

Section 1:

Congratulations!

EP 2: Define your Why

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YOUR WHY WILL NOT ONLY FUEL YOU OVER THE LONG HAUL, BUT IT WILL BE THE FOUNDATION AND THE SOURCE THAT ALLOWS YOU TO PERSIST THROUGH THE YEARS. Your why will always be evolving so let it evolve. You're never quite **"THERE"**, but rather in a state of constant learning and self-discovery through your passion. People will know what you do, but they must also know **WHY** you do **WHAT** you do. At some point you will want to quit and this is when you will revert back to your why and it will remind you about why you want to live through your **PASSION.**

Step 1 - PUKE ON PAPER. Start writing **ANYTHING** and **EVERYTHING** that comes to mind about why you've chosen this path. These can be complete sentences, words that resonate with you, or feelings you get when you think about your passion. It might be one page or ten pages, **JUST PUKE ON PAPER.**

Discover your Inspiration:

What was the first piece of art that inspired you?
Who was the artist?
Do you remember where you were?
Who introduced it to you?
How did it make you feel?
Do you remember what you thought?
How has that influenced your career? Your art?

Discover your Motivation:

Are you motivated by the people that have supported you?
Are you motivated by the people who think you're crazy?
Are you motivated by money or fame? (That's ok!)
Why do these things motivate you?

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Contribution:

Your why must have a strong contribution foundation because the secret to living is giving.

What does your art say about you?

Who do you want to inspire?

Why do you want to inspire those people?

How will you honor those who have helped and inspired you?

How can your art make the world a better place?

What does your art say about the world?

Dig deep:

Your purpose cannot be a surface level statement. We want you to discover the deeper meaning behind your intention. For example, if it's money you desire, there's probably something you want to do with that money. Maybe you have a passion for supporting a suicide prevention foundation. In this case, it is not money you desire, but rather the opportunity to help others.

Now let's start by developing your **WHY** statement.

Example:

Mind Map believes in self-education through mentorship. We raise our awareness through consistent mental conditioning to expedite the fulfillment of goals, prosperity, and life. Our mentors taught us the importance and power of positive thought. Empowering others, to empower others towards the life they desire is how we choose to honor them and ourselves.

YOUR WHY