



Part 1: Your Starting Point

1. Why did you choose to invest in a Schooley Mitchell franchise?

2. What were you hoping to gain? (Freedom, income, growth, ownership, flexibility, impact, control, legacy, etc.)

3. What were you leaving behind? (Corporate structure, income ceiling, lack of purpose, burnout, limited growth, etc.)

Part 2: What Drives You

4. What makes helping businesses reduce expenses meaningful to you?

5. When have you felt most proud serving a client? What happened?

6. Who do you feel most called to help? Why them?

Part 3: The Deeper Belief

Look at your above answers and complete these:

I believe businesses deserve... _____

I get frustrated when businesses... _____

I care deeply about... _____



Part 4: Draft Your WHY

Your WHY is not *what* you do (cost reduction).
It's the belief underneath as to why it matters.

Use this format inspired by Simon Sinek:

To _____

So that _____.

Draft 1:

Draft 2 (refine it):

Final Reflection

If income were guaranteed, would you still feel called to this work?

- Yes
- No
- I'm not sure yet

Why?