

Define my Why

“People don’t buy what you do, they buy WHY you do it.”

Simon Sinek

As a Mumpreneur, you may not have an earth changing WHY; it may just be your desire to be flexible, to be your own boss or your need for money and that’s okay. You don’t need to share your WHY with the world, it can be your own private WHY which you can remember when times get tough. Write it down and put it near your bed, desk or on the fridge to remind you daily!

You may however, have a WHY which is driven through the desire to help others, change lives or make a difference. This is a WHY which you SHOULD be weaving throughout your brand and filtering to your audience. And if your WHY changes as you and your brand evolve, then that’s ok, you can revisit, rethink and change it to suit.

For example: “I want to have the flexibility to work around my children so I can be present for them when they need me.”

For example: “My turbulent weight loss journey has driven me to create a programme which is achievable for working Mums. I want to see them succeed and build their confidence.”

Dig deep and think about your WHY