



Starting a new business will offer new challenges even before you even start. If you want to succeed you must be prepared for what it will take and the rewards you could gain from it.

What are your pains in your life around work? _____

What are pleasures you have around owning a new business or career? _____

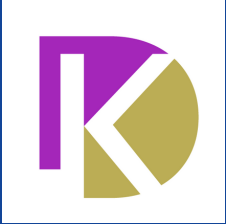
Which of the two above is a stronger motivator for you and why? _____

What are you doing now that you want to move away from? _____

What is something that brings you joy and happiness that you could possibly build a business around? _____

Your Why

THIS IS WHAT WILL KEEP YOU GOING



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What is your “why” for starting a new business? (Remember this is an internal reason, not external.) _____

Extrinsically, what rewards are you also seeking to gain by starting a new business? _____

What are you willing to sacrifice in order to achieve success in this new business? _____

What timeframe do you think you might need to continue with in order to achieve success? _____

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