



Have you ever asked yourself why you are in business? Is it simply for the rewards on offer? Or is it for the flexibility and the freedom available to enjoy the Coasts benefits and the ability to spend time with friends and family? Or maybe it's because you had a great idea that you knew would make lots of money when implemented?

These are all good reasons, and common amongst both aspiring and successful business operators throughout the world - especially the quest for freedom. But is that really, truly, honestly, your '*why*'?

Consider how much time we spend trying to master the '*how*' of business success and it becomes obvious that we forget about our '*why*'. Why is the '*why*' important? Well, this is what drives the passion, the soul and the purpose in your heart and your business.

The happiest and most successful business operators are those that are there for a reason larger than themselves. It is likely that they are driven, not by fear or need or greed, but by passion and desire; something much deeper and more meaningful.

What's Your Why? Maybe now is the time to think it through and use the results to optimize your business, get it right and this could dictate the way you spend your future years. Put yourself in a position to take charge of your business and direct it in such a way that your "Why" is aligned with your goals and desires in life.

Believe in yourself, implement your "Why" and success and happiness should follow, and best of all you will have established a valuable business that will be appealing to buyers when it comes time for you to sell.

A handwritten signature in black ink that reads "Rod Russell". The signature is written in a cursive style and is underlined with a single horizontal stroke.