

Three Part Why

Finding Your Deep **Why**

Our **why** is our driving motivation for building this business. For a **why** to work the consequences of failing need to be more painful than the effort invested to succeed. Without that equation it's too easy to justify not taking out-of-comfort-zone actions.

Often the **why** that initially inspires us gradually loses its attraction. Or is it that we really weren't working our deepest and most powerful **why** from the start? The best **why** is often a trinity of motivation.

1). **A burning irritant** (like getting out of debt permanently). The energy in this **why** annoys at a core level. It's probably a long-standing struggle that you're sick and tired of. This kind of **why** creates a good-mad kind of urgency that builds a strong unwavering conviction to act now! When you understand this one you're fed up enough to act and to act boldly.

2). **A big dream** you're not likely to reach in any other way. If you have other options to reach it then it's not big enough. This could be something you gave up on as a child. It could be something that you dare not utter for fear of ridicule. It must be so big and so gloriously powerful that visualizing it now actually lifts you viscerally. You can feel the magnificence in your soul and you can't wait to feel it in present day reality.

3). **Meaningful and significant Impact in the lives of others.** The others can be dear ones close to you or folks you don't even know. You'll know when you've gone deep enough to identify this one by asking yourself this question, "If I don't deliver on this **why** will I feel less than whole?" This **why** is spiritually connected to our values and our deepest purpose for being on the planet.

Why identify and be able to eloquently speak each of these? Because until you're clear you'll continue to fall prey to waning motivation. Your drive to work this business will be random and occasional – and that seldom works. Your motivation needs to be determined, frequent, urgent and results-driven.

It is easier to build this business fast than slow. As I step over all the bodies of fallen comrades who had the best of intentions, I've come to realize this. We are in an emotional business built on a foundation of enthusiasm and personal burning desire. Building slowly turns desire into frustration while making enthusiasm intermittent.

It's not that you can't build this business more slowly. It can be done but the odds of success go way down by doing so. Isn't it time to try it the easy way? Find your deep trinity of whys and you'll be off to a great start.

Why Exercise

Your Name:

Your sponsor (i.e., your closest up-linked Master Coordinator

To win the Challenge, Have your three-part why.

1.

2.

3.

There is power in brevity. Work on these until you don't have to explain them. They shine brilliantly in 1-3 crystal-clear, moving sentences.

You'll also want to add one powerful goal statement on the top of your 3 part why and print it out and carry it with you to read frequently. Your present goal along with your deep why is a powerfully passionate combination!

One more important tip. Write the questions down and answer them long-hand not on a computer. Our truth comes more freely in that fashion. You might want to start with a question like: What's a big dream I really want that I can't get in any other way (than earning \$18,000 to \$25,000 every 4 weeks for 10 hours of work weekly in my Unfranchise)? Write the answer down and then ask:

Why do I want that? What will that give me? How will my life change with that? Then repeat the questions going deeper and deeper to find your true why.

** It's also important to understand that this kind of a brief why is for you to build your inner game. It needs to be read passionately and frequently while you feel yourself enjoying the manifestation of this why. You'll need another version that is conversational to use when prospecting and recruiting. That version is actually your two minute commercial as described on page 6 of The Getting Started Guide.

***One final tip. Make your language present tense and positive. Instead of saying "I will" use "I am in the midst of .." Instead of talking about your debt which actually puts energy into prolonging it, write a why describing how you'll be once you're living debt-free or better yet, in a life of prosperity.