

# Exercise 1 – Push and Pull Factors

Now that you have created your two lists, rate each of the push and pull factors on a scale of 1-4.

- 1 = Not a factor at all
- 2 = Somewhat a factor
- 3 = Certainly a factor
- 4 = Main driver for exiting

If you have factors that are not listed, please add them in the space provided.

Push Factors	1	2	3	4
Facing Health Issues				
Too Much Stress				
Feeling Burned Out				
Not Enough Time				
Your Market Has Peaked				
You Are Bored				
External Issues				

Pull Factors	1	2	3	4
Cash Out				
Diversifying Your Wealth				
Starting Another Business				
Philanthropy				
Travel More				
Personal Passion				