

# JumpStart Amazon Discover Your Why



It's always fun and exciting when we start a new adventure, and starting an Amazon FBA business is no different. There is the rush of finding profitable inventory, the thrill of your first sale, and the excitement of your first disbursement.

But once you start to get things going, it's possible the occasional frustrations will start to mount up and cause you stress – or even thoughts of quitting.

Anything worth doing requires sacrifices and is not always rainbows and unicorns. When frustrating times come in your Amazon business, knowing your “why” and staying connected to it will help you find long-term success.

After filling out this worksheet, you'll be able to discover your “why.” Once you do, it might be a good idea to post your “why” somewhere near where you usually get work done so it can be a constant reminder of why you're wanting to create a long lasting and successful Amazon FBA business.

What are some of the people, places, or things that inspire you? \_\_\_\_\_

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What types of feelings do you hope to experience when you accomplish your goal of running your own Amazon FBA business? \_\_\_\_\_

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What would becoming financially independent do for you, your family, and your loved ones? \_\_\_\_

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If you had an unlimited amount of money, what sort of things would you want to do or accomplish with it? Think both selfishly and unselfishly with your answers. \_\_\_\_\_

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With the information from the previous questions, see if you notice any repeated themes or words. These are the words you could best use in creating your “why.” Write down the main themes you can see in the space below: \_\_\_\_\_

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Get ready, because on the next page, you’ll start to craft your “why.”

Your “why” might be only one sentence long, or it might be a whole paragraph. Just be sure what you come up with as your “why” resonates with you. It’s got to really connect with both your brain and your heart in order to be truly effective.

After thinking and meditating on all of the answers on the first two pages, see if you can fill in the rest of the sentence below. Think about the impact you want to have based upon your desire to become financially independent via an Amazon FBA business.

I want to start a successful Amazon FBA business so that \_\_\_\_\_

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Here are some examples:

“I want to start a successful Amazon FBA business so that I can be debt free, spend more time with my kids, and travel the world.”

“I want to start a successful Amazon FBA business so that I can give more to my local church, pay for my kids to go to college, and finally restore that old 1965 Ford Mustang convertible.”

“I want to start a successful Amazon FBA business so that I can save up a lot of money, buy a brand new Tesla Roadster, and wear all the latest fashions.”

“I want to start a successful Amazon FBA business so that I can teach my kids the entrepreneurial spirit from a very young age, take care of my aging mother, and save up for retirement.”

Discovering your “why” helps you stick with this Amazon business during the harder times because you know why you’re doing this in the first place. Your “why” creates a filter for making daily decisions to move towards your goals.

The cool thing about your “why” is that it can evolve over time, so it’s a good idea to revisit this worksheet every few years to see if things have changed. If so, just tweak your why so it better fits with your current state of mind.

Now I encourage you to share your “why” with a group that will support and encourage you: The Full-Time FBA Facebook group. If you’re not part of the group yet, just go to [www.fulltimefba.com/facebook](http://www.fulltimefba.com/facebook), answer a few screener questions, and then once you are approved, be sure to share your “why” with the group!

You will find comradery and encouragement from everyone in the group. Sharing your “why” will also create some accountability to help you accomplish your goals.

So what are you waiting for? Come on over to the Full-Time FBA Facebook page. We can’t wait to see what your “why” is, so come on over and share it!