

Start With Your Why & Purpose



Define your why and purpose.
Take a pen and answer the
questions asked below.

1. What makes you unique?

2. What do you think your purpose in life is?

3. What problems do you want to solve and what solutions have you thought to help resolve it?



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4. Why would this be important for others (based on your answer in the previous question)?

5. Based on your answers on 1 to 4, what is the purpose of your brand and what is your brand's "why?" Describe your mission, vision and values.

