

# Finding Your Why



If you do any research on opening your own business and the best way to do this, one of the most common topics that you will find from your general search is “finding your why”. So what is this “why” everyone is talking about and “why” is it so important?

***Every successful person was once an unknown person that refused to give up on their dream.***

## What's Your Why?

My first taste of entrepreneurship was as a real estate agent; in that first meeting with my broker she asked me “[what's your why](#)”, I must have looked at her like she had three heads. I had been in the corporate world since before I graduated college and therefore groomed in such a way that I never really looked into my why. When you work for someone else so long you know their why, and in most big corporations the why is almost always profit. So I gave the answer everyone gives who comes from my world, “money”, but honestly that's not my why and I knew it the second I said it.



Knowing your why can be the difference between success and failure in your business. It's what drives you, it's what motivates you and in talking to all the small business owners I know I can confidently say 90% of entrepreneurs will not give "money" as their answer. Money is a means to an end, but it's not a passion. Of course, we all want money, but if your answer is money when asked why; think of it this way, what do you want that money for? Is it so you can support your family? Support a passion that you have? Whatever that reason is, money is just the support to that drive, it's not the reason.

Your why is the reason you get out of bed every morning. It's the reason you work the long hours it takes to succeed as an entrepreneur. It's the reason you decide to leave the safe, cushy, corporate job with the big paycheck and take a risk. Your why is the reason you did this in the first place. If you don't understand why, then you run the risk of losing steam, losing that "drive" that is pushing you from within to make this business of yours successful. Think about why you chose this path. Once you find that answer from within, write it on a post-it note and stick it on the front of your computer to remind yourself every day why you are doing this! I promise your productivity will increase more than you might even realize once you admit out loud to yourself the real reason you are doing this!

What's our WHY? This is our passion, helping people succeed in their business, making their dreams come true! We want to make a difference in the lives of local business owners and help to grow the success of others. We get giddy when we see our clients doing well. We have four amazing kids between us that we live for and this company allows us to follow our passions and be present in our children's lives as much as we want to. We were born to be entrepreneurs and we live our WHY everyday!

What's your WHY and are you ready to start living it? Let us know, we'd love to hear!!!