



Q U E S T I O N

02

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WHO ARE YOU?  
What is your big why?

Being crystal clear about why you are passionate about what you do will give you insight into how your product or service helps others and its transformational benefits.

It is an essential aspect of your brand story. In addition, it will provide rich content for your bios, personal story, the About section of your website, podcast interviews, etc.

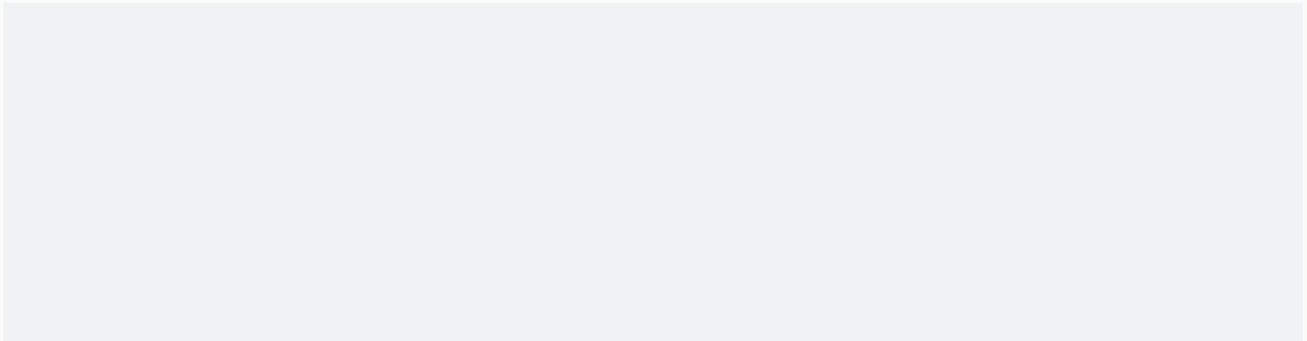
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## WHO ARE YOU/WHAT IS YOUR BIG WHY?

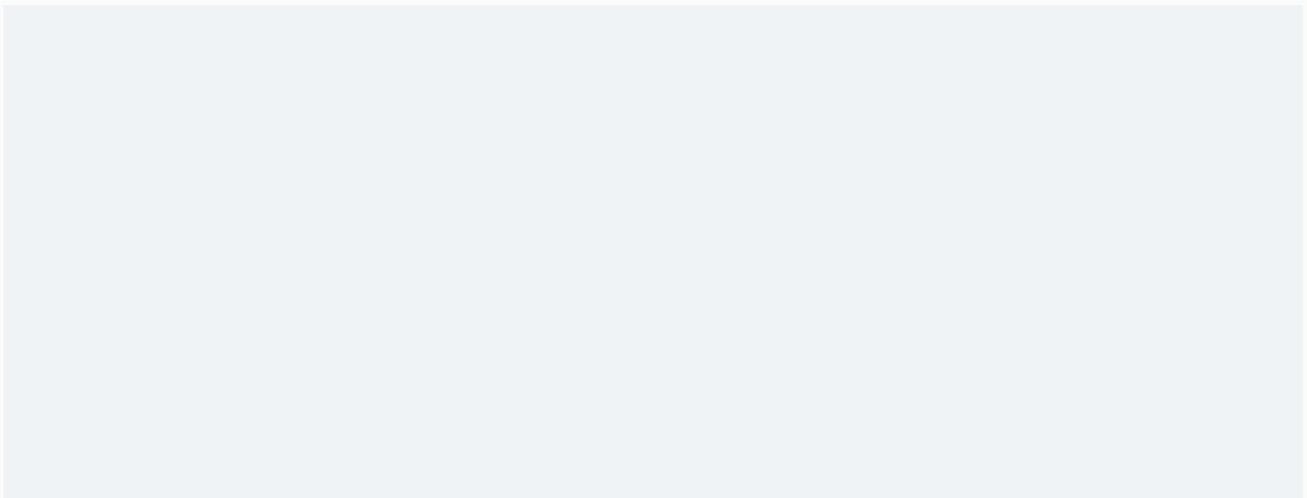
WHY ARE YOU PASSIONATE ABOUT WHAT YOU DO?

**Begin by identifying your core values.** Your brand's core values are a set of guiding principles that shape every aspect of your business and create connection with your customer.

**What are the top 3 personality traits you like in your favorite friends?**



**I believe the world would be a better place if people would...**



QUESTION TWO  
CLARITY QUESTIONNAIRE

**WHO ARE YOU? / WHAT IS YOUR BIG WHY?**

**What top 5 values drive you to do what you do?** For example: happiness, health, education, freedom, honesty, authenticity, creativity, etc.

**Through my product or service, I am able to give people more . . .**  
For example: joy, peace, better health, etc.

QUESTION TWO  
CLARITY QUESTIONNAIRE

**WHO ARE YOU? / WHAT IS YOUR BIG WHY?**

**What are you the most passionate about in your business, or how you serve your clients?**

**Why are you passionate about this?**

QUESTION TWO  
CLARITY QUESTIONNAIRE

**WHO ARE YOU? / WHAT IS YOUR BIG WHY?**

**The reason I LOVE doing what I do is . . .**

Sum up your "big why" in one or two sentences.

For example: The reason I am passionate about coaching is because through this work I am able to help people discover their life purpose, live in alignment with their values, and have a better relationships with themselves and the people around them. By serving people in this way, I am able to bring more joy into the world.

A stylized logo consisting of a black, cursive letter 'B' followed by a period. The 'B' is formed with thick, fluid strokes. A light blue circle is positioned behind the lower right portion of the 'B' and the period. The entire logo is centered on a white square background.