

# YOURBIZ

## The Power of "Why"

To be a successful networker, or a leader of any sort, you must first commit yourself to mastering the fundamentals. As a Leaders Club subscriber you have at your disposal a wealth of resources ranging from a full days worth of audio to articles, even one-on-one coaching. Immerse yourself in the training. Get excited about practicing the fundamentals every day. Start with your motivation, since the key to success is actually located between your ears—your mind. Most networkers simply want to make a lot of money and like to worry about such basic topics such as motivation. Yet without self mastery, you will give up when things go wrong rather than learn, adapt and ultimately succeed. You must practice mastering your own emotional state every day in order to create the ongoing level of happiness and joy you want.

The first step to staying motivated is goal setting. With goals, we create our destiny! We must have a big enough "why" to succeed—we must have enough compelling reasons to drive us forward to do whatever it takes to achieve our goals. Purpose is stronger than outcome. Who you become in the process of achieving your goals is the real purpose.

### Why do goals work?

1. **"You become what you think about."** If you develop a consistent and impassioned focus on something, you'll experience it. The problem is that most people simply are not impassioned. Without passion for your real purpose you'll never reach your true goal.
2. **Setting a goal is acknowledging to your conscious and subconscious minds that where you are is not where you want to be.** Having a goal creates positive pressure, which is necessary to move you forward—you must learn to manage pressure.

### Here's how to create a big enough "why" for each of your goals.

1. Write down all you will gain from achieving your goal—why you're committed to making it a reality.
2. Write down what it will cost you not to achieve the goal.

Part of what drives us in life is our desire, our hunger. Seeing and admitting that things are not as good as we want them to be creates a drive to make our lives the way we believe they should and must be. **Take action on the following assignment:**

1. List the specific areas of your life or business that are not what you want them to be.

2. Write down what you would have to believe to consistently follow through on the transformation of your life or business.
3. List the set of beliefs you would have to hold to achieve your ultimate goals. What would you really have to believe in order to not only set your goals but really achieve them? What would you have to believe to make your life the masterpiece it deserves to be?
4. Write down why you must change these situations now and why you know you can, You've probably already handled much more difficult situations at some point in your life. If you haven't, now is the time to do so.

If you're business, or your life, isn't what you want it to be and you aren't on the road of betterment, then you simply don't have a big enough why. It's not that people are lazy. It's simply that they have goals that do not inspire them to act. Get passionate about your goals and you literally can write your own ticket!

*YOUR SUCCESS STARTS HERE*

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