



Defining Your Plan Purpose

Sample “Why” Questions:

- Why am I building my own business?
- Why am I homeschooling my kids?

Write your own questions or reflections on your “why.”

Sample “Who” Questions:

- Who do I want to serve in my business?
- Who do I need to help me on my journey?
- Who can I help on theirs?

Write your own questions or reflections on your “who.”

Sample “What” Questions:

- What kind of person do I want to be holistically?
- What kind of character traits do I want to instill in my kids before they leave my house?
- What kind of spouse do I want to be?
- What do I want my business to become known for?
- What kind of legacy do I want to leave?

Write your own questions or reflections on your “what.”