

Howlra

BUSINESS ESSENTIALS

Finding Your Why

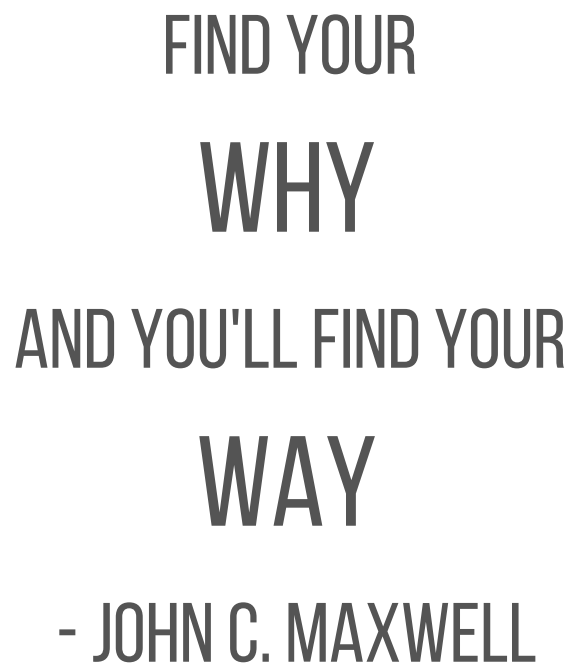


FINDING
YOUR
WHY

HEY YOU!

First off, congratulations on making this investment in yourself in your future as a doula. Birth-work is hard, sacrificial work but knowing your focus and your direction will change your business trajectory for good.

Before we dive into helping you find your why I want to share this quote with you to help you understand the importance of this process...



FIND YOUR
WHY
AND YOU'LL FIND YOUR
WAY
- JOHN C. MAXWELL

With that quote in mind, this workbook will walk you through developing your personal why statement so that you can find your way towards serving more clients and developing a career in birthwork that is fulfilling.

- *Samantha*



FINDING YOUR WHY

WHY CREATE A WHY STATEMENT?

Its not enough to just think about your why. You have to write it down and say it out loud because if you can't communicate it then you can't act on it! If you keep it to yourself, it will remain a figment of your imagination.

THINGS TO KNOW BEFORE CREATING YOUR WHY STATEMENT:

1. You only have one why. There should be no distinction between your personal why and your professional why.
2. You should LOVE the language in your why statement. Take time to focus on the words that you use.
3. Your why statement is NOT about who you aspire to be, it expresses who you are at your natural best.



FINDING YOUR WHY

DRAFTING YOUR WHY STATEMENT

Try to make your why statement simple and clear, actionable, focused on the effect you'll have on others, and expressed in affirmative language that resonates with you.

"One sentence is the absolute lowest common denominator. One sentence is usually more honest. And if you can wrestle your WHY into one sentence, you're much more likely to remember it—and to act on

Eventually, you will put your Why Statement into this format:

TO _____ (CONTRIBUTION) SO
THAT _____ (IMPACT).

The first blank represents the contribution you make to the lives of others. The second blank represents the impact of your contribution.

Often the first draft of a Why Statement sounds a bit generic. While you are sitting with your WHY, try to unpack the words to find language that is more authentic to you, that more completely captures your feelings. We sometimes play a little game with people and ask them if they like the words in their Why Statement enough to have them tattooed on their body. If the answer is no, then you haven't found the words you 'love' and relate to yet. You really want to love the words, especially the words of your contribution."

