

# WHAT IS YOUR "WHY"?

Your "why" also translates to your purpose.

The "why" you're doing something most likely came along well before your concept or idea, this was your initial driver.

Sometimes this gets lost in the excitement of your concept. However, it is important to keep this at the forefront of your business to keep reminding yourself what is driving you to do this.

Is your "why"

- Financial
- Environmental
- Economic
- Creating a work life balance

Whatever your "why" is - it is part of your authentic story and is important to share with others.

Your purpose and motivation will shape the way you conduct business, if you want to expand, who you engage with and so many more factors.

This is the most important narrative in your business.

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