues do you feel passionately about tackling head on - and how would your engagement improve and impact people's lives?
- C. What activities and involvement bring you joy, happiness and fulfillment - and how can you translate them into a business you can live everyday?
- D. If you are told you have a year left to live, how would you use that time to "work" at something that brings you fulfillment and leaves a proud legacy for your family?
- E. If successful as a business owner, how will your life be different in five years?
- F. What are your strengths - your superpower - what do friends seek your advice for?

Fill In Your "Why" Statement

Below is a templated statement you can modify for your style, plus some examples. Your statement should be simple and clear / actionable / focused on how you'll help others / and downright positive and inspirational to you!

Play with it, discuss it, polish it, then head to the bathroom mirror!



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My Business “Why”

To [benefit to others] while allowing me to [benefit to you]

Examples:

- To [help kids improve their chance for a bright future] while allowing me to [spend more time with my own son]
- To [help families transform their homes into amazing living spaces] while allowing me to [leave the stress of doing a job I no longer enjoy]
- To [allow every family dog to experience the same love we had for our Cooper] while allowing me to [build a business I can eventually turn over to our kids]
- To [contribute to the solving of climate change] while allowing me to [double the rate of my retirement savings]

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