

# Module 2 Worksheet 1

## *Your Story*

Why did you start your business? Was there a problem you had?  
Or maybe a problem you saw?

What makes you as a business owner different? (hint think  
strengths finder and fascinate)

What are your goals? (to encourage, inspire, help people  
become more healthy?) Be specific.

How does your product or service do that?

## ***Brand Statement***

What makes how you do that unique?

One to two sentence statement that states who you are, what you do, who you serve and how you do it uniquely. Test out a few versions :)