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**Step 1: Brainstorming**

**What is Your WHY ?!?**

**(Set a Deadline of 1 Day to Answer the Questions)**

**We all need a good reason to wake up every day and work on our businesses.**

**Pinpointing your deeper WHY will help to fuel you while you work your business, and give you a clearer idea of the directions you could grow your business.**

As you explore these prompt questions, keep in mind that your ideal WHY will be more than just simply “making money”. If “making money” is all you can identify, choose at least 2 things you will be using that money to achieve. Put your WHYs on to the Baking Business Plan Template.

Try not to take too much time on the why right now, no more than one day of deep thought. You can always revisit and update the Business Plan.

**Just as an Example to get your mind going, here are My Whys:**

* In a world full of subpar, cheap baked goods (think .59 cent donut holes from the gas station), I want to offer high quality, from scratch treats that are tastefully balanced, healthier and gorgeous. I want to offer a true dessert experience.
* I enjoy being connected to those in my community, and having the opportunity to be a part of their big days (wedding, birthday, anniversary) means a lot to me.
* I hope to expand women’s status in business by continually expanding and growing my own business.
* I believe that if you have a skill, you should be sharing it with those around you, in some way.
* By being extremely reliable and professional, I hope to uplift the status of the “home baker” to be viewed as a much more serious and valuable profession.

**WHY Prompt Questions**:

1. What is one thing you would like to be remembered for?
2. If you could impact your city with your business, what would that look like?
3. If you could impact your country with your business, what would you want to achieve?
4. If you could impact the WORLD with your business, what would you LOVE to be a part of?
5. When you think of people indulging in your bakery goodies, what is the first thing you would want them to say?
6. What part of owning a bakery business has you most excited right now?
7. What is your most favorite memory involving a baked good?
8. What part of baking is your favorite part?
9. If you could change something in the bakery industry, what would it be?
10. Are there any injustices or issues you feel strongly about right now? (Could you use your bakery business to address them?)
11. If one of your WHYs truly is to make money, what do you want to achieve with that money?
12. If you had the ability to donate a portion of your revenue to charity, which charity would you choose?
13. How would you like to see the world (or your community) change in the next 1, 5 or 10 years?