

MODULE 1

# YOUR WHY

Why are you starting your business?

# WORKBOOK



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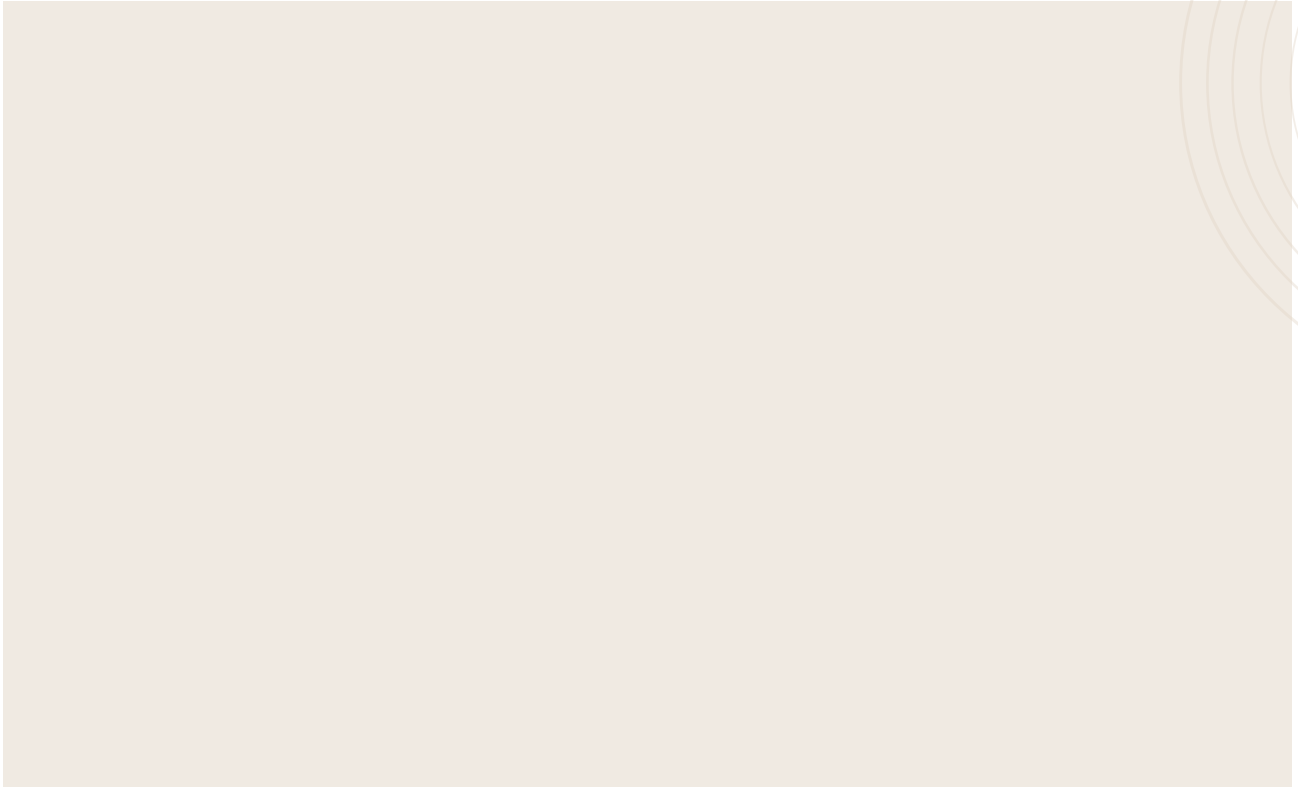
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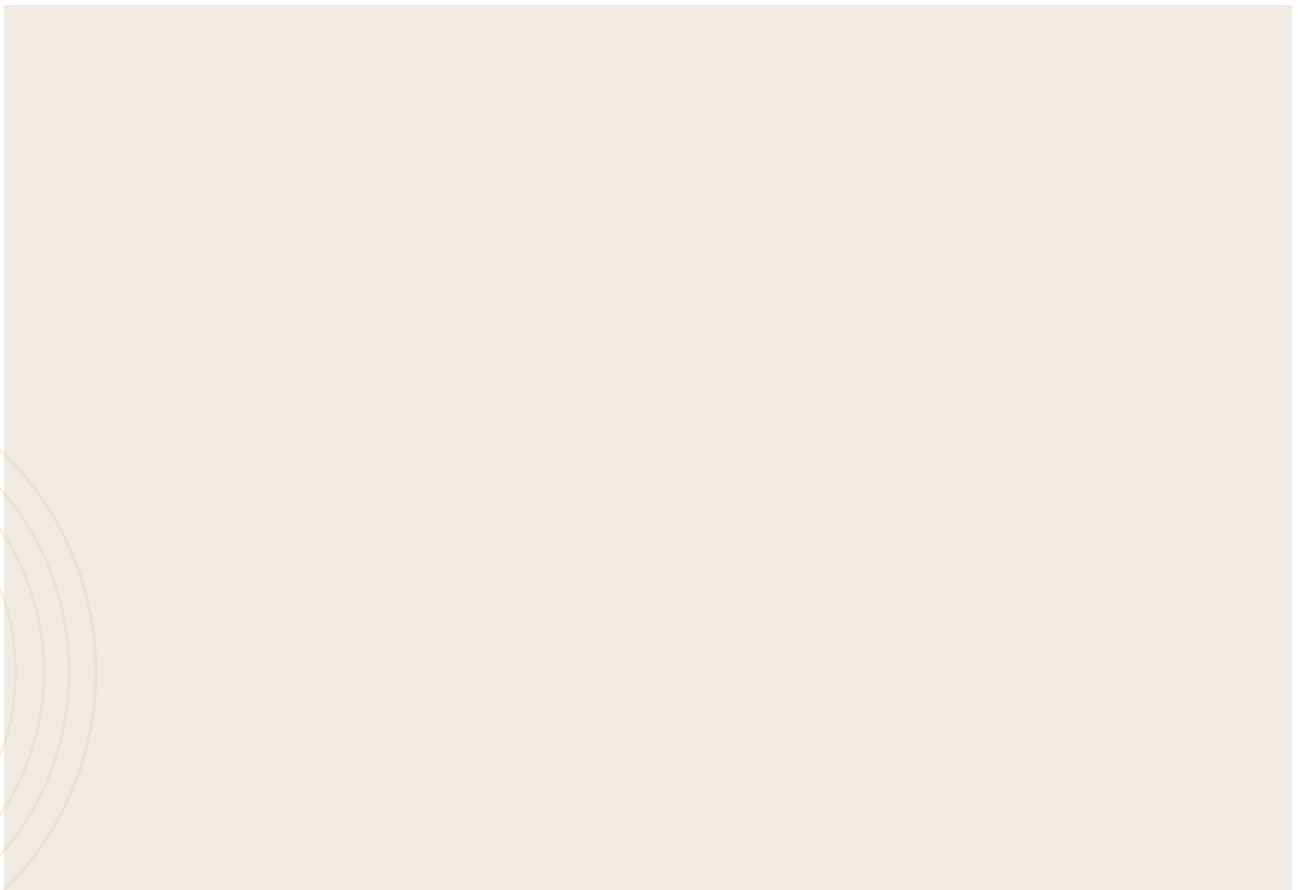
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Why are you  
starting your  
business?

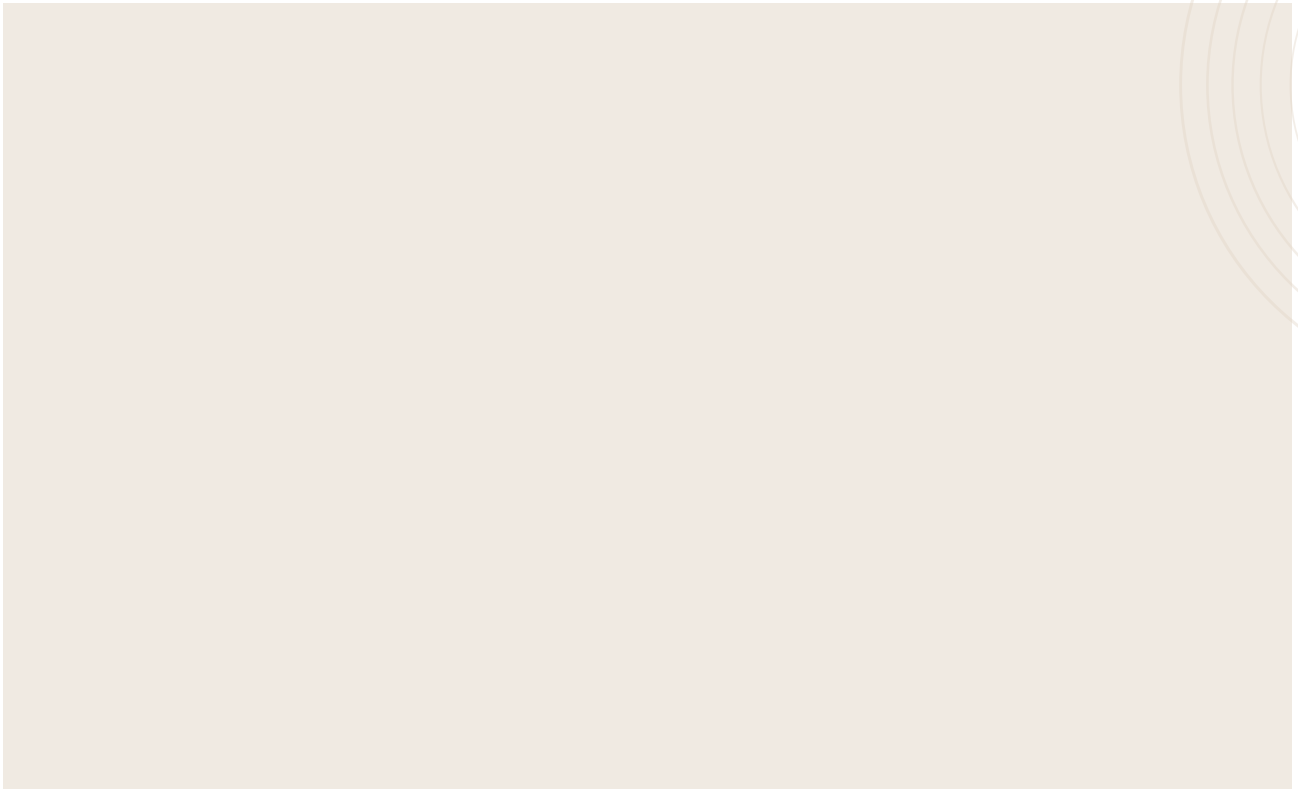
Why do you want to set up your own virtual assistant business?



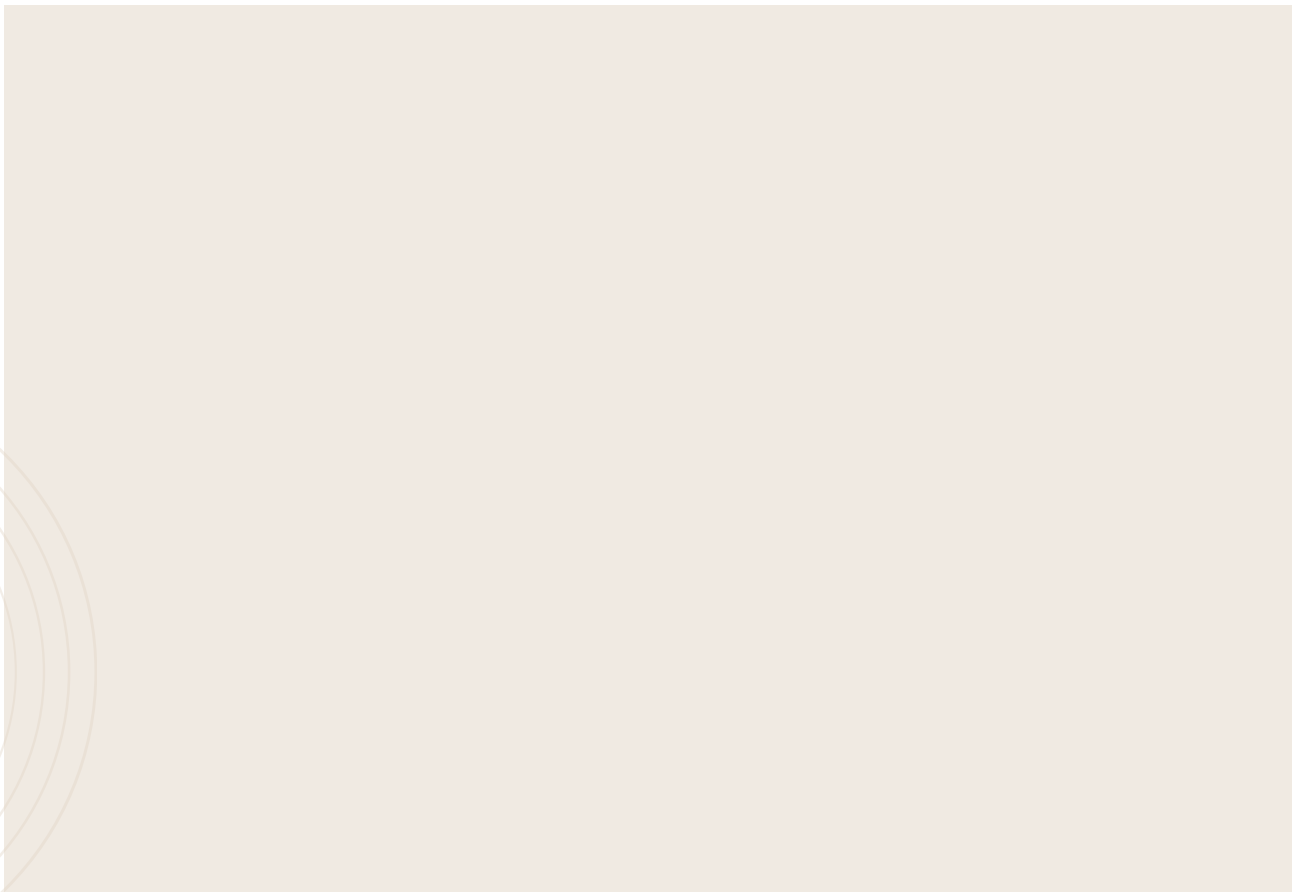
Are there any limitations you may have in terms of availability?



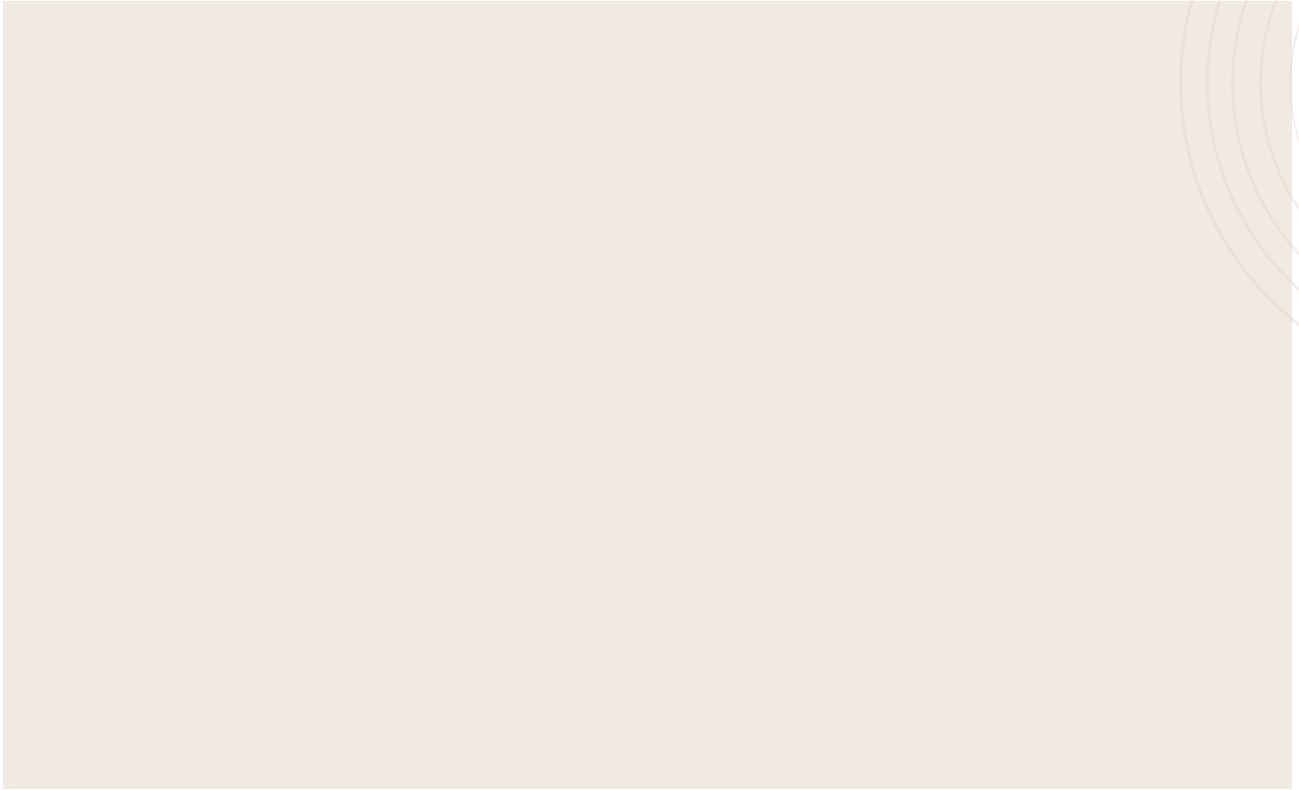
What are your strengths?



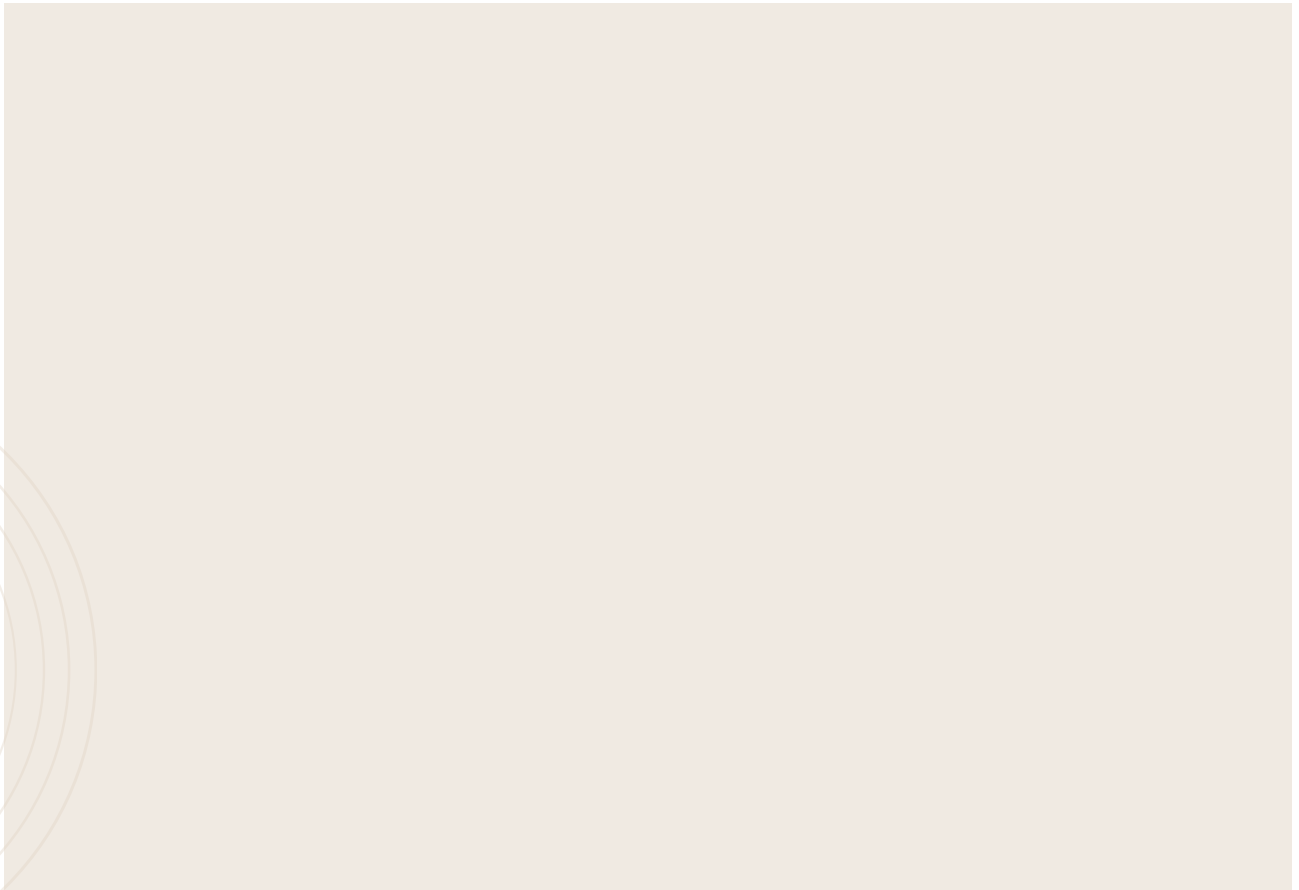
What are things that hold you back?



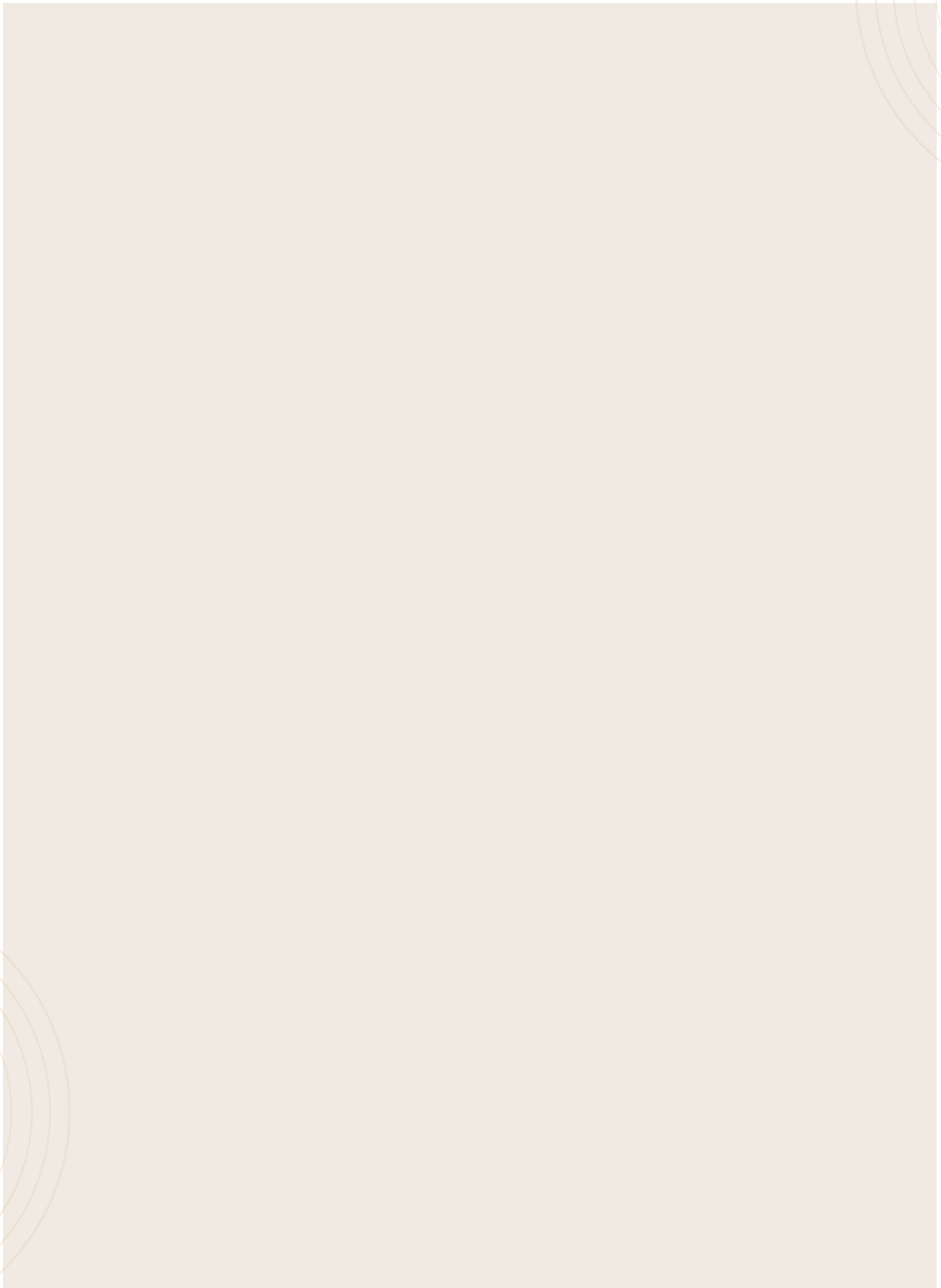
What are your weaknesses?



What motivates you?



Reflect on your life to date. List all the stand out moments that spark joy for you. What about those moments made them stand out, and how did they make you feel.





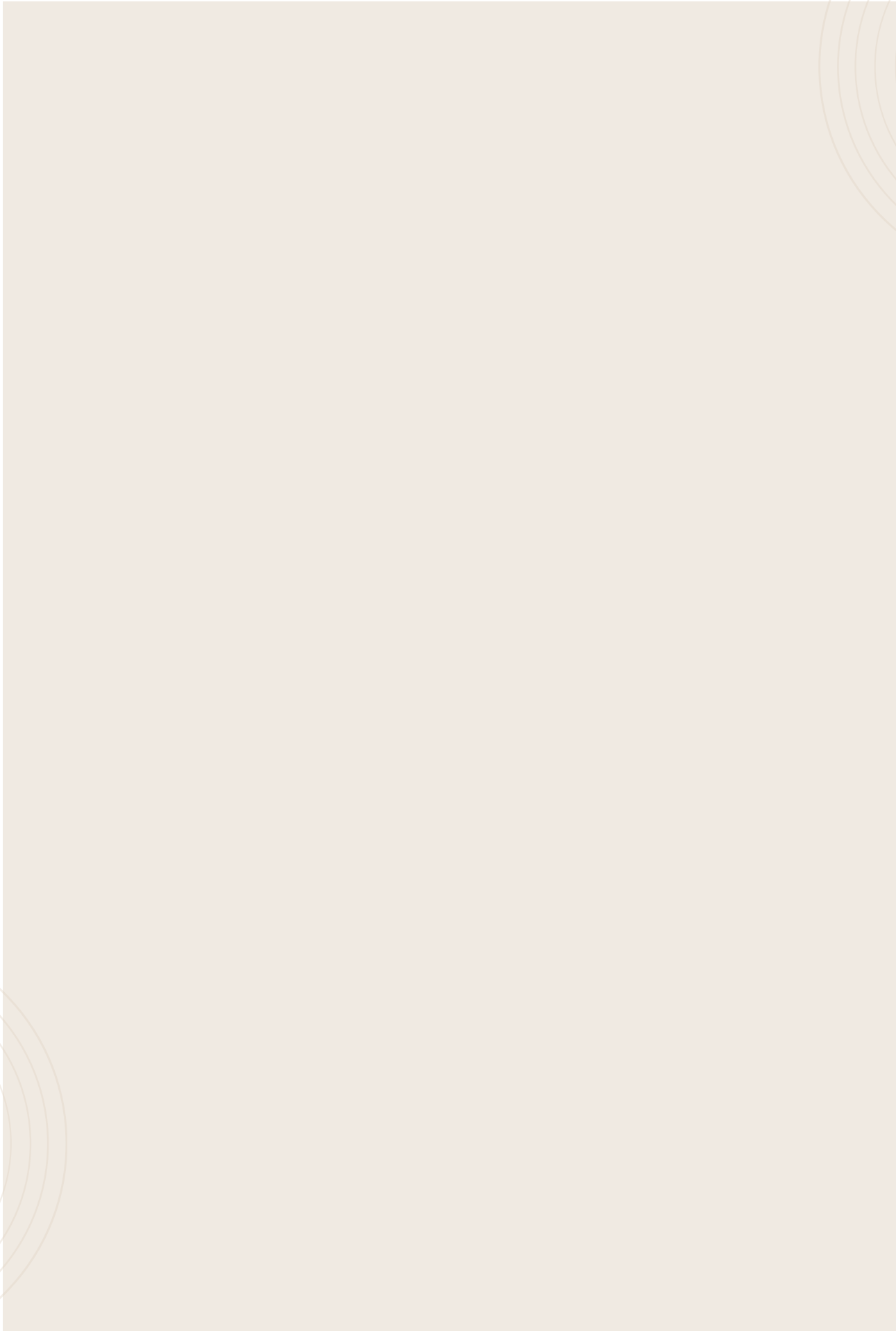


Now reflect on moments you found challenging. What made them a challenge? What did you learn from those moments? How did they make you feel?

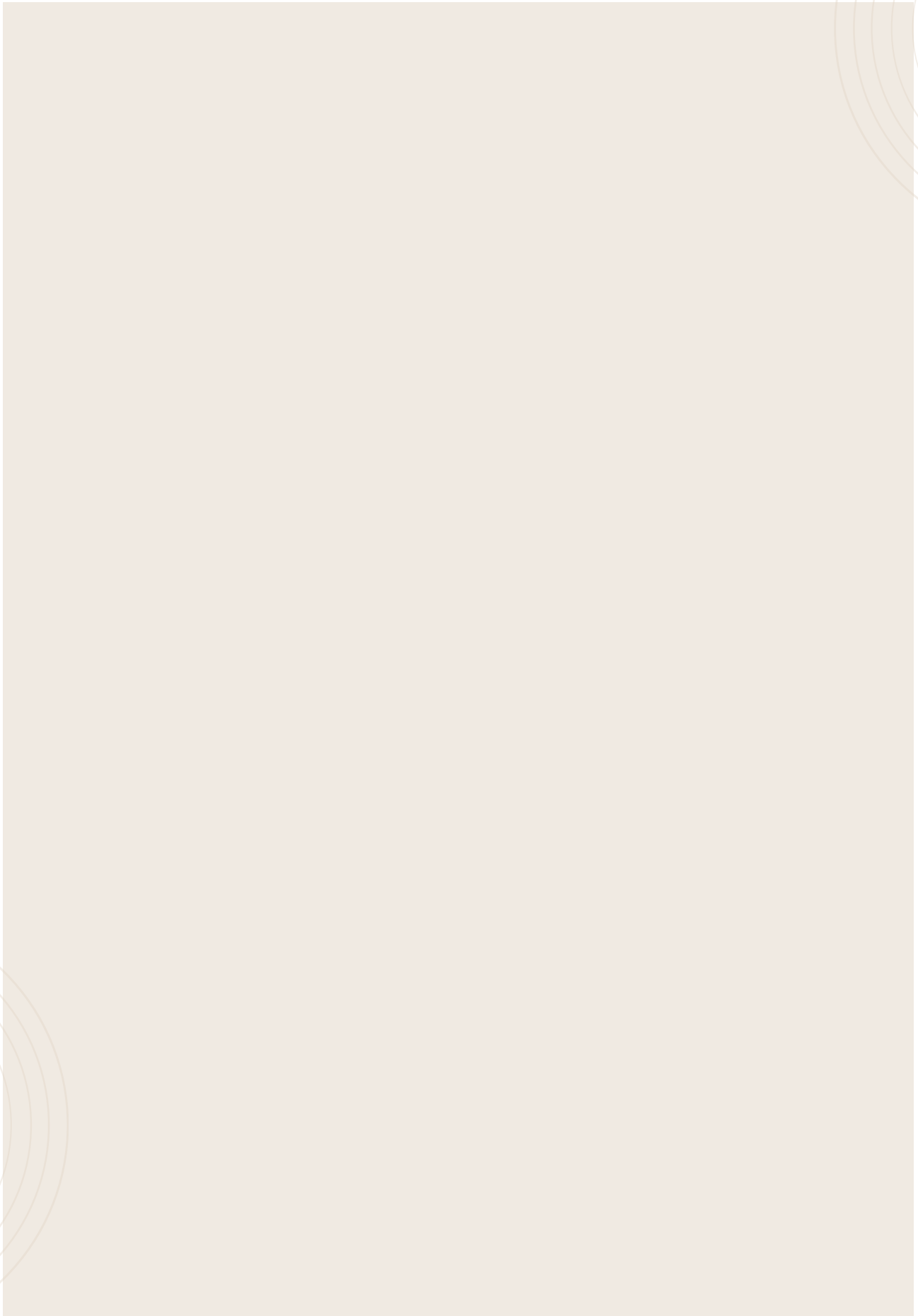




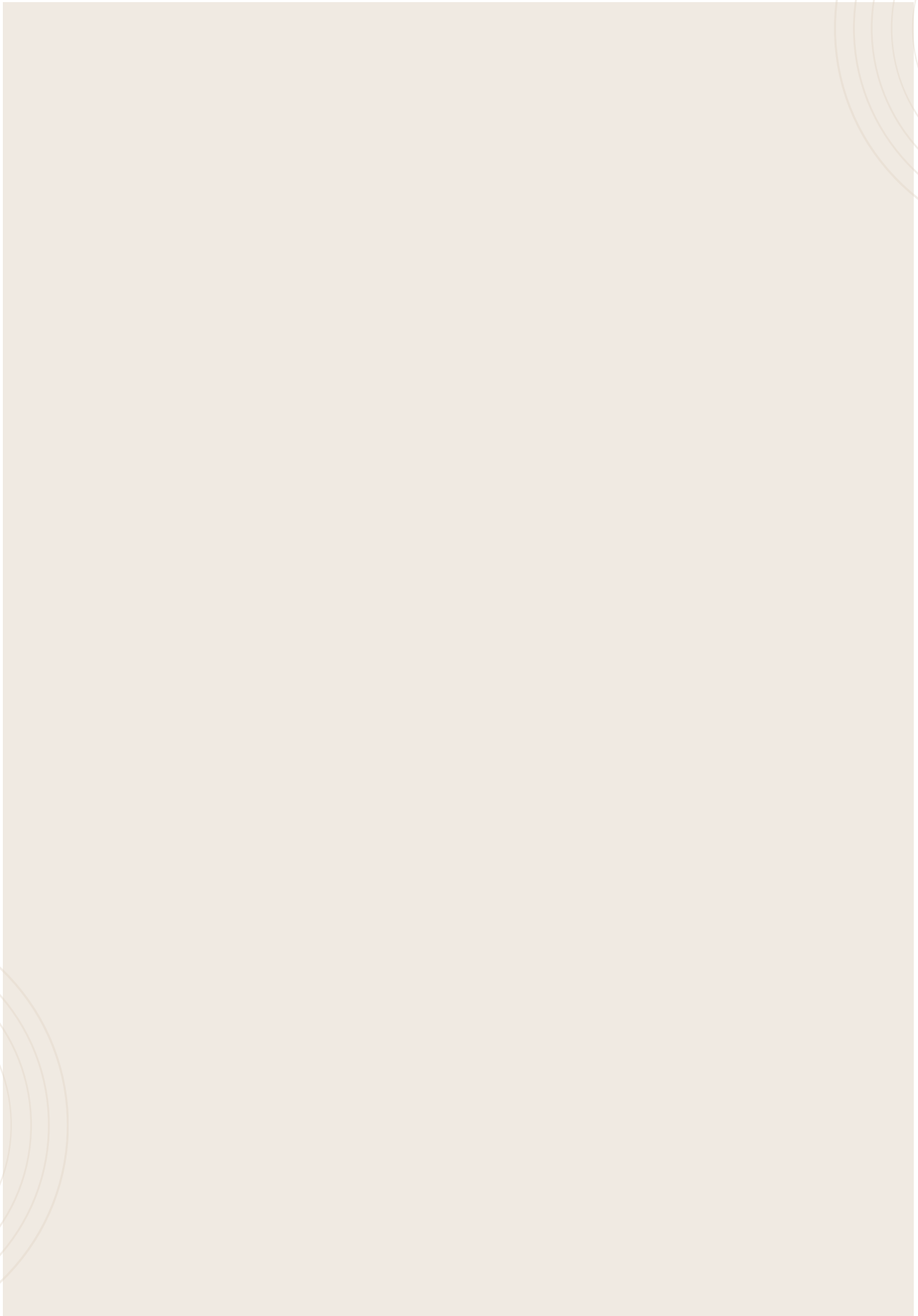
Who inspires you? Why?



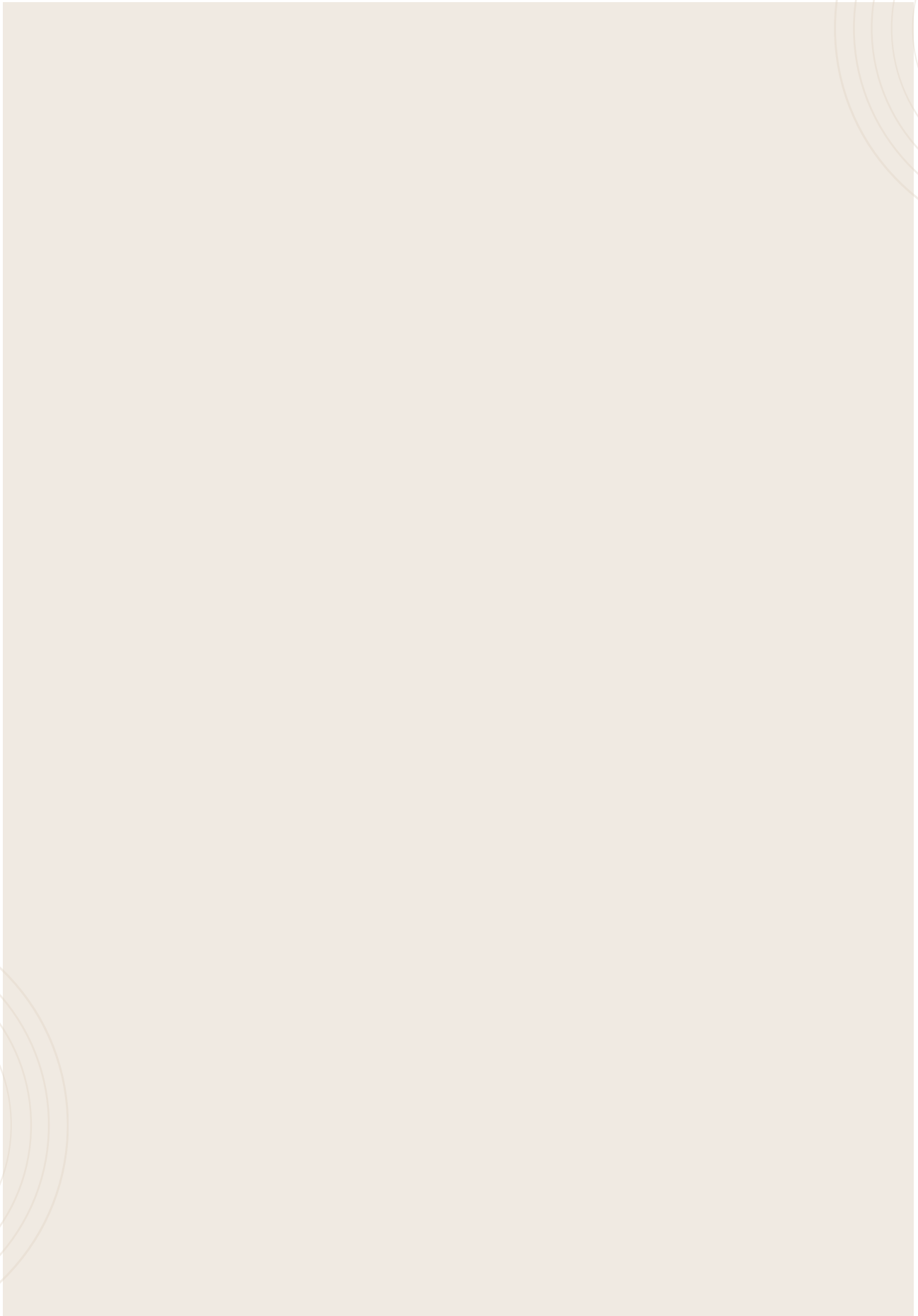
What would you love to see yourself creating in your business, or being recognised for?



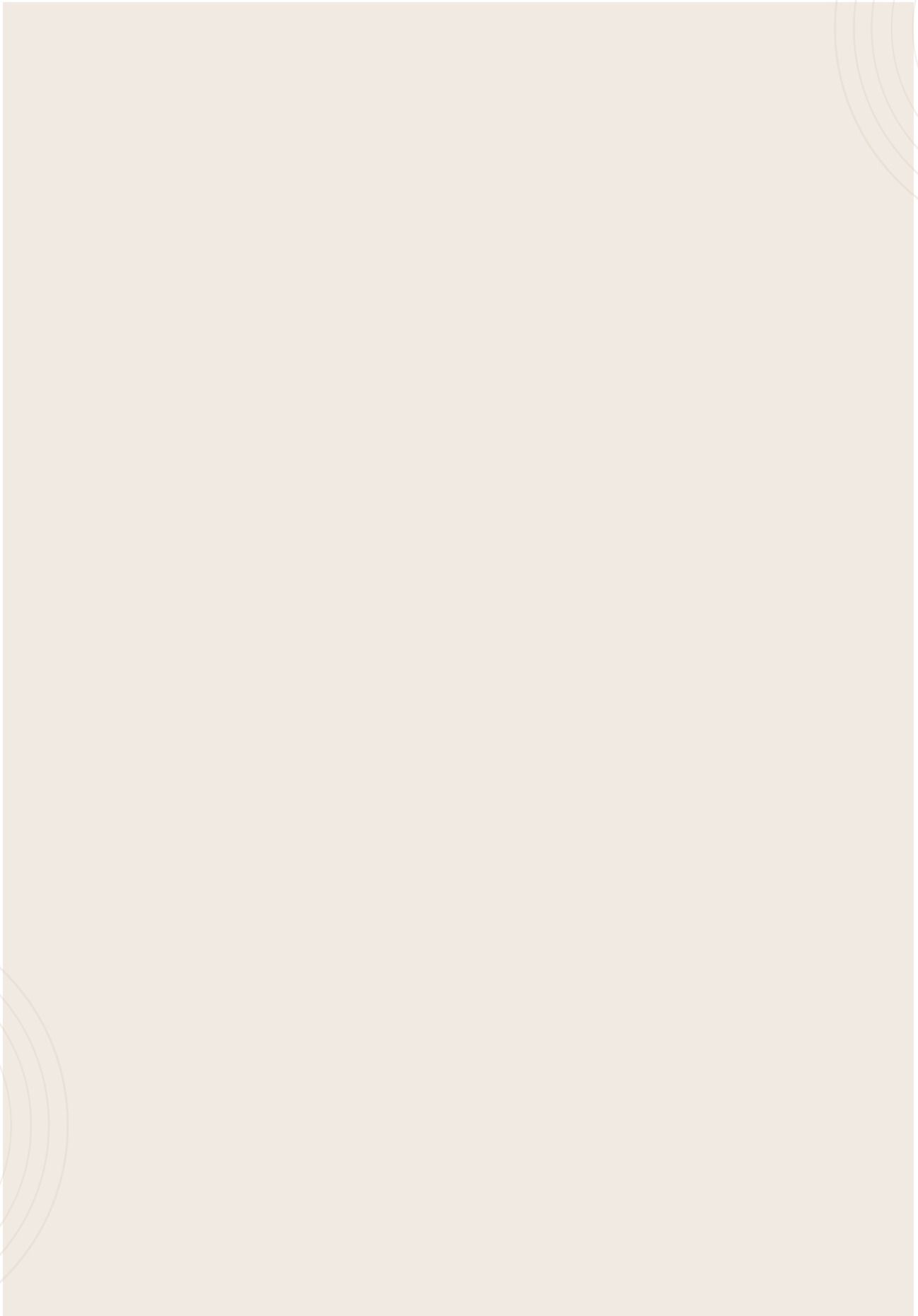
For those past and current roles you've worked in, write a list of the people you enjoyed working with and why?



And from for those past and current roles you've worked in, write a list of the people you found challenging and why?



Who inspires you? Who do you admire in business? Write a list of their characteristics you admire.



Close your eyes for a minute or two. Take a few deep breathes and now, think of your business. What do you see and feel? Who are you working with? What are you doing? Write down everything that comes to mind.

