

FINDING YOUR WHY

UNDERSTANDING YOUR HOW STARTS WITH
KNOWING YOUR WHY

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1
WHAT ARE YOU
GOOD AND/OR
PASSIONATE
ABOUT?

2
MONEY ASIDE,
WHY DO YOU
WANT TO TURN
THAT TALENT OR
PASSION INTO A
BUSINESS?

3
WHO IS YOUR
IDEAL CLIENT AND
HOW CAN YOU
SERVE THEM?

4
WHY/HOW IS WHAT
YOU OFFER
DIFFERENT?