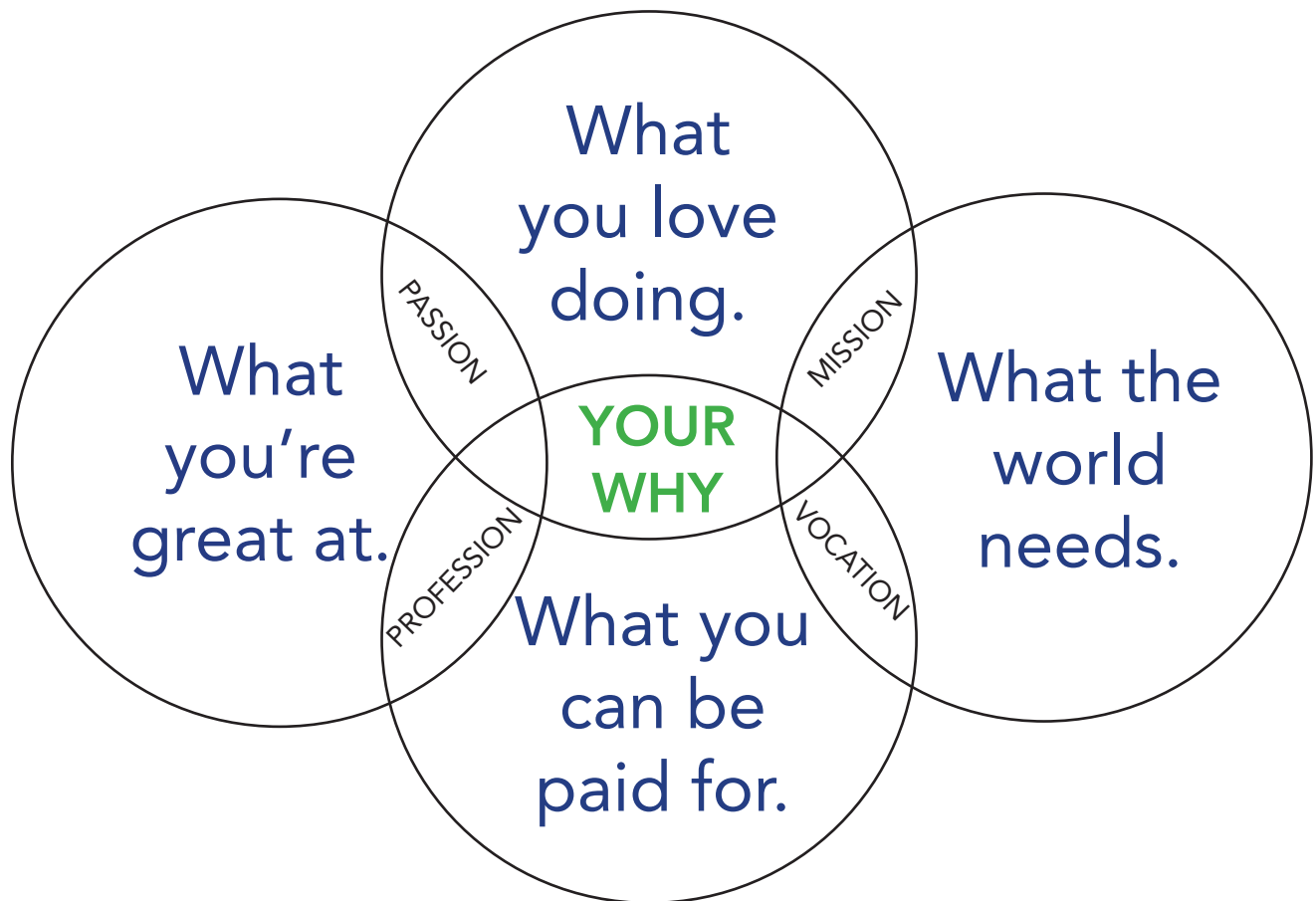


# YOUR WHY EXERCISE



When you've created your true vision and purpose for your work, your "why", it will combine what you love doing, what you're good at doing, what you can get paid for doing, and what a specific market wants.

A working vision has these qualities:

- It's aligned with your long-term goals.
- It mirrors you- you're values and life skills.
- You have a blueprint of how to build it.
- Customers are willing to pay to have it.
- It's both big enough and specific enough that it:
  1. reflects who you are now and
  2. allows you to evolve
  3. so that you can stay true to the core message as you grow

The following page will walk you through the exercise of creating your personal vision for your work. Make a list under each subject answering the questions.

The last pages will pull together your thoughts into a clearer vision and purpose for you.

# YOU LOVE DOING THIS

What do you love doing? What makes time fly for you? What would you do for free?

# THE WORLD NEEDS THIS

Who is the audience for it? Who is suffering from this pain?  
What group of people does this bring joy?

# YOU CAN BE PAID FOR THIS

What are people willing to pay you for? What are people currently paying you for?  
What are other people being paid to do?

# YOU'RE GREAT AT THIS

What do you do that people complement you on all the time?

What do people ask you to do for them?

What is it that makes sense to you that other people seem to not understand easily?

# PULLING IT ALL TOGETHER

## YOUR MISSION

Compare the "You Love Doing This" and the "World Needs This" list.  
Find the common threads and write them here:

## YOUR VOCATION

Compare the "World Needs This" and the "You Get Paid for This" list.  
Write the common threads here:

## YOUR PROFESSION

Compare the "You Get Paid for This" and the "You're Great At This" list.  
Write the common threads here:

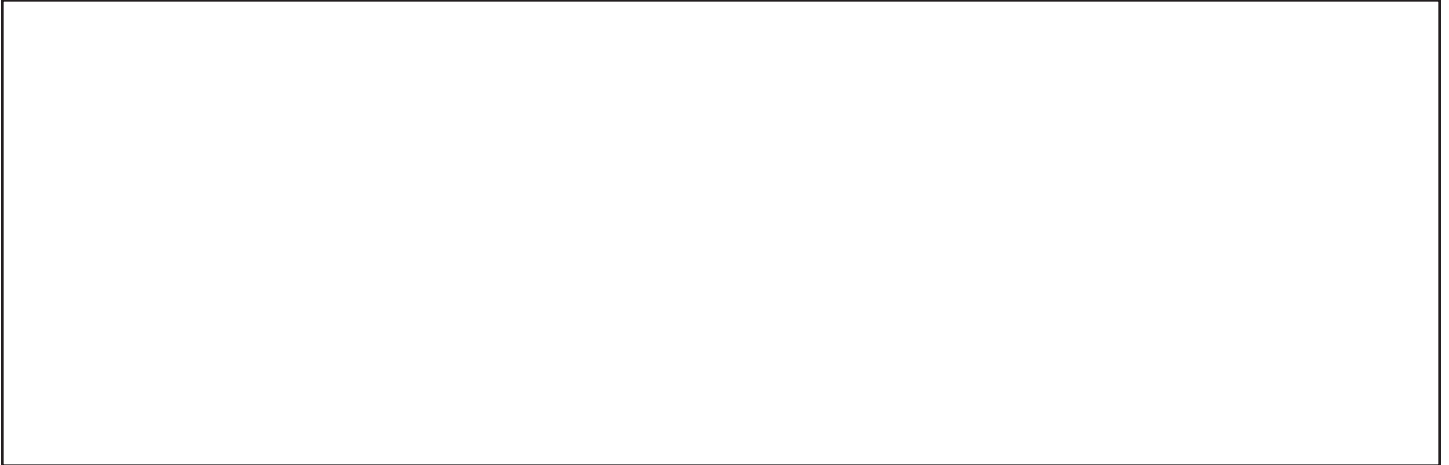
## YOUR PASSION

Compare the "You're Great At This" and the "You Love This" list.  
Write the common threads here:

# YOUR PURPOSE AND VISION

## YOUR PURPOSE

Study the 4 boxes above. What is the common thread? Who do you serve? What is your purpose?



## YOUR WHY

Draw a picture of what it looks like for you to serve your purpose to your target market.

