

CHECKLIST TO DEFINE YOURWHY



WANT TO MAKE MAGIC?

BEGIN WITH YOUR "WHY."

Take the time to consider why you're here and how your magic can impact the world. Knowing this is a huge component to a strong inner game which is critical for success.

Here's why: life is full of challenges. When your why is tucked in your heart, it shows in your actions and moves you forward regardless of the circumstances. Friedrick Nietzsche summed it up in this quote:



If we have our own why in life, we shall get along with almost any how.

In matters of life and business, determining and passionately following your why enables you to endure—and even appreciate—the most challenging situations.

Knowing why you do what you do is the compass that leads you to the success you're meant to experience. Following your why helps you stay committed and invite others along for the ride.

It takes a bit of soul searching to determine your why. Your why should come from your heart—so much so that your why should make you cry.

Keep in mind, your why may change as you and your business evolve.

Here's a few questions that will help you uncover your why:

1. Why do I want to move forward?

2. Why am I considering or involved in this business?

3. Do I love what I do?

4. Do I have passion for what I do?

Once you have the basics down, you can begin to dig deeper. Write about the following:

1. What do you truly desire for yourself?

Think about your circle. What do you want to experience personally, with your partner, and/or with your family.

This can be as simple as having extra money to buy shoes, or as elaborate as developing a team and leading million-dollar earners.

2. Where do you volunteer your time? Or, what causes, people, and charities would you support if time and money were no object?

3. Where's your dream vacation?

Write about how you'll get there (road trip or first-class airline tickets), where you're going, who is with you, what you'll experience on that vacation, what the weather is like, what you'll buy there, and the memories you'll bring back.

4. What's the year, make, and model of your dream car? Write about how you feel riding in your car, what color it is, what the interior looks like, how fast it goes, and the passengers who'll ride with you.

5. How much money you want to make in 30/60/90 days?Write the specific amount of money you want to earn each month and consider what that looks like over one year's time.

6. When you manifest your dream life, what does your ideal day look like?

Be sure to take note of who is with you, what happens during your day, what the climate is like, who you have relationships with, and how much time you spend doing things like work and play.

7. What's one Big Hairy Audacious Goal (BHAG) you want to achieve?

There are no limits here. Do you want to travel the world, buy your mom a house, treat your family to a Caribbean cruise, write a best-selling book, or deliver a TEDTalk? Nothing is off limits. Explore your BHAG in great detail—including what it looks like, and more importantly, how it makes you feel.



MANIFESTING YOUR DREAMS

Considering all of the above, integrate your answers into a short summary that's easy to remember and follow. Here's mine:

I want to experience life on my terms, own the freedom to enjoy and appreciate time with my family, and embrace the ability to change other people's lives through my work.

Now, print your why and post it where you'll see it daily. Consider posting it in several places like on your bathroom mirror, on your nightstand, and in your car. Begin and end each day revisiting your why. Notice how your why makes you feel. Ensure your why resonates with who you are and makes you feel good. If it doesn't, change it.

When you're facing challenges—and you inevitably will—revisit your why.

It will give you the directions to your dreams. Invoke your magic to passionately follow your why to manifest your dreams and continue to set your sights higher than you imagined.



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The dynamic duo (and married couple), Toni Vanschoyck and Jay Treloar take personal success and fulfillment through network marketing to new heights through partnership, connection, communication, and love.

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Toni - toni@tonivans.com

Jay - jay@tonivans.com











