



3 STEPS TO BUILDING A BUSINESS YOU LOVE

— Part 1 —

KNOWING THE PURPOSE

_____ are you doing this?

We are all created with a desire for a sense of _____.

We want more than just a paycheck. We want _____.

Why you do it will always affect _____ you do it.

“People don’t buy _____ you do. They buy why you do it.” - *Simon Sinek*

_____ is the first step to building a business you love.

ANSWER KEY:

why
significance
purpose
how
what
purpose

NOTES

Way to go!

Now that you’ve identified the first P: *Purpose*, you’re ready for the next P: *Problem*.