



How to Build **YOUR** Ideal Business

#WhatsYourWhy?



What are Your Core
Values?

FAMILY HAPPINESS
Quality Time, Bonding

SELF-RESPECT
Sense of Personal Identity,
Pride

GENEROSITY
Helping Others,
Improving Society

COMPETITIVENESS
Winning, Taking Risks

RECOGNITION
Acknowledgment, Status

WISDOM
Discovering and
Understanding Knowledge

FRIENDSHIP
Close Relationships
with Others

ADVANCEMENT
Promotions

SPIRITUALITY
Strong Religious,
Spiritual Beliefs

AFFECTION
Love, Caring

HEALTH
Mental and Physical

LOYALTY
Devotion, Trustworthiness

COOPERATION
Working Well with Others,
Teamwork

RESPONSIBILITY
Being Accountable
for Results

CULTURE
Race or Ethnic Identity

ADVENTURE
New Challenges

FAME
Public Recognition

INNER HARMONY
Being at Peace with Oneself

ACHIEVEMENT
A Sense of Accomplishment

INVOLVEMENT
Belonging, Being Involved
with Others

ORDER
Stability, Conformity,
Tranquility

WEALTH
Getting Rich, Making Money

ECONOMIC SECURITY
Strong, Consistent
Income Streams

CREATIVITY
Being Imaginative,
Innovative

ENERGY
Vitality, Vim and Vigor

PLEASURE
Fun, Laughter,
a Leisurely Lifestyle

INTEGRITY
Honesty, Sincerity,
Standing Up for Oneself

FREEDOM
Independence and Autonomy

POWER
Control, Authority
or Influence over Others

PERSONAL DEVELOPMENT
Use of Personal Potential

**My Top 3 Core Values
Are...**



#MyWhy

The image features a background of horizontal wooden planks with a natural, aged appearance, showing various wood grain patterns and knots. The planks are arranged in a staggered fashion. In the center of the image, the text "#MyWhy is..." is written in a clean, white, sans-serif font. The text is centered horizontally and vertically, with the hashtag symbol being slightly larger than the other characters. The overall aesthetic is warm and textured, suggesting a focus on authenticity and personal values.

#MyWhy is...

A person with long, dark hair is seen from behind, looking out over a vast field at sunset. The sun is low on the horizon, creating a warm, golden glow that illuminates the person's hair and the surrounding landscape. The background is a soft-focus field of tall grasses or flowers, with the sun's light creating a hazy, dreamlike atmosphere.

1. Don't be Limited by
Who You **THINK** You Are.

... or by who others think
you are



If you told me at 23...

2. Build the Business YOU Want



Don't be swayed by the
sort of business you
'should' grow.

DO listen to the advice of
those who have built the
sort of business you want.

A low-angle, upward-looking photograph of a dense bamboo forest. The bamboo stalks are tall and slender, creating a strong sense of verticality. Sunlight filters through the dense canopy of green leaves at the top, creating a bright, hazy atmosphere with some lens flare effects. The overall color palette is dominated by various shades of green and brown, with a bright white light source at the top left.

3. Don't Grow Just for the Sake of Growing.

What's the point of making
a million if you're stressed
out, burnt out, and over it?

A high-angle photograph of a person sitting at a dark wooden desk. The person is wearing a blue short-sleeved button-down shirt and a watch on their left wrist. Their hands are clasped together in front of them. On the desk, there is a white keyboard, a white mouse, and a black smartphone. The background shows a wooden floor and a chair.

4. You'll Figure it Out.

“It's all figureoutable.”

~ Marie Forleo

I started a magazine with
ZERO knowledge.



5. Take Care of YOU Before
You Take Care of Business.

You can always build
another business – you
can't get another body or
mind.

#WhatsYourWhy?

#WhatsYourWay?