

## Step One is Purpose.

### QUESTION 1 – WHY DO YOU WANT TO START A BUSINESS?

(NOTE: I will take each step and turn it into a question. If you want your brain to figure something out, you have to frame things as questions. That might seem simple but in practice, most of us fail to explicitly give our brain directions on what we want it to do. Even worse, we think that what our brain comes up with on its own, without our explicit direction, is what we should do. No wonder why so many people never get where they want to be. They never told their brain what it was supposed to work on.

Try to start framing questions. Rearrange them often. These supercomputers we all carry around in our heads still need inputs to create outputs. Questions matter. Words matter. An awareness of our control matters. An awareness of the subconscious and our ability to direct it, if not entirely control it, matters.

"The Important thing is not to stop questioning." - Albert Einstein

Before we can begin to talk about your business ideas, how to market them, get investments and all the other important activities in your future, it is absolutely VITAL that you create a personal foundation that can withstand the tests you will soon face. I can't be more emphatic about this point. You will NOT succeed if you do not have the right foundation. You will NOT succeed if you don't understand your purpose. Ideas fail, markets change, companies come and go, but purpose is forever. Purpose has to be at the base of your entrepreneurial foundation. You must identify understand and illuminate your purpose.

The underlying purpose of completing The Method of More is **NOT to start a business**. At least subconsciously, you already have an underlying purpose that starting a business will help you fulfill. Otherwise, you wouldn't have volunteered for this program beta. It is important

that clarify your underlying purpose(s). Why do you want to start a business? A business is the means to another end. We all have our own reasons, ambitions, wants and needs. You must reflect on what drives you and WHY you want to start a business. You can probably spit out a couple of quick answers just off the top of your head (ex. money, freedom, time, etc.) That's fine. Start there. But eventually you must go deeper; you must truly look inside yourself and think about what really drives you to want to start a business.

Purpose: [What is the meaning of your life?](#) - 4 minutes

In Action Item 1.A (below) I am going to ask you to reflect on your inner drive. I am going to ask you to state your purpose, the best you can and then hold it close to you until you have a better answer.

Below are a few videos that talk about motivation, action and happiness. They are all related and, hopefully, useful for you. However, the important part of watching these videos is to begin to think on a higher level about WHY you do what you do and WHY you think starting a business will help you achieve your desired state.

Motivation: [Why do you do what you do?](#) - 5 Minutes

You create your life's meaning. If you can get motivated to get going you will find your success. As Jim Carey alluded, you don't dictate to the world the specifics about how it will come about but if you announce your intentions to the world, the world will begin to align itself to accommodate your declaration.

Action: [Get moving, it's all about effort and execution.](#) - 10 Minutes

This video uses some of my all time favorite speakers and, at times, concludes action is the secret to success. I agree that action is the most important ingredient to entrepreneurial success. Getting starting, working hard, growing and most of all learning from all of those things, is also the underlying secret to The Method of More. However, the idea and emotion of success is relative to the individual and often times fleeting. If you have

ever achieved a goal you know how it feels when its over. Well.... It feels like its over. The bigger the goal the longer the euphoria of the moment lasts. And, it is nice to reflect on accomplishments later that can certainly bring you some very positive emotions. But, success, in most cases, creates a new sense of achievement that leaves you wanting **more**.

Happiness: [Understanding the reality of happiness](#). - 20 Minutes

The third video is a TED talk. (Expect a healthy dose of TED talks throughout the Method of More. They are a treasure trove of well-produced videos about well-reasoned ideas.) The motivation and action "to do" are foundational but they must be directed towards an understanding of happiness. In the very near future, we are going to flip this around and try to understand emotional and psychological happiness for others in the form of value creation. For now, you have to go inside your own head and become comfortable about what you want and why you want it. What do think will make you happy?

**NOTE:** Action Items are to be completed before you continue reading the rest of each step. In the coming steps, our website will help with this for now, please take the time to do the action items in order before you continue on throughout Step One.

**ACTION ITEM 1.A:** Go buy a blank journal (or three). You need to hand write thoughts into a journal throughout the entire program. The science is clear. You get more out of handwriting than you do typing. You understand and recall information better and that will eventually increase your creativity and application. And as it turns out, creativity and application are pretty damned important if you want to be an entrepreneur.

In your new journal, make your first entry and lay out your purposes for starting a business. Continue to ask yourself "why?". For example, if money is a purpose, why is money a purpose? If it because you have a family, then ask yourself why your family needs money? If it is to buy them a dream home, then ask why you want a dream home. Perhaps your ultimate purpose in money is to provide a destination to increase family connectivity for years to come. When you are looking for purpose, try and look for

emotional endings. Emotions are what we seek. We use objects to provide emotional value. By continuing to ask “why, “you can get to the ultimate value (usually emotional).

When I completed this exercise, I ended up with five distinct purposes. You might have more or less but really give it some thought .

Not to patronize you, but make sure you stop and think before you begin to write. It's okay to use your journal freely as part of the thinking process and by no means should you worry about how it looks or what others might think. This is your own private journal that you should review from time to time. Don't let the permanency of the hand written word prevent you from moving forward. It's okay to doodle, use bullets or write in narrative form. Just create good thoughts and document them.

When you are done, send an email to me at [Peter@TheMethofMore.com](mailto:Peter@TheMethofMore.com).. Provide either 1) a typed text summary 2) a picture of your journal or, 3) simply tell me you've completed the exercise but would prefer to keep your purposes private.