

IGNITE YOUR MISSION: Connect With Your Why and Live With Purpose

Your mission is the fire that fuels your business. This worksheet helps you reconnect with your 'why,' define your bigger purpose, and transform it into a mission that moves you and others forward.

STEP 1: Discover Your WHY

Answer these questions to uncover the deeper reason behind your business:

1. Why did you start your business?
2. Why is that important to you?
3. Why does that matter for your future or your family?
4. Why must this happen now?
5. What will your life look like once you achieve it?

STEP 2: Define Your MISSION

Now turn your WHY into a mission that serves others. Complete this sentence:

My mission is to help _____ **do/become**
_____ **so that** _____.

STEP 3: Anchor Your Purpose

Write a short statement that you can read daily to remind yourself of your mission and fuel your motivation.

My Daily Purpose Reminder:

"I show up each day because _____."

STEP 4: Commit to Action

List three ways you will live your mission this week:

1.

2.

3.
