

## **Worksheet 1: The Big Picture – Why am I doing this?**

**“People don’t buy what you do, they buy why you do it.” – Simon Sinek**

Part 1 of our game plan is the big picture. Before any financial projections, budgets or marketing plans, it’s critical to remember why we are here in the first place.

Go through these few questions to think about the big picture, and use your thoughts to fill out Part 1 in your Profitability Game Plan Template.

**1. Why did you go to law school?**

**2. What fields of law interest you the most? Which do you most enjoy?**

**3. What areas of law do you not enjoy?**

**4. Why did you start your own practice?**

**5. What is most important in your personal life?**

**6. What do you enjoy most about being a solo lawyer?**

**7. Where do you want to be in 5 years?** Be bold and don’t think of restrictions – just think of where you’d like to be. (Consider your own life, your family and your clients or other partners/employees)

**8. What is currently preventing you from getting there?**