

EXERCISE: YOUR TINY WHY STATEMENT™

In this exercise, create your Tiny WHY Statement (TWS) by combining your business name, a power verb (PV) and your ideal customer (IC).

Your PV is a powerful descriptor that communicates action. It's directly connected to your WHY and helps to illustrate impact.

EXAMPLES:

Advances
Advocates (for)
Assists
Boosts
Champions

Develops
Educates
Elevates
Empowers
Enables

Encourages
Guides
Helps
Invests (in)
Mentors

Nurtures
Prepares
Promotes
Serves
Supports

Your IC is a specific person who benefits most from the product or service your business offers.

EXAMPLES: Women business owners, professional women, busy moms, underrepresented children

To create your TWS, use this template (business name + PV + IC):

1. (Business name):
2. (your PV):
3. (your IC):

EXAMPLES:

- *My Founder Story empowers women business owners.*
- *(Business name) mentors professional women.*
- *(Business name) supports busy moms.*
- *(Business name) invests in underrepresented children.*

EXERCISE: YOUR TINY WHY STATEMENT™ (CONTINUED)

To make it more powerful, transform your TWS into a WHY Statement by tacking the words “so that” onto the end of it and adding an impact statement. Your impact is the difference you are making (or hope to make) in the lives of others and the world. Create as many versions of your WHY Statement as you like, but keep it as short as possible—it should be easy to remember and recite.

To create your WHY Statement, use this template:

1. (Your TWS):
2. SO THAT (your IMPACT):

EXAMPLES:

- *My Founder Story empowers women business owners so that they have equal access to resources to achieve entrepreneurial success.*
- *(Business name) mentors professional women so that they receive the advancement opportunities they deserve.*
- *(Business name) supports busy moms so that they can focus their time on what matters most.*
- *(Business name) invests in underrepresented children so that they have an opportunity to thrive.*