

Crafting Your WHY STATEMENT

Knowing WHY you do what you do provides an internal motivation second to none. It provides meaning and direction for everything you do – and can mean the difference between success and failure.

Summed up in 1-2 sentences that describes your contribution, impact and purpose, your WHY Statement serves as a compass to ensure you are always pointed in the right direction!

Step 1. Consider the following 3 areas:

WHAT Do You Do? (Your contribution)

Most of us are told to find our passion and pursue it. This works – about half the time. If you are deeply passionate about something, you may choose to follow that passion into business. If you love it enough – it *may* keep you motivated.

WHO Do You Do It For? (Your impact)

You may go into business or STAY in business because others are counting on you. It may be your own family or loved ones, or you may feel compelled to use your unique strengths and talents to help others who need your products and services.

WHY Do You Do It? (Your purpose)

Others can inspire, encourage and support you. However, you are the only one who can motivate you to take action. This comes from inside of you. Knowing what drives you can help you along your journey. Here are some common values or drivers that may resonate with you:

- Connection - with a higher purpose or calling
- Contribution - making a difference in the lives of others
- Freedom – to express yourself and live life on your own terms
- Independence- to feel in charge of your own life
- Influence – being able to inspire and impact the actions of others
- Opportunity - to improve, learn, grow
- Recognition – acknowledgment and respect from others after a job well done.
- Relationships – you want to find your tribe of supportive, like-minded people
- Self-esteem - the good feeling you get after getting the task done
- Security – to provide for yourself and/or your family and loved ones

Step 2. Craft a simple sentence that captures your unique contribution and impact.

I ____ (Contribution) _____

so ____ (Impact) _____.

I do this ____ (Purpose) _____.

Here are a few examples to get you started:

I help purpose-driven entrepreneurs leverage their time, brilliance, energy and resources so they can find freedom doing work they love, and change the lives of others around the world. I do this because it is my calling, and I feel my entire life has led me to this purpose.

I help divorced women remember who they are so they can live their lives with joy. I do this to share the lessons I've learned, and to make a difference in the lives of others.

I provide innovative, cutting edge web and graphic design so my clients can align their message, values and goals and be confident in their online marketing. I do this to support my family and create value in this world.

I empower people and equip them with the tools necessary to live an EPIC life because it lights me up and makes me feel alive!

I help women express their inner beauty and strength and transform their bodies so they can live the life they dream about. I do this because I find deep satisfaction when I can inspire others to see the best in themselves.

I help shift people's relationships with food and create space for them so they can be healthier, and live the life they dream about because it continually provides opportunities to grow!

Step 3. Engage with your Why Statement!

Write it out and place it somewhere prominent to always inspire you and remind you of your business purpose. Remember to revisit your WHY statement regularly to measure your progress toward your business dream and to celebrate the successes you have achieved along the way. And when you feel discouraged, fearful or resistant – read it aloud and connect with the emotion you feel right now as you claim your purpose!

Congratulations on completing this important activity!

I'd love to hear YOUR Why Statement on [Facebook](#)
or email me at lwann@intentionalentrepreneurs.com!

Now what?

There are 4 more steps in the Course on Clarity! Complete all 5 and you will be UNSTOPPABLE!

You're meant to succeed, and I'm here to help when you need support. If you need a quick sounding board or solution, drop me a line, and let's connect. We're all stronger, together.