Purpose Worksheet

**Client Name:**

**Date:**

**For a completed example of this worksheet,** [**click here**](https://docs.google.com/document/d/1GPQp7fP68oJzjBLCuKI5fxyTPeRghdafj30nOcTvXHg/edit?usp=sharing)

**Step 1: Watch this Ted Talk**

<https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en>

**Step 2: Brainstorm**

Ask yourself or discuss with your team: Aside from commercial intent, why do we do what we do? (this doesn’t need to be terribly organized, just get some ideas out onto the table)

| Bring healing to the mind, body, and spirit. They are one unit and you cater to all three when you cater to one.  Bring good services at an affordable price.  Good service where everyone benefits.  Escape from the world to rejuvenate and recharge for both employees and clients  Heal and Chill.  A healthier, happier you. Better to be at 100% for 70% of the time than it is to be at 50% for 100% of the time. |
| --- |

**Step 3: Analyze your current services**

List the services you are currently offering (or planning to offer), the results these services are bringing for your clients, and why these results are important to your clients/customers…

| Service | Result | Benefit/Why |
| --- | --- | --- |
| Therapeutic Massage Hot Stone | Release Tension  Helps with Anxiety, depression, PTSD, Abuse and Trauma | Having less stress helps you be a better you. |
| Deep Tissue  Cupping Ashiatsu | Work out injury or scar tissue. Gain range of motion or flexibility back. | Recovery. Get your life back/be able to do what you used to and what others your age do. Get back to your best you. |
| Prenatal | Help pregnant mothers relax Realize it is okay to take some time for yourself. | When you are pregnant you feel like your body is not your own and that you are just a vessel for something else, but getting a massage is taking some time for yourself.  You’ll be a better mother when your child is born if you can manage your stress throughout pregnancy. |
| Aroma-Therapy Lymphatic Drainage Massage | Clean Lymphatic system. Clear the system of pollution or toxins.  Improved circulation.  Detox | Spend less time sick.  Have energy.  Aid weight loss.  Age healthier.  Think clearly.  Reduce swelling/manage auto-immunities. |
| Couple Massages Signature Couples Massage | Relationship Building Signature: Rose petals & candles, foot soak, and then the massage. | Reconnect with your partner  Relieve stress while spending quality time together. |
| Apprentice Massage | Affordable Massage | Get most of the benefits of a massage for half the cost while helping someone get their education and build their future. |
| Apprenticeship | An affordable trade school. A way to make money while learning a valuable trade and establish a profitable career. | Build your career while avoiding loans for school. |

**Step 4: Discuss Core Beliefs**

Finish this sentence: I/We believe that…

Record your responses.

For each belief you identify, ask yourself why that belief is important to you/your organization. When you’ve come up with an answer, you may have to dig a little deeper by asking ‘why?’ again and again until you feel you have reached the root of your belief.

| Belief | Why |
| --- | --- |
| It is better to be at 100% for 70% of the time than it is to be at 50% for 100% of the time. |  |
| Taking time for yourself is vital |  |
| You heal the mind and spirit when you heal the body. |  |
| Goodness and love ripples outward. |  |
| Hurt people hurt people. Goodness starts here. |  |

# Our Brand Purpose:

Hurt people hurt people. Heal yourself, heal the world.