

## Write down your "WHY"

[ARK Cheatsheet]

### Why do you want this self publishing income?

EX. "Because I need dental work and I want to pay off my car... because that will take a lot of stress off my back, free up my... help my wife and kids do...make my life... etc. etc. etc."

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### Write down how much you need to fulfill the why

EX. "I need \$6,000 for my dental work and \$340/mo for my car payments..."

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**Congratulations, you now have a goal!**

### Write down your goal:

EX. "I want to pay for dental work and pay my car payments every month with self publishing. I need \$6,000 for the dental work and \$340/mo for the car payments. This means I need to make \$1,000/mo from my self publishing efforts each month for 10 months in order to meet my goal.. Why do I want this? I want this because I..etc...my wife..etc..my family, etc..."

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