

Welcome to this section on discovering your WHY.

Knowing your WHY isn't just about feeling motivated it's about having clarity. When you understand what truly drives you, every decision becomes easier, your confidence grows, and your business starts to align with

what you actually want in life.

In the next few pages, take time to reflect honestly. There are no right or wrong answers here - only what's true for you.

How to Use

- Read each section slowly
- Write your answers in the spaces provided
- Be honest with yourself this is for you, not anyone else
- Keep this workbook to revisit as your WHY evolves



"People don't buy what you do; they buy why you do it." – Simon Sinek

Where Are You Now?

Before you can move forward, you need to know exactly where you stand. Be honest - no one else sees your answers.

Fill Out the questions Below.

Annual turnover (last 12 months)

£_____ Annual profit (last 12 months) £_____

How many hours per week have you been working?

hours

How many days holiday have you taken in the last 12 months?

days

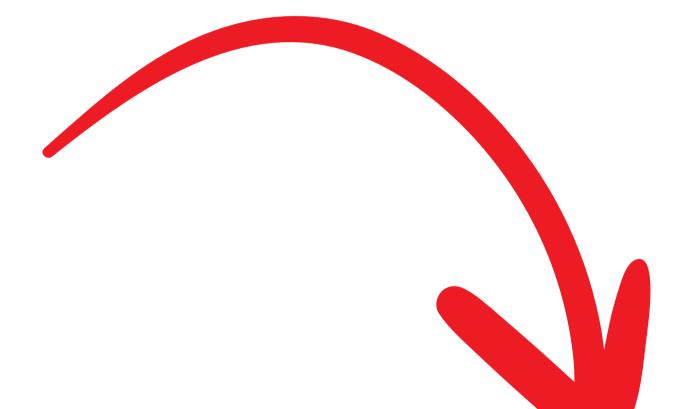
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Do you work weekends, late nights, or bank holidays? Yes / No

On a scale of 1 to 10 (1 = terrible, 10 = amazing), how do you feel you and your business are doing right now?

On a scale of 1 to 10 (1 = terrible, 10 = amazing), how do you feel you and your Life are doing right now?
/10

Now fill out the form below to get your total personal spending RIGHT NOW!



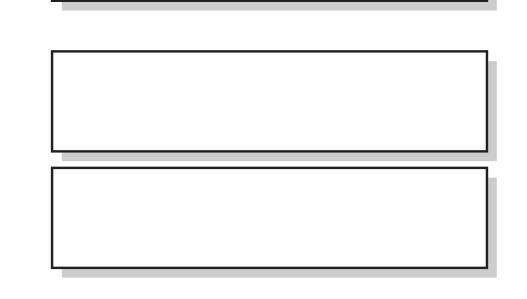


Where I Want To Be

To find out how much you need to support your current life, write down all your bills on a monthly basis and multiply by 12. gives you your annual outgoings

Housing

- Rent or mortgage payment
- Council tax
- Home insurance



 Maintenance/repairs (average budget)



Vtilities

- Gas & electricity
- lacksquare
- Water
- Internet/Wi-Fi
- ullet
- Mobile phone
- TV licence & subscriptions (Netflix, Disney+, etc.)











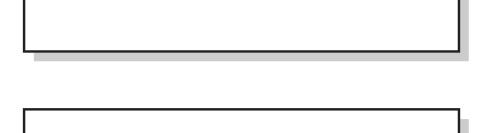
🔰 Food

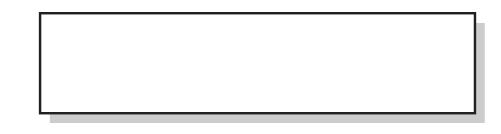
- Groceries
- Takeaways
- Eating out / coffees

🚓 Transport

- Fuel / public transport / parking
- Car insurance
- lacksquare

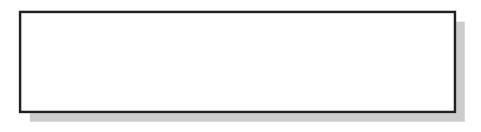
Road tax



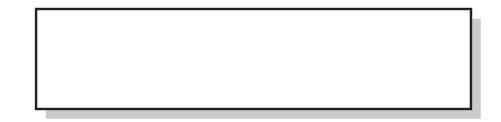








- Car maintenance (MOT, repairs)
- Loan or lease payments (if any)

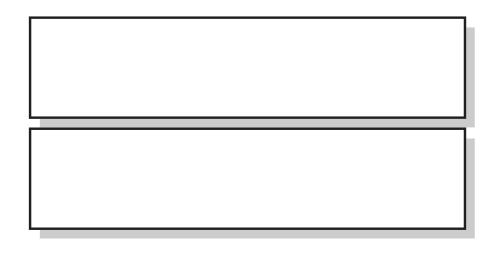




Family & Childcare (if applicable)

- Childcare/nursery/school clubs
- Kids activities & hobbies
- School meals/uniforms
- Health & Personal Care
 - Prescriptions
 - Dental/optical
 - Gym membership / sports clubs







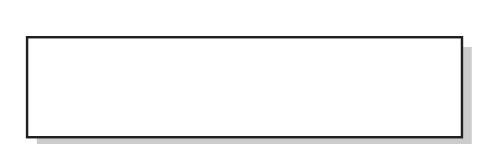




Haircuts / beauty treatments



• Clothing & shoes



 Toiletries & household items

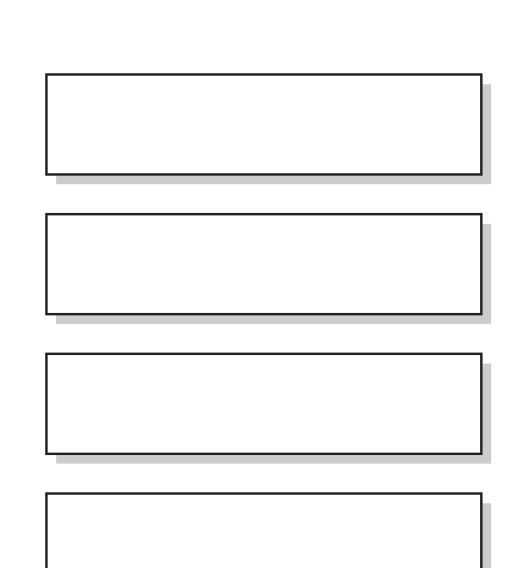


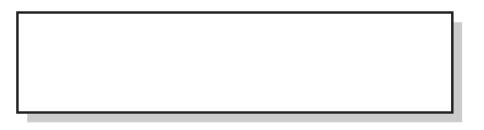


- Holidays & trips
- Nights out / activities
- Hobbies & memberships
- Gifts & birthdays

💳 Debt & Savings

- Credit card repayments
- Loan repayments
- Savings & investments





• Emergency fund

Pets (if any)

- Food
- Insurance
- Vet bills

Total needed from the Business







Now you Know how much you need to take out the business monthly.

