

Your Why

Why. Why. Why. We always tell you to remember your why, but if you don't know what your why really is, how can you utilize it? Your why is your driving force. It's what makes you decide to get up and work your business. It's the reason you WANT to devote time to your business.

Have you ever heard the cliché "find the why that makes you cry?" Well, if your WHY doesn't make you cry, then you need to dig deeper because you haven't found your true why. Keep asking yourself why until it hits you smack dab in the feels! THAT is when you found your purpose, your WHY. Here is an exercise to help you. You will need your notebook and a pen. Write it down. SERIOUSLY, WRITE IT DOWN. Typically, by doing this exercise, you can unearth your true why. Some hit it before the seventh level, other may need to go a little deeper. When walking through this it is important to listen to your intuition, listen to what comes to you as you are walking through this. When moving to the next level, be very specific. If you get caught in the same responses, you are ignoring the true answer. Dig deeper. Try to hit the seventh level of why.

If you refuse to dig, you are only hurting yourself and your ability to grow. Remember that your overall goals get further away the longer you delay digging into your true why. Let's get to it, shall we? Try to get to the 7th level of why. THAT is where your REAL why sits.

Let's Start Some Unearthing

First, apply Frankincense between your eyebrows to the "Third Eye point." Close your eyes and say a prayer, speak to the Universe, your Angels, God, whoever you are drawn to, and ask for guidance to unearthing your true driving force for working this business - your "why." Ask to be open to the answers that will come and for guidance on this journey.

1. Ask yourself - "What's my goal for my business?"

- Example Answer - diamond this year
- Your Answer:

2. Now, ask yourself "Why is that my goal?"

- Example Answer - because the financial freedom diamond offers would let us get ahead
- Your Answer:

3. Now, ask yourself a why question based on that answer.

- Example Question - Why is financial freedom important?
- Example Answer - because we could stop worrying about debt

Your Question:

- Your Answer:

4. Again - ask yourself a why question based on that answer

- Example Question - Why would not worrying about debt be important?
- Example Answer - because I could concentrate on the moment and enjoy time with my family

Your Question:

- Your Answer:

5. Again - ask yourself a why question based on that answer.

- Example Question - Why is concentrating on the moment and family important?
- Example Answer - because I've missed out on so much time I could've been with them - I need to be present.

Your Question:

- Your Answer:

6. Again - ask yourself a why question based on that answer.

- Example Question - Why is being present important?
- Example Answer - I want to be able to be with my family while we explore everything the world has to offer.

Your Question:

- Your Answer:

7. Again - ask yourself a why question based on that answer.

- Example Question - Why is being together and exploring new things important?
- Example Answer - Because when I grew up, my parents were always there - they afforded me some amazing experiences, but often there wasn't the time or money to do it with me. I wish they could've been with me when they sent me to Europe for 3 weeks. I want to explore Europe with my husband and sons, I want to take the time to teach them about the world by being present around the world. I don't want to be working so much that my kids remember me working instead of being with them.

Your Question:

- Your Answer:

Let's Reflect

As you can see in the example, the initial why of "financial freedom" is not actually the true why. The true why is because of longing to spend time with family traveling and being present. That hits you in the feels.

Write your "Initial Why" here:

Now write your "True Why," what surfaced after the 7th Level here:

How will knowing your True Why affect how you run your business? Write three ways in which you will change your business based on knowing your True Why here:

1.

2.

3.
