

What's the point?

KNOWING THE PURPOSE OF YOUR TINY BUSINESS

Any endeavor you undertake to earn a living is going to take work. The goal is to find the work that feels meaningful.

Whether you've already got a business or just have an idea, the following writing prompts will help you zero in on why or whether you... want to do it, are the right person to do it, will remain motivated by the work, find purpose and value in it, etc...

Try completing these and see what you uncover:

- This (product/service) will impact the world by...
- The right person to do this thing is someone who...
- I'm the right person because...
- I light up when I...
- I will measure the value of my life by...
- The greatest risk in doing this thing is...
- The greatest risk in not doing this thing is...

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