YOU ARE YOUR BUSINESS
so, who are you?

WHO...
Who are you talking to? Who is your business for? Who is your audience? Who are you trying to help? Who do you hope to influence through your products or services?

WHAT...
What do you aim to do? What is your purpose? What do you focus on? What are you trying to accomplish with your business?

HOW...
How do you do what you do? How do you accomplish your what? How do you deliver your products and services to your who?

WHY...
Why do you do what you do? Why is this important? Why is it important to you, but most importantly why is it important to your clients?