

Business **WHY** Checklist



MAKE SURE YOU'RE READY



SUBSCRIBE TO THE WHY PROFESSIONAL NEWSLETTER

Read newsletter #1 and think about where your business currently stands with the advice given.



DO YOU KNOW THE WHY OF ALL YOUR TEAM MEMBERS?

If you do not, this is a great place to start! Send them the [Gift of WHY](#) or the [Gift of WHY.os](#) and call a meeting to really come together as a team. Looking for more guidance here? Book a [Team WHY.os](#) and get your team flawlessly aligned with Dr. Gary Sanchez.



IS YOUR WHY ON YOUR AND YOUR TEAM'S DOORS/EMAILS?

We recommend the best way to fully become engrained in WHY is to have your WHY on your office doors or in your email signature to keep it top of mind.



IS YOUR WHY OBVIOUS ON YOUR WEBSITE?

Go through your website and see if it is obvious what you believe and what you stand for.



DO YOU HAVE YOUR 'RAGS TO RICHES' STORY?

Come up with your rags to riches story so you can humanize your brand and build connections with your customers.



ARE YOU READY FOR PEAK PERFORMANCE WITH WHY FRONT AND CENTER?

Email team@whyinstitute.com if you want help taking this to your team or business. After all, this is WHY we do what we do!