

TASK

Clarity Questionnaire

Instruction: Ask yourself the following questions and answer in as much detail as possible.

1) What gets you out of bed in the morning? This requires some serious introspection. Ask yourself "WHY?"

2) Why did you decide to start this business?

3) Why did you decide to become a beauty professional?

4) Why do you actually do what you do?

5) Refer back to your brand avatar worksheet in the previous module and apply any additional relevant discoveries from that worksheet here as well.

