

Identify Your “Why” Worksheet

The goal of this worksheet is to identify the reason *why* your tax business exists.

People don't buy *WHAT* you do, they buy *WHY* you do it - *Simon Sinek, Author*

We all want thriving businesses with clients that are raving fans, and profits coming out of our ears. But the way to get there starts with knowing why your business exists, then being able to communicate that belief to potential clients.

Follow the steps below to pinpoint your business' WHY.

- Step 1** | Watch the Simon Sinek TED Talk (If don't already have it memorized)

http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

- Step 2** | List the top services that you're providing right now:

1) Service: _____

2) Service: _____

3) Service: _____

4) Service: _____

5) Service: _____

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Step 3 | List the result *for the client* of you providing that service

1) Result: _____

2) Result: _____

3) Result: _____

4) Result: _____

5) Result: _____

Step 4 | List *Why* that result is important to your client

1) **Why** Result: _____

2) **Why** Result: _____

3) **Why** Result: _____

4) **Why** Result: _____

5) **Why** Result: _____



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Step 5 | Take each *Why* from above and insert it into a sample *Why* statement

1) I/we believe: _____

I/we exist to: _____

2) I/we believe: _____

I/we exist to: _____

3) I/we believe: _____

I/we exist to: _____

4) I/we believe: _____

I/we exist to: _____

5) I/we believe: _____

I/we exist to: _____

Step 6 | Ask yourself "but why" for each statement, then "but why" to that statement, then "but why" again, until it resonates.

Here is where the process gets messy. You really have to do the work and keep going until you come up with an answer that really hits the core of why you exist as a business. This step is a very personal journey where only you will know when you're done.

Summary

Record your why statement below and meditate on it for a while. When you're ready to share it with your team, be sure to decide before hand if - a) you want to use your statement as a beginning point for collaboration or, b) it's set in stone and this is what you are going to use moving forward.

Your Final Why Statement:
