

# CRAFT YOUR VISION

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## YOUR BUSINESS WORKBOOK

In this workbook, you'll get to brag about your business – the business you've worked so incredibly hard to build; the business you pour your heart and soul into.

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### **Before you had the idea to start this business, what was your story?**

What events/passions/people led to the idea?

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**What was your motivation for making this business happen?**

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**What skills and/or values did you pick up that have carried into your business?**

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## Anything else in your story that you'd like to share?



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## Why do you continue to get up everyday and work on this business? What fulfils you in this work?

Money is a given, so go a little deeper and really ask yourself why.



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## **What is it about what you offer that keeps people coming back and separates you from the rest?**

Why do people say they chose you over the others?



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## **Who are the other players in the game? What other options do your customers have to choose from?**

This could be peers in your industry or simply the customer deciding to go a DIY route.



## What hopes and dreams do you have for your business in the future?

