



5 Levels Deep

Use this exercise to uncover your true purpose, whether that's in life or for your business (or both!). When you get to Level 5, you will have uncovered your deeper "why".

Level 1 - Your current "why"

Think of your current "why", aka the reason you think is driving your actions.

Example - I want to help people feel better.

Level 2 - Why do I...

Ask yourself "why" as it relates to level 1. Example - Why do I want to help people feel better?



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Level 3 - Why do I...

From your Level 2 answer, ask yourself "why" again.

Level 4 - Why do I...

From your Level 3 answer, ask yourself "why" again.

Level 5 - Why do I...

From your Level 4 answer, ask yourself "why" again. This is your WHY.



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