

# 21 Reasons Why

Make a list of 21 reasons why you want to do this business. Your #1 reason should be something that makes you cry or makes the hair on your arms stand up straight. It needs to mean something to you. It should have an IMPACT when times get hard and you question why you're doing this. After that, begin listing all those other reasons why you're doing the business. Creating a college fund for your kids, saving for vacations, time freedom, remodeling your house. Whatever gets you the most excited about making this business work, is what you should put. If you've done all that and still haven't filled up the list you'll want to start thinking and dreaming bigger with it. Imagine for a minute that you're already hugely successful in this business and are able to do whatever you want with your money. Where would you travel? What causes would you donate to? What would you do with your extra time? Would you volunteer to help special needs kids, or go on a mission trip to Africa? Dream Big here!

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