

*How to embrace*

# THE FOUR FE4RS®

*of Business Ownership*

*The Five Whys*

DISCOVER WHAT YOU REALLY WANT (AND WHY...)

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THE FOUR FEARS® GUY

## *The Five Whys*

Knowing exactly what you want (in business or in life) and why that is so important to you that you simply will not walk away from working towards it... this is the ultimate takeaway from this book. So this activity is the one I urge you to take up the most.

Allow yourself some brain space on this one and don't limit yourself to five rounds if you feel you need more attempts to get to the heart of your very personal and unique 'Why'.

This will take you to a place of vulnerability. It will also stir an energy in you that will light up your business.

*What is it you really want from your business (I mean REALLY want)?*

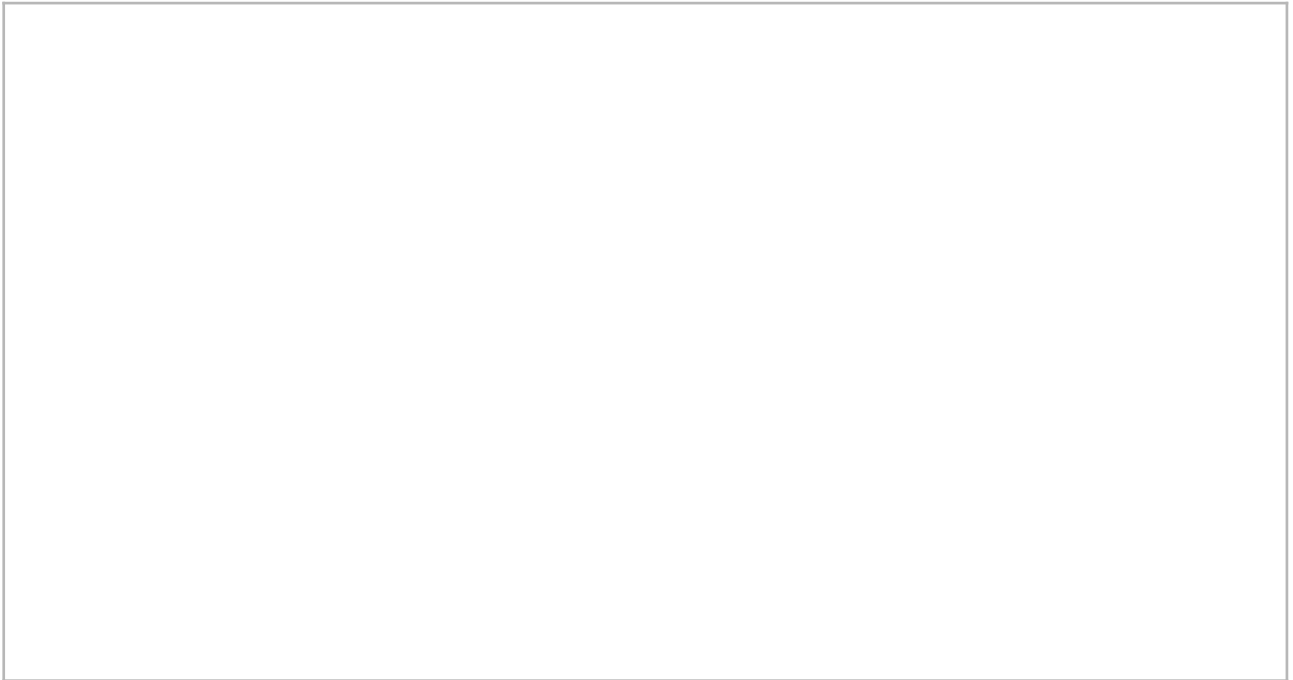
Write what immediately comes into your head

*1. Why is that so important to you, that you are prepared to embrace your Fears and take the brave and brilliant action required to make it happen?*

Write your first thoughts around this initial motivation

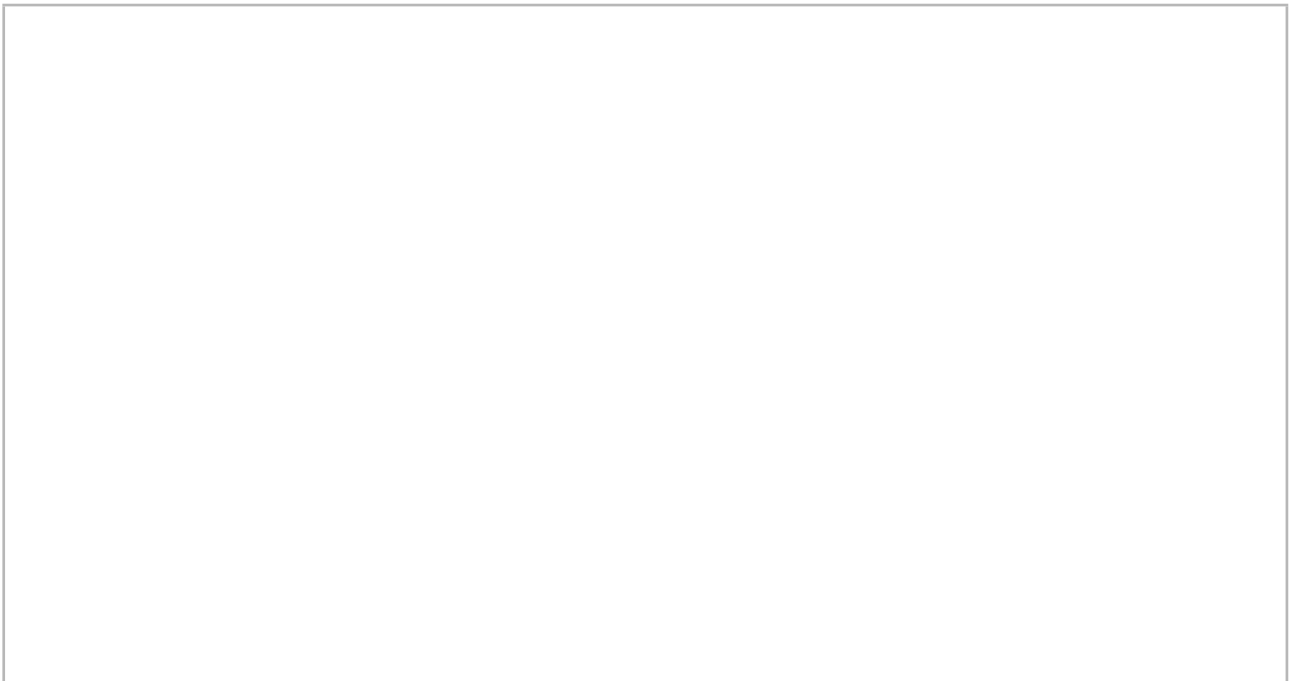
*2. And why is THAT so important to you?*

Dig a little deeper - what is it about your previous comments that mean so much to you?



*3. And why is THAT so important to you?*

Go again. We're starting to explore something more personal, and therefore more precious.



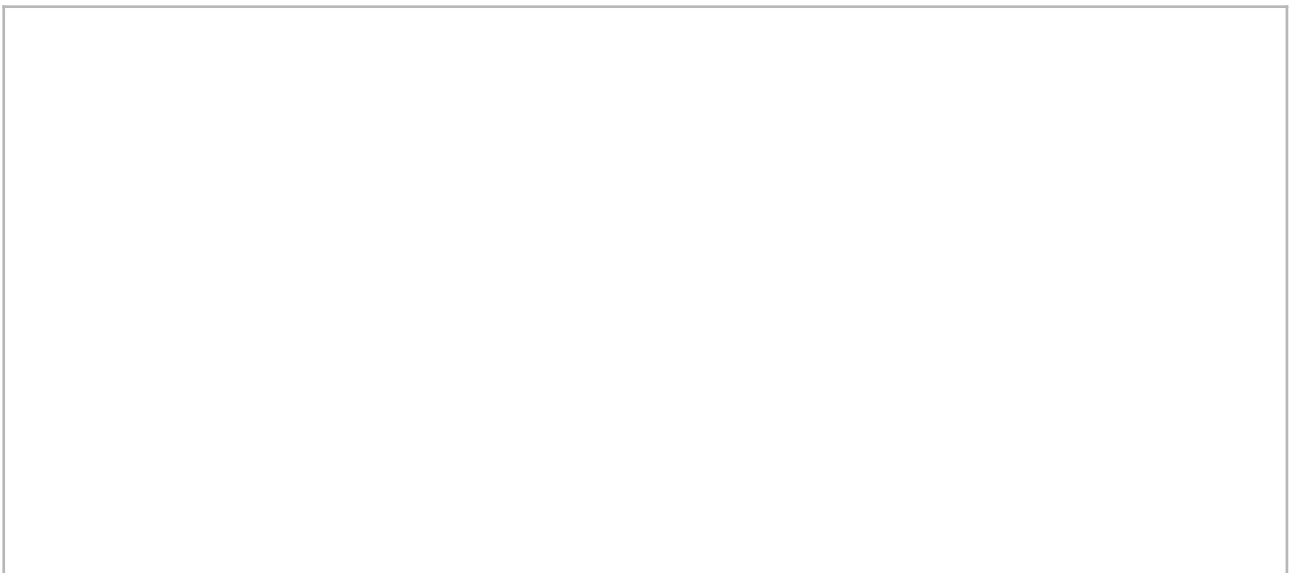
*4. And why is THAT so important to you?*

If you're starting to feel a little emotional or even vulnerable, that's okay. It shows we're exploring something that really means something to you...



*5. And why is THAT so important to you?*

This could be THE one - the real heartfelt 'Why'.



You've been super-brave to get this far. Keep going if you need to, but please congratulate yourself on this honest exploration into what you REALLY want from your business (and why).

*Thank you for your trust!*