

21 Reasons Why

Make a list of 21 reasons why you want to do this business. Your number one reason should be something that is really important and meaningful to you. It should have an impact when the business gets hard and you question why you're doing this.

After that, begin listing all those other reasons why you're doing the business, such as creating a college fund for your kids, saving for vacations, time freedom, remodeling your house, etc. Whatever gets you the most excited about making this business work is what you should write down. If you've done all that and still haven't filled up the list you'll want to start thinking and dreaming bigger. 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? Dream so big people think you're weird!

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