

# *Ignite Your Why!*

*4 Simple Steps to Activate Your Passion and  
Move Yourself (and Your Team)  
Into Massive Action*

*Created by Sonia Stringer*

[www.SavvyNetworkMarketingWomen.com](http://www.SavvyNetworkMarketingWomen.com)

## About Sonia Stringer – "THE Business Coach for Women"



### **Professional Speaker / Business Coach / Mentor**

Sonia Stringer coaches women in the network marketing/direct sales profession to “make big money and a bigger difference for others” through your business.

Sonia started her career as a professional musician (yes, she played in a rock band...) in Vancouver, Canada but it wasn't long before a love of business, psychology and "making a difference" led her to work with peak performance expert **Anthony Robbins as a National Sales Trainer.**

Over the next 4 years, Ms. Stringer traveled extensively throughout the US and Canada, to personally conduct **800+ seminars for Fortune 500 corporations**, sharing cutting-edge influence and leadership techniques to successful executives and entrepreneurs.

Her authentic, **heart-centered approach to business development** has made her the “go to gal” for women who want to make great money and a better lifestyle for themselves and their families. She currently leads Savvy Network Marketing Women.com – an on-line community which provides tips, tools, and training to more than 100,000 women from network marketing/direct sales companies around the world.

She has mentored consultants at all levels in many companies, including Arbonne, Rodan & Fields, Mary Kay, Stella & Dot, Isagenix, Silpada, Monavie, Pampered Chef, Southern Living, Mannatech, Shaklee, NuSkin, Neways, Trump Network, Max, Primerica, Herbalife, Univera, Melaleuca, Nikken, Reliv, Amway, Nature's Sunshine, Market America, Sunrider, Thirty-One Gifts, Usana, Beauti Control, Avon, and Pre-Paid Legal, and It Works.

If you are looking for simple, smart strategies to grow your business and develop a dynamic team, be sure to check out Sonia's live seminars, coaching programs, and success tools. You will **learn proven strategies to sell more of your products (with elegance and integrity), sponsor sharp people, and coach and lead a "dream team" of committed business partners.**

## Programs, Products, and Resources by Sonia

Sonia has created a number of free resources, low priced products, and coaching programs to help you boost your sales and recruiting results, and help your team speed up their growth.



### Website: Savvy Network Marketing Women

Find numerous tips, articles and free training videos on her main website at: <http://www.SavvyNetworkMarketingWomen.com>



### YouTube Channel: "Savvy Women TV"

Get tips and video training to boost your biz on Sonia's You Tube channel (be sure to subscribe to get all the updates):  
<http://www.youtube.com/SavvyWomenTV>



### Facebook: Join the Savvy Network Marketing Women Community

Get additional tips and training and connect with other savvy women in network marketing/direct sales.  
[www.facebook.com/SavvyNetworkMarketingWomen.com](http://www.facebook.com/SavvyNetworkMarketingWomen.com)



### Get Your Free Audio CD

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<http://savvynetworkmarketingwomen.com/savvy-store/>

# Ignite Your Why!

## Worksheet Section

This audio program will walk you through 4 simple steps to "Ignite Your Why" so that you can easily move into a higher level of activity in your business, and create the income and lifestyle you desire.

As you go through the audio program, use these handouts and exercises to help you apply all you're learning to your own business.

### Step #1 – Why Your "WHY" is the Key to Your Success

The #1 key to success in network marketing/direct sales is whether or not you have a strong \_\_\_\_\_ - a compelling reason to build your business.

It's also important that you are consistently focused on or "connected" to your \_\_\_\_\_ in a way that inspires you to take steady action in your business (even when dealing with rejection and challenges).

There is a difference between "knowing your WHY" and "\_\_\_\_\_ your why." When you ignite your why, you become \_\_\_\_\_.

Network marketing and direct sales is a simple business model, but the one thing you MUST do to get your biz off the ground (and keep it growing) is to be in consistent business-building \_\_\_\_\_.

Anyone who takes enough action in this business can be successful because it's such a "numbers game". If you connect with enough people and share your products/opportunity, eventually you can create the results (and income) you desire.

However, taking consistent action in your biz can be challenging because it also means experiencing consistent \_\_\_\_\_. As humans, we don't like rejection (and women tend to be even more sensitive to the "no's" we hear).

This is where "igniting your WHY" makes all the difference. When you have a strong, compelling WHY, and you connect to your WHY in a way that gets you feeling inspired, it's a lot easier to move through rejection and continue to take \_\_\_\_\_ in your business.

## What is the Definition of a "Strong WHY"?

Your WHY = a strong \_\_\_\_\_ need to solve a \_\_\_\_\_ or create a \_\_\_\_\_.

Specific problems someone could solve through a network marketing/direct sales business could include:

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Specific results/experiences someone could create through a network marketing/direct sales business could include:

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The most important word in the definition...

**Your WHY = a strong emotional need to solve a specific problem or create a specific solution in your life...**

is \_\_\_\_\_ because it's our EMOTIONS that drive our decisions and actions.

**Simon Sinek**, author of the book *Start With Why*, shares how having a STRONG WHY is the key to creating the results we want in life and business because our WHY is tied to a core part of our human brain. He shows that our brain is divided into several parts, the most important being...

... the neocortex, which is the part of our brain that \_\_\_\_\_ and is responsible for logic and reasoning. When you're balancing your check book or figuring out your taxes, this part of your brain helps you analyze ideas so you can UNDERSTAND the bigger picture.

... and the limbic brain, which is the part of your brain that processes \_\_\_\_\_. When you are experiencing feelings of any kind – happiness, sadness, fear, frustration – you're using your limbic brain.

*What does this have to do with creating results in your business?* It's super important, because **the limbic brain isn't just the part of your mind that processes emotion, it's also the part of your brain which controls ALL your decisions and \_\_\_\_\_!**

When you feel motivated to pick up the phone to call a prospect, you're using the \_\_\_\_\_ part of your brain. When you decide to attend a networking meeting to meet new prospects for your business, you're using the same part of your brain.

This part of your brain DOES NOT respond to words or language (thinking) – it only responds to \_\_\_\_\_.

SO - when you "know your why" (or you're just "thinking about your why") you're only tapping into the neocortex part of your brain. Doing so helps you UNDERSTAND what's motivating you to build your business, but it has no impact on the ACTIONS that you take.

When you "ignite your why" you're more EMOTIONAL about your why (feeling excited, inspired, etc). When you do this, you're activating the limbic part of your brain which also affects the ACTIONS you take.

If you want to take more action in your business (without having to "beat yourself up" or use will power) - you can't just know or UNDERSTAND your WHY...

... you have to get \_\_\_\_\_ about your WHY. When you do, your basic biology takes over and your actions change instantly.

Having a "strong why" behind building your biz doesn't just impact your actions, it can also spark more activity in your team.

A great example of this is illustrated by the story of the Wright Brothers team as they worked on creating the first airplane. They were competing with the Langley team who had massive advantages (in terms of funding, expertise, public support, etc).

The main reason the Wright Brothers team succeeded is everyone in that group had a strong, emotional \_\_\_\_\_ connected to their goal of building the first aircraft. Their dedication and sense of purpose was far greater than their competitors, and this drove them to take massive \_\_\_\_\_ and helped them accomplish the impossible.

## Step #1 – Summary and Recommended Resources

1. The most common "success trait" you'll observe amongst people who've done well in network marketing/direct sales is that all of them appear to have a strong "WHY" – a compelling reason or motivation to build their business.
2. This is a simple business model, but if you want to generate a steady income, it does require consistent business-building activity. Your "WHY" has a direct impact on the amount of activity you are in every single day.
3. There's a difference between "knowing your why" – and "igniting your why".
4. Knowing your why is an *intellectual* experience, and it has no direct impact on your actions. Igniting your why is an *emotional* experience, and this has a massive impact on your actions because of how our brains are wired.
5. The limbic part of our brain controls both emotion – and action!

### Recommended Resources:

Book - *Start with Why: How Great Leaders Inspire Everyone to Take Action* by Simon Sinek  
<http://www.startwithwhy.com>

Ted Talk - "Start with Why" by Simon Sinek  
[http://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action](http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action)

















## Step #2 – Summary and Recommended Resources

1. Clarity is power! Even if you think you know what your “WHY” is to build your business, it's worth taking time to re-examine it.
2. When clarifying your goals, it's important to be sure they are specific and focused on positive results.
3. It's also important to pay attention to the feelings we expect to have by accomplishing our goals (because these are just as important to us as the results/experiences themselves).
4. There are two kinds of goals we create for ourselves – "want's" and "should's". Wants are an authentic expression of who we are and want we want, and are aligned with our heart. Shoulds are generally based on other people's expectations or our own sense of obligation.
5. Trying to motivate yourself to accomplish a goal that feels more like a "should" than a "want" is very difficult. For your WHY to be effective and compelling, it needs to be based on what you really want in life.

## Recommend Resources

Book - *Mach II with Your Hair on Fire: The Art of Vision and Self Motivation* by Richard Brooke  
<http://www.blissbusiness.com>

Workshop – "Mach II with Your Hair on Fire: The Art of Vision and Self-Motivation" by Richard Brooke  
<http://www.blissbusiness.com>

Online Training – "WHY Discovery Course" by Simon Sinek  
<https://www.startwithwhy.com/WhyUniversity.aspx>

## Step 3 – Connect to Your Why!

This is the MOST important step in the "Ignite Your Why" process.

Many network marketing/direct sales professionals get clear on their "why," but they don't "connect" to their why in a way that causes \_\_\_\_\_. This is the key to motivating yourself into a higher level of activity.

Your limbic brain, also known as your \_\_\_\_\_ mind, represents 85-90% of the power of your brain and runs all of the systems that keep you alive every day.

Your subconscious mind reminds you to breathe (over 23,000 times per day), keeps your heart beating (over 103,000 times per day), and governs millions of intricate processes that occur throughout your cells and organs, without you ONCE having to "think" about anyone of these things.

Needless to say – your subconscious mind is a very powerful part of you.

Until now, you've likely been trying to motivate yourself or achieve your goals using your "conscious" mind (the "thinking" part) which represents only 10% of the capacity of your entire brain.

***What might you be able to create in your business and your life if you could utilize the other 90%?***

Learning how to communicate and "tap into" your subconscious mind is not difficult, but it may feel a little strange because this part of your mind doesn't understand words or language, it only responds to \_\_\_\_\_ and to \_\_\_\_\_.

## 3 Ways to Activate and "Talk" to Your Subconscious Mind

### 1. Write a Detailed Description of Your WHY, Using "I AM" Language

One way to activate your subconscious mind is to write (and read) a detailed description of the goals or \_\_\_\_\_ you want to achieve.

You want to use \_\_\_\_\_ language and most importantly, write as if you are experiencing everything in the present moment. Ideally, you want to write a description that (as you read it) creates a visual and sensual experience that "feels real" to you.

This is important, because your subconscious mind can't tell the difference between "reality" and something that is it vividly \_\_\_\_\_.

Be sure to use "I AM" language.

For example:

*"I am watching the faces of my children as we walk through the gates of Disneyworld. They are so excited to be here, and I am feeling so grateful to have the time and money to treat them to a trip they will never forget..."*

OR

*"I am feeling completely peaceful as I look out at the shimmering ocean in front of our beach house, and watch my family walk towards me, laughing and playing in the white sand ...."*

By using "I AM" language, you put yourself in the picture, and bring this detailed description of your WHY to life.

## 2. Create a Vision Board or Use Visioning to Ignite Your WHY

A vision board is a collage or \_\_\_\_\_ filled with photographs or images that represent your "why" or the goals/dreams you want to create with your business.

You can include images of "things" you want to own such as \_\_\_\_\_ or "experiences" you want to have such as \_\_\_\_\_.

The key is to find photos that represent what is important to you.

A smart tip is to use actual \_\_\_\_\_ of you or your family, and include those in your vision board. (This way, you see yourself/your family in the vision as well, making it more real).

The key to using a vision board effectively is to \_\_\_\_\_ at it often, and as you do, allow yourself to feel \_\_\_\_\_.

Imagine how it FEELS to have or experience all of what you see represented on your vision board. (When you activate your EMOTIONS, you also activate your \_\_\_\_\_ mind, which is the part that moves you into action!).

These days, you can also use computer software or apps on your phone to design a vision board. This can be fun and also a convenient way to keep your dreams and goals in front of you for easy access.

### 3. DO SOMETHING that Brings Your WHY Into the Present

In addition to reading about your WHY, or looking at images of your WHY, another fun way to ignite your why is to DO something to experience your goals and dreams (even in a small way) in your present life.

For example, if one of the reasons motivating you to build your business is to have the time/money to travel the world, then you could purchase travel \_\_\_\_\_ or watch \_\_\_\_\_ of the places you want to visit, and start planning your trip.

If you want to build a "dream home" – you can find books or \_\_\_\_\_ to gather ideas, or visit \_\_\_\_\_ on the weekends, so that having a new home feels more "real" to you, right now.

If you want to be able to drive a spiffy new car – then get out and \_\_\_\_\_ it. By sitting in the car, feeling the steering wheel in your hands, and having a "tactile" experience, your "far-off goal" starts to feel more real (and immediate).

If you can take small actions that make your "future goals or dreams" feel more real in the \_\_\_\_\_ moment, you'll feel more motivated to pick up the phone or get out and do another presentation.

If you want to motivate yourself to take massive action (and have this feel easy), you need to connect emotionally to your WHY every \_\_\_\_\_.

Ideally you want to do this kind of exercise every day for a minimum of \_\_\_\_\_ days straight.

## Step #3 – Summary and Recommended Resources

1. The key to igniting your why is to consistently do something that gets you emotionally connected to the goals/dreams that are important to you.
2. When you allow yourself to FEEL emotional about what you want to create in your business, you connect with the most powerful part of you, your subconscious mind.
3. Most people are trying to achieve their goals using their conscious mind (which helps you "think" or "understand" your goals, but nothing else). When you do this you're only using 10% of your brain.
4. The more powerful way to achieve your goals is to also tap into your subconscious mind which represents the other 85-90% of the total power of your brain.
5. You can talk to or activate your subconscious mind by using images and allowing yourself to FEEL emotional about your goals and dreams.
6. The more consistent you can be in using affirmations, vision boards and other tools, the better. Ideally you want to connect to your WHY every day, for a minimum of 30 days straight to activate your subconscious.

### Recommended Resources:

Oprah – Free Vision Board App

<http://www.oprah.com/spirit/O-Dream-Board-Envision-Your-Best-LifeTM>

Jack Canfield – Download a Free Vision Board App

<http://jackcanfield.com/free-vision-board-app/>

10 Best Apps to Create Your Own Vision Board

<http://appcrawlr.com/ios-apps/best-apps-vision-boards>

Tips to Write a Living Vision (Affirmations – Detailed Description)

<http://www.creatavision.com/wordpress/living-visions-for-love-money-and-health-sample-creative-visualizations/>

## Step 4 – Evolve Your Why

As your business grows and you meet many of the goals you've set out for yourself with your business, you'll find you need to \_\_\_\_\_ your why.

What drives you to build your business today is not likely what will keep you motivated for the \_\_\_\_\_ term.

Abraham Maslow wrote a famous paper called the "Theory of Human Motivation" and also created a helpful diagram called the "Human Hierarchy of Needs."

When you look at the diagram, you'll see that at the first level what drives all of our behavior is the need to survive. At this level, we're focused on ensuring we have enough food, \_\_\_\_\_, sleep and \_\_\_\_\_.

Until we get our basic needs met, we aren't able to focus on much else.

Once we have our basic survival needs met, we evolve to the next level of growth which is driven by the need for \_\_\_\_\_.

At this level we're motivated to make our lives more \_\_\_\_\_, and to have a greater sense of safety for ourselves and our families.

Once we take care of our needs at this level, we become motivated by different needs.

Our time and energy is freed up to focus on \_\_\_\_\_ with other people, and we all have a strong need to feel \_\_\_\_\_ and loved by those around us.

Once our primary needs are met, we're more inclined to want to help other people meet their \_\_\_\_\_.

As we continue to evolve up the scale, we move beyond basic survival to having \_\_\_\_\_ than enough of what we need in life.

At this point, our personal “cup” is so full, that we evolve into the top level called \_\_\_\_\_, which is about living your life in \_\_\_\_\_ to other people.

Something to consider – if you aren’t feeling especially excited about building your business at the moment, perhaps it’s time to evolve your WHY – and create a bigger vision for yourself and your team?

What if you could use your business as a vehicle for transformation – to change both your life and the lives of many other people?

What would give you an even greater sense of purpose – or what project/cause would you love to support, using your business?

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### Maslow’s Hierarchy of Human Needs



## Step #4 – Summary and Recommended Resources

1. As you grow and accomplish your goals, your needs and motivation will change.
2. To stay excited about building your business for the long term, you'll need to "evolve your why" and come up with a bigger vision for yourself and your business.
3. Humans are motivated to take care of our basic survival needs before anything else. Once these are met, our focus moves to making our lives more comfortable.
4. Once our comfort needs are met, we become even more motivated to connect with others and focus on quality relationships. We are freed up to help others (in addition to taking care of our own needs) and generally experience a great deal of love, recognition and a greater sense of community in the process.
5. At some point in our growth, our needs are met so fully that we naturally move into a life focused on service. When we have "more than enough" we naturally become motivated to help others attain the same.
6. Using your business as a vehicle to support a bigger vision for others will give you a greater sense of purpose and keep you inspired and in action.

## Recommend Resources

Video Training – *"Answering the Call – How to Use Your Business to Make a Bigger Change in the World"* by Sonia Stringer

[http://www.youtube.com/watch?v=DYVh\\_1rx4gc](http://www.youtube.com/watch?v=DYVh_1rx4gc)

Book - *Half the Sky: Turning Oppression into Opportunity for Women Worldwide* by Nicholas Kristoff and Sheryl WuDunn

<http://www.halftheskymovement.org/pages/book>

Book - *Beach Money* by Jordan Adler

<http://www.beachmoney.com>

KIVA - Micro-lending group supporting thousands of women in developing countries

<http://www.kiva.org>

Project Concern International - WOMEN EMPOWERED program to support women in developing countries to start businesses

<http://www.pciglobal.org/womens-empowerment-poverty/>

# Ignite Your Why!

## Transcription of Audio Program

Hey everyone, this is Sonia Stringer and welcome to the audio program...

*Ignite Your Why! 4 Simple Steps to Activate Your Passion and Move Yourself (and Your Team) Into Massive Action*

If you're listening to this program, I'm quite sure you're someone who's currently building a network marketing – direct sales biz, which is such a smart choice on your part.

Having your own business is absolutely the best way to create the kind of income and lifestyle you really deserve, especially for women. So many women are stepping into entrepreneurship right now, because it's absolutely the best path available to help women create more time freedom, a more balanced lifestyle and the income you want.

And, being an entrepreneur also changes you on a personal level as well. Whoever said this profession is a "personal development plan attached to a paycheck" couldn't have been more right. So – before we jump into the program, I want to take a moment to truly acknowledge you, for having the courage and vision to be in business for yourself. It's one of the most important and fulfilling decisions you could ever make.

That said, this journey is not always an easy one, and if you're like many of people I know, you maybe be experiencing a few challenges in your business right now.

*For example -*

Are you serious about building your business, but if you are truly honest with yourself, you'd admit that you're not picking up the phone or connecting with prospects as much as you should be?

Do you know people who'd be great in your business, but you haven't worked up the nerve to approach them just yet?

When people tell you NO (they don't want to host an event for you, or hear about your biz...) does that rejection get to you, and you stop making calls or following up with prospects?

Do you have a team of people who have great potential, but you feel frustrated because they aren't taking enough action? They tell you they're serious about building a business, but it's evident when you look at their results – and your check – it's not happening?

Do you look around at others who seem to be doing well in your company, but doubt that you're ever going to make this business work for you?

Well, if you've dealt with any of those common challenges, please know you're not alone. And, the good news is you're REALLY going to love this audio

Because in the next 90 minutes you're going to pick up four simple ideas that can solve every one of these challenges I just mentioned, and ignite a whole new level of activity and growth in your business.

## **Introduction**

Some of you know me, but in case we're meeting for the first time – let me quickly introduce myself so you know a bit more about the person on the end of this microphone. I'm a professional speaker, author, and business coach who specializes in helping WOMEN in network marketing and direct sales build a great biz from home.

I'm known for helping women like you make more money and a bigger difference for other people – through your business.

I'm also founder of Savvy Network Marketing Women – an online community that supports over 90 thousand women around the world from various network marketing/direct sales companies.

If you visit my website at [www.savvynetworkmarketingwomen.com](http://www.savvynetworkmarketingwomen.com) you'll find all kinds of free training videos, audios, and coaching programs that can help you breakthrough to a new level in your biz.

We can help you sell more products and recruit new leaders – or manage your time more effectively so you can make more money – without working as many hours. You can get help finding new leaders locally or on the internet, or learn how to coach your team so they make money more quickly.

I help women like you work on many different aspects of your business - but I have to say, I'm especially excited about the topic of this audio, because what you're about to learn can create a very significant difference in your biz growth and income.

Let me share why this particular topic is so important...

Over the last 17 years, I've had the great fortune to work with thousands of network marketing and direct sales professionals – from many different companies and all different levels.

And through all that work, I noticed a very interesting trend or pattern. Whenever I met or worked with someone who did well in network marketing or direct sales, they all had one particular trait in common.

You might think people succeed in this business because they have great people skills or are naturally very confident. Or maybe they have a large warm market of great contacts, and that's what makes a big difference in recruiting a large team. Or perhaps people shoot to the top of their pay plans because they have great selling and recruiting skills – and that's what makes the difference in their success.

All those factors can definitely help, but from what I've seen, that's not the #1 thing all successful people in this profession have in common.

In fact, I've seen people who had ALL these advantages actually struggle - and sometimes even give up on their businesses. While other people - people I frankly didn't think would do well at all – walk across the stage at their national conventions and receive top awards.

So what's the magic bullet? What's the #1 thing that determines if you're going to struggle in this profession - or succeed beyond your wildest dreams?

It's simple, but it's so important we can't emphasize it enough.

**The one thing that will determine what kind of money you make in your business, more than anything else, is whether or not you have a strong WHY – a strong motivation to build your business.**

AND that you are focused on or connected to your WHY in such a way that it keeps you feeling inspired and in action, even when you face a lot of rejection and challenges.

Now, I bet this isn't a new concept to you. If you've been in this biz for any time, you've heard your upline or others talk about the importance of having a strong WHY. For some of you, your WHY might be the chance to make a great income while also having the flexibility of being home with young kids.

For others, it might mean quitting a job you hate to do something that's more fun and fulfilling. Or your WHY might be earning some extra money so you can retire early, or pay off your debts from college, or travel the world.

So I'm sure you are familiar with this idea of having a strong WHY, and bet most of you even KNOW what your WHY is. BUT – there's an important distinction you need to know.

## **There's a difference between KNOWING your why and IGNITING your why.**

How do you know if you've ignited your WHY? When you IGNITE your why – you become unstoppable.

You'll find yourself feeling inspired all the time. You're so tapped into your passion that rejection – challenges – nothing slows you down. And your passion and excitement and confidence affect everyone around you.

Your team is inspired and takes more action – people are more interested in your biz – it's easier to recruit strong new leaders. That's what happens when you IGNITE your WHY, and that's what this audio is all about.

You're about to learn 4 simple steps that will help you IGNITE your why. This is the exact same process being used by people who are in massive action and doing well in their business.

And as you start using these ideas, you'll start to feel more excited and inspired right away. You'll find it's easier to pick up the phone and connect with people. You'll have more confidence to approach people about your biz opportunity (even those on your chicken list)

And if you continue to use these ideas, I'm very confident you'll see your team and your check grow significantly in the months to come. I'm really excited to share these ideas with you because when I look back at all the things that have contributed to my own success in biz, everything changed for me when I ignited my WHY.

And I've seen these ideas make such a difference for people in network marketing and direct sales, so I know they can work for you too.

So grab a pen and have your worksheets handy to take notes - and let's get started into the 4 steps to Igniting Your Why.

### **Step #1 – Discover Why Your WHY is the Real Key to Your Success**

As I said earlier, most of you have heard about how important it is to have a strong WHY.

But before we move forward, let's take a moment to look at WHY your WHY is SO KEY to your success because this isn't just a nice idea, this is actually grounded in the very biology of how we function as human beings.

Here's an example that makes this easier to understand...

Whether you're just starting your network marketing/direct sales biz – or you've been doing this for a while – I'll bet you'll agree with me that this is a relatively simple biz.

But the one thing you **MUST** do to get your biz off the ground (and keep it growing) is to be in consistent business building activity.

Anyone who takes enough action in this business can be successful – it's a complete numbers game.

Now it sounds simple, but taking consistent action in your biz can be challenging because it also means experiencing consistent rejection. As soon as you start picking up the phone or sharing your biz opportunity with other people, some of them aren't going to be interested in what you have to offer.

And as humans we don't like rejection and **WOMEN** are especially susceptible to this - we tend to take the **NO's** we hear very personally. So most people in this profession are struggling and not making the money they want to for one simple reason – you're not taking enough action in your business on a regular basis.

This is where igniting your **WHY** makes all the difference. When you have a strong, compelling **WHY**, and you're really connected to that on an emotional level, it's a lot easier to be in consistent activity.

Having a strong **WHY** keeps you motivated and picking up the phone, even when you've had a totally crappy day. Having a strong **WHY** keeps you showing up to meetings and following up with people even when you hear **NO**.

**WHY** is the magic bullet, the secret sauce to your success, and frankly, it's pretty tough to make the money you want in your biz if you don't have a strong **WHY** to get you moving.

So I have a question for you... What is a strong **WHY**, really?

It's funny how we can throw words around, get used to saying them and sometimes lose sight of what we really mean. If we were to come up with a definition of what your **WHY** is, it might be something like this...

**Your WHY = a strong emotional need to solve a specific problem or create a specific result.**

Example – if you are in a lot of debt, your **WHY** could be to solve that problem, to become debt free and create financial abundance. If you hate your job, then your **WHY** would be to solve that problem, and have a way to make money that is more enjoyable.

If perhaps there's a dream that's important to you - perhaps you want to travel the world, send your kids to the best schools, or build your dream home – then your **WHY** is about creating that specific result or experience.

Let's look at that definition again...

**Your WHY is a strong emotional need to solve a specific problem or create a specific result.**

Because there's ONE word in this definition that's especially important to pay attention to and that's EMOTION - because it's our emotions that drive all our actions.

I'm not sure if you've heard of Simon Sinek, he is the author of a great book called *Start with Why* which I highly recommend you read. He has a TED talk on this exact topic that is also worth watching.

Simon shows how having a STRONG WHY is the key to creating the results we want because of how our brains are wired. He shows that our brain is divided into several parts.

The neocortex is the part of our brain that THINKS and it's responsible for logic and reasoning. When you're balancing your check book or figuring out your taxes, this part of your brain helps you analyze the ideas and so you can UNDERSTAND the bigger picture.

Then there's the limbic brain – and this is the part of your brain that processes emotion. So when you're experiencing feelings of any kind – happiness, sadness, fear, frustration, you're using your limbic brain. Here's the part that's really important...

The limbic brain isn't just the part that processes emotion; it's also the part of the brain that controls our decisions and our actions. So when you decide to pick up the phone to call a prospect, you're using the limbic part of your brain. When you decide to get in the car and go to a networking meeting, you're using the same part of your brain.

And what's important to note is this part of your brain doesn't respond to words or language – it only responds to feelings. So you heard me say before there's a difference between KNOWING what your WHY is ... and IGNITING your WHY.

When you know your why – you're using the neo-cortex part of your brain, which can help you understand what's motivating you, but understanding your WHY doesn't change your actions at all. When you IGNITE your WHY, and you're feeling emotional about your WHY, you're activating the part of your brain that changes your actions.

So, if you want to motivate yourself to take a lot of action you can't just know or UNDERSTAND your WHY – you have to FEEL it, and when you do, your biology takes over and your actions change instantly.

There's a great example Simon Sinek shares to illustrate how having a strong why doesn't just motivate you into more action, it can motivate an entire team too.

Many of us have heard of Orville and Wilbur Wright who are known to have created the first manned aircraft. Now they didn't do this all on their own, they had a small team of people

helping them every day, trying to figure out how to build a machine that could fly and carry people through the air.

What's interesting is not far away, there was another team also working on this project, led by a guy named Samuel Pierpont Langley.

And Samuel's team had some major advantages. He was very well connected and held a seat at Harvard and worked at the Smithsonian. He received a large amount of funding for his project from the War Department, which helped him hire the most skilled engineers and minds of the day to work on creating the first flying aircraft. The press reported on his every move, and everyone was sure he would be the first to succeed in creating the first powered aircraft.

In contrast, Orville and Wilbur had no connections and no money. They funded everything they did with the small profits they made from their bicycle shop. They weren't able to hire any experts, in fact, not a single person on their team even had a college degree.

So why do we all know the Wright Brothers and have never heard about Samuel Pierpont Langley?

Because despite the disadvantages, the Wright Brothers team had one major advantage over the Langley team. The Wright Bros team had a very strong WHY behind what they were doing. They all believed that if they could figure out this flying machine, it would improve the lives of everyone and change the world.

And because they believed so strongly in what they were doing, they worked endlessly on their project. They took massive action – sometimes bringing out five sets of parts with every test flight because they knew they would likely crash at least that many times.

But they were so excited about their WHY, they poured their heart into the project, and nothing stopped them. And eventually on December 17, 1903, they succeeded, and their flying invention did ultimately change the world.

So how is it that they beat out a team that had every advantage against them?

One important reason. The Wright Brothers team had a very strong WHY to succeed, while Langley's team didn't.

And that WHY ignited a level of passion and activity in them that wasn't happening in the other team, and that's why they were ultimately successful.

So – I hope you can appreciate by now, that having a strong WHY to build your biz isn't just a nice idea or a success principle. It's based in the basic biology of your body and how your brain is wired.

If you want to motivate yourself to take more action in your business, you've got to have a **STRONG WHY** to be doing it.

If you want your team to take more action, every one of them has to have a strong why as well. And it's not enough to just **KNOW** your **WHY** - you have to **FEEL** it, you have to ignite it. When you do that, you tap into that part of your brain that drives all your decisions and actions.

And instead of having to use will power to pick up the phone, you'll find you just naturally pick up the phone. Rejection won't get to you in the same way, and you'll continue taking action even when things are challenging.

This all happens because you're using a different part of your brain – the limbic system, and this is the part that governs all of your decisions and all of your activity.

So above all else, if you want to make great money in your biz, you've got to be in steady, consistent business-building activity.

**And that all happens when you learn to ignite your why.**

## **Step 2 - Clarify Your Why**

Many of you listening already have a sense of what your **WHY** is, and that's great. Some of you may not.

In either case, it's worth taking a few minutes to examine your why – to be sure that you are super clear on **WHY** you **ARE** building your business. It's also important that your **WHY** is based on what is **REALLY** most important to you, and not on shoulds or obligations.

Sometimes the easiest way to figure out what we really want in life is to identify what we don't want. Most of us are very in touch with our problems, so it doesn't take a lot to figure it out.

So let's do a short exercise – grab your worksheets, and take a moment to answer this question:

What do you most want to change about your current situation?

Are you debt, and want to make more money?

Maybe you feel stuck in a job that is stressful, unfulfilling or just not paying you enough?

Do you feel guilty because you have to leave your kids in daycare every day, and are worried you're going to miss out on time with them you will never get back?

Are you sick of having to watch every dollar, and wish you have the money to do more with your kids, or your spouse?

Do you wish you had more time to work out, or indulge in a hobby? Just have time to do what you love?

Maybe you're just tired of feeling tired. Life feels like an endless to-do list and you feel like you live on this endless hamster wheel of responsibility and obligation? Please take a few minutes to make a list of what you most want to change in your life.

And – while you're doing this, see if you can also identify the FEELINGS you have about each situation. Does being in debt cause you stress? Do you feel guilty about not seeing your kids or overwhelmed and burned out with your job.

See if you can list but the challenges and the feelings those challenges cause you. This is really important.

Go ahead and PAUSE the audio, and take a few moments to do this exercise now.

Welcome back... you did the exercise, right? If not, please go do it, because what you learn in this process is really important to igniting your why.

Now, we don't want to be total Debbie Downers, only focusing on our problems or pain.

But creating a list of what we don't want to experience makes it a lot easier to nail down what we do want. So let's go back to your list, and take what you've written and turn it into a positive.

If you're sick of being in debt, then what does the opposite of that look like to you? How much money do you want to make a year, or have in your bank account?

If you're feeling tired of missing out on time with your kids, then what do you want instead? What kind of activities or experiences would you love to enjoy with them right now?

If you feel stressed and overwhelmed with your life, how would you rather be spending your time?

Let's take a moment to look at the things you want to change, and come up with a list of new goals or dreams that are exciting to you.

As you do this, you want to be sure that these are stated in the positive. For example, you don't want to have a goal to just be "debt free" because that keeps you focused on the idea of being in debt.

And – you want to be specific, so instead of saying I want to have more money, you want to be really specific about how much you want to make. Maybe that's an extra \$3000 per month – or maybe \$100,000 a year or more.

Instead of listing your goal to have more time with your kids, get specific. How much time each day or each week? What do you want to do with them?

The more specific your goals, the easier it is to create them.

Pause the audio again and take a moment to write out a list of things you'd love to have in your life.

Now, there are a few additional questions to ask yourself as you're clarifying your WHY. When you read through the list of goals you're creating, do any of these feel like "shoulds" to you?

For example, someone may decide it's important to make \$1 million a year in their business (but they find it's very hard to motivate themselves to take enough action to achieve that goal). It could be that goal is more of a "should" – not something they really want. They may have chosen it because it they were influenced by other people's expectations or maybe it just sounded like a nice idea.

The same is true for achieving a certain title in your business. Perhaps you feel your upline or others expect you to achieve a specific rank or PIN level, but it's not as important to you. This would be an example of another "should" goal.

It's important to scrutinize your goals and dreams to see if these are truly aligned with your heart, and what's most important to you – OR, are these based on "should's" or other people's expectations?

It's almost impossible to motivate yourself to go after "should" goals, because your heart won't be in it. In order to have a WHY that ignites your passion; it needs to represent things that truly are important to you (not anyone else).

Based on the above – are there any goals you would remove from your list, or revise so they are more in alignment with what's important to you? Take a moment to look over your list and do that now.

Ok, welcome back one last time. There's just one more question to answer to help you finalize your WHY. When you read through your list of goals, are these compelling or "juicy" enough for you?

OR - are there other things you need to add to your WHY to make it exciting enough to get you moving in your business?

Here are some additional questions to consider:

*What are you most passionate about, and in what way could your business be an extension of your passion?*

*If you could make a difference for anyone or anything, what would it be?*

*How can you support or contribute to a cause, organization, individual or group that stands for something that is important to you?*

*What profound impact would you like to have on other people's lives?*

*If you look at your current goals, do you feel these inspire you to get up early and stay up late, to take massive action, or do whatever it takes to make these happen? If not, what else would you need to add to the list to feel that way?*

Take a moment to answer this final question now.

Ok – welcome back one last time.

Based on what you've discovered in the previous questions and exercises, take a few minutes to write a more detailed list or description of your WHY.

Be sure to be specific, state things in the positive, and also include the feelings you want to experience as a result of accomplishing your goals. Ideally, when you read what you've written, you want to feel excited and inspired and willing to do whatever it takes to make this happen.

Good luck, and when you're done with that come back and we'll continue with Step 3.

### **Step 3 – Connect to Your Why**

Now that you've completed the previous exercise, you should have a clear sense of your WHY, the goals and dreams that are motivating you to build your business.

This kind of clarity is important, however, it's NOT enough to completely ignite your WHY. This is because when you clarify your WHY, you're still using that THINKING part of your brain, and you already know if you want to IGNITE your WHY, you've got to get emotional about it.

So getting emotionally connected to your WHY is the next and most important step in this entire process. If there is a place where the train goes off the tracks for many people, this is it. Most people know what their WHY is, but they don't do enough WITH it, they don't connect to it in a way that sparks any real emotion, and that's what you need to do if you want to become unstoppable.

We've been referring to the limbic or subconscious part of your brain throughout this audio, and how important it is to activate that part of you in order to get into action in your biz.

Here are some interesting facts...

Your subconscious mind represents 85-90% of the power of your brain.

It's responsible for almost all of your daily existence. It runs all your physical systems; it keeps you breathing 23,000 times a day, keeps your heart beating 103,000 times a day.

It makes sure your cells grow and all your organs are functioning properly. Imagine if you had to CONSCIOUSLY think about handling all these important functions just to stay alive. The task of keeping your body running would be so overwhelming, we wouldn't be able to focus on much else.

Until now, you've likely been trying to motivate yourself or achieve your goals using your "conscious" mind – or that thinking part of your brain, which represents only 10% of the real power of your entire brain.

***What might you be able to create in your business and your life if you could utilize the other 90%?***

Learning how to communicate and tap into the subconscious mind is not difficult, but it may feel a little strange because this part of your mind responds to images and feelings (not to language). If you want to be able to utilize more of your subconscious, you need to communicate with it in ways that are likely new to you.

Here are 3 different exercises you can do just that:

**a) Write out a detailed description of your WHY using I AM language.**

Many of you have probably worked with affirmations, and this is similar, but with a few twists.

A very powerful way to engage that limbic or subconscious part of your brain so that it gets sparked up and moves you into action is to write out a detailed description related to your WHY.

For example – if your WHY centers around earning a certain amount of money so that you can do something special for your spouse, or family - then you could write about that experience. Of if your WHY is about having the money to travel or free time to do something that you really love, then you could write about that.

The key to this is that you want to write a description that paints a visual SCENE in your mind of what it's going to look like and how it's going to feel when you've achieved your WHY.

So for example – I love Italy, and one of my goals has always been to live in Italy for a few months at a time. So my detailed description might sound like this:

The sun is shining brightly as I sip cappuccino and watch the people move busily up and down the colorful square. In the distance, I can hear the bells of the old church ring out as I get up and walk into the busy street. Everything surrounding me is old – and very beautiful, and I feel so incredibly lucky have the free time to wander the back streets of this wonderful hillside town and soak it all in.

It's so nice to not have a schedule and be completely in control of my time. My business has been doing so well, I don't have to worry about what I spend in the markets and so I indulge in buying some gorgeous leather purses for myself and to take back as gifts. The leather is butter smooth in my hands and smells magnificent. I marvel at the craftsmanship and can't believe the quality of items I'm purchasing from a street vendor.

I return to the villa to have a leisurely lunch with everyone, and see that our neighbors have dropped by. It's such a treat to sit and connect with the locals and feel part of the real Italy. The smell of fresh baked bread wafts out from the kitchen and I can't wait to taste all the wonderful authentic Italian dishes spread across the large wooden table. Everything is ultra fresh and amazingly delicious.

I try out my Italian, and although it's a little rusty, I feel so grateful to have the opportunity to immerse myself in another culture. After lunch we all head to the nearby museum to check out the local art. As I marvel at the masterpieces hanging in front of me, I can't help but feel so incredibly grateful to be alive, and to have the kind of time and money freedom that allows me to live so richly.

That's just a quick example, and obviously you'd want to write something that represents your WHY.

The key is to use descriptive language. Use words that engage your senses so that as you're reading this, it comes to life and FEELS REAL to you.

AND – most important of all, you want to write about your experience as if it's happening in the present tense. This is really important because your subconscious mind can't tell the difference between reality and what it imagines.

When you take the time to write out – and more importantly read – a detailed description like this, you'll start to feel it as if it's already happening. That's the key to engaging your subconscious.

I've written out descriptions of my WHY in this way many times, and it's a little scary how powerful and accurate this exercise can be. Many of the things I've written about have happened, pretty much exactly as I've described them.

This is a powerful exercise you could do to start each day. Before you get on the phone, take a few moments to read about your WHY, and allow yourself to FEEL excited about what you're creating in your life. The more you do this, the more real your goals and dreams feel to you, and the easier it will be for you to take the action required to make them a reality.

#### **b) Use Visioning or Vision Boards**

Another tool that connects deeply with your subconscious mind is to a vision board. You're probably familiar with vision boards, but if not ... a vision board is a collage or poster you create full of images or pictures that represent the things you want.

You may include pictures of places you want to travel, or pictures of things you want to own (a new car, dream home, etc.)

Your vision board can also include pictures of things you want to do with people you love – perhaps sailing with your family, hot air ballooning, scuba diving – anything that represents what's important to you – and ultimately the WHY behind building your business.

Here's a great tip, rather than only using generic pictures from magazines, also include actual pictures of yourself or your family.

I had a friend who used to cut his head out of photographs, and then superimpose his actual photo inside a picture of his dream car, so when he looked at his vision board, he didn't just see the car, but a picture of him driving it.

So you might do that too – include actual pictures of you, your family and then surround those with other images that represent your WHY.

Many of you probably have a vision board of some kind, so let me ask you an important question. How often do you look at it? If you're like most people (and I've been guilty of this too) – you create your vision board, look at it a few times and then forget about it.

I'm sorry to say that doesn't work so well. If you want to tap into that part of your brain that can kick you into a high level of activity, then you need to look at your vision board consistently, every day if possible.

And the key isn't just to look at the pictures, but allow yourself to FEEL how wonderful it will be to experience everything you have on your vision board.

Imagine that you have these things in your life, right now – the new car, the house, the vacations with your kids, your ideal relationship. The more emotional you can get, the more real this feels to you – the more you'll ignite your WHY.

I was at a private event recently where Jack Canfield, the author of *Chicken Soup for the Soul*, was sharing how much visualization has played a part in his success.

He shared with us that when he and Mark Victor Hansen had completed their first book, they tried many times to find a publisher, but nobody was interested. They received literally hundreds of rejection letters, many of them not only declining to publish the book, but also encouraging them to drop the project because they didn't believe such a book could sell.

Rather than get disillusioned, Jack decided to use the power of visualization to keep himself motivated and in action.

He wrote out a detailed description of the results he wanted to create with the book and also put together a vision board which included a cover design for the book, and many other images that represented his WHY for writing the book.

Jack understands how important it is to ignite your WHY – so he made a commitment to look at his vision board and visualize the results he wanted with his book every single day for a minimum of 10 minutes

In fact, he believes that to truly ignite your why – you need to visualize what you want consistently for a minimum of 30 days straight. If he missed even one day, he'd start again until he'd done 30 in a row - consistently.

It obviously worked, because it kept him inspired and in action, and eventually he secured a publishing deal with Simon and Shuster. The rest, as they say, is history because you probably know that this book has gone on to be one of the biggest best-sellers of all time.

They've sold over 112 million books in the US and Canada alone – and internationally *Chicken Soup for the Soul* has been translated into more than 40 languages. There have also been many spin-offs of the book, which have added another 200 titles in print around the world.

When you ask Jack what he believes contributed to their monumental success, he credits – more than anything - the visualization he did during this time.

Visualizing or using a vision board consistently is the key because when you visualize or use your vision board every day for at least 30 days in a row, you start to activate that limbic brain in a really powerful way. You stop just thinking about your WHY, and you start feeling it deeply, and when you connect to your WHY on that emotional level, it's a lot easier to take action on your goals.

I believe this kind of visioning works in another way as well. When you keep connecting to a vision of what you want, and feeling as if it's happening right now, to me that's like an active prayer.

So I don't know what your spiritual or religious beliefs may be, but to me, visioning is like an active prayer to God or to the universe that this is what I want, this is what's important to me. And in the repetition of that – over and over – we activate some level of support that's hard to explain, but I've seen it work time and again.

There's a famous quote that's attributed to the German poet Goethe sums this up well:

*Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative and creation, there is one elementary truth the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one's favor all manner of unforeseen incidents, meetings and material assistance which no man could have dreamed would have come his way.*

*Whatever you can do or dream you can, begin it. Boldness has genius, power and magic in it. Begin it now. - Johann Wolfgang Von Goethe*

That one passage is really interesting...

*The moment one definitely commits oneself, then providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one's favor all manner of unforeseen incidents, meetings and material assistance which no man could have dreamed would have come his way.*

When you focus on your WHY... again and again, and allow yourself to get excited about it, you're making the kind of commitment that Goethe talks about. And it's amazing what can start to surface in your life when you do this, very unexpectedly.

### **c) Do something that makes your WHY feel real now**

There's another fun thing you can do to connect with your WHY that is also very powerful, and that's TO DO something so that your WHY feels real to you, right now.

For example, if your "WHY" to build your biz is to be able to travel to places you've never been, rather than just think about it, do something that puts you in that experience.

Maybe you can't hop on a plane just yet, but you could buy some travel books, and start planning your trip – or even better, watch some DVD's so you can see images and see what it's like to go to the places you want to visit. If you want to travel to Italy, start cooking Italian food and drinking cappuccinos. If you want to head to the Bahamas, start window shopping for bathing suits.

If you want to build a dream home – go out and find some home building or decorating magazines and start coming up with ideas. Go visit some open houses on the weekend and allow yourself to get excited about owning a new home.

If there's a car you want to buy – get out and test drive it, all the time. You might have to go to a number of different dealerships so you don't get in trouble, but if you get yourself behind the wheel of that car, and you smell the leather, and you have a tactile experience of how it feels to drive that car, your so-called dreams start to feel real to you.

Now you might be thinking: Sonia, I don't have time for this "pie in the sky" day-dreaming stuff and does it really help anyway.

I say YES - whatever you can do, right now, to make your WHY, your dreams feel real to you is about the most important thing you can do for your biz, because it keeps you inspired and in action.

This exercise works because instead of your WHY or dreams being way off in the future, they start to feel more attainable. When you can touch, feel, taste the thing you want, you'll excited to make that next call – or book that presentation.

It's like running the last few miles of a marathon ... the closer you are to the finish line, the more motivated you feel. So the closer your goals and dreams feel to you, the more action you'll take to achieve them.

So – to summarize this 3<sup>rd</sup> step – Connect to your Why, I'd like to leave you with a challenge.

For the next 30 days, what if you did something every day that would make your WHY – your goals and dreams, feel real to you? This would be a great way to kick off your day, so you feel inspired to get on the phone and make calls. You could take a few minutes and read the detailed description you wrote, and allow yourself to be in the middle of that experience.

Or, you could look at all the images on your vision board, and allows yourself to feel how exciting it's going to be to be able to enjoy all those experiences in your life. Or you could DO something that would make your WHY feel as if it's happening now.

If you were to do this, consistently for 30 days, you'll activate that very powerful part of your mind that does all the work – and I have no doubt you will naturally start taking more action as a result.

This is the one thing that most people don't do – they don't consistently connect to their WHY, and if you're willing to put a little effort into this, I know you'll be so glad you did.

Remember the words of Goethe...

*The moment one definitely commits oneself, then providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one's favor all manner of unforeseen incidents, meetings and material assistance which no man could have dreamed would have come his way. Whatever you can do – or dream you can –begin it. Boldness has genius, power and magic in it. Begin it NOW!*

## **Step 4 – Evolve Your Why**

So if you've completed step 1-3, you now have a greater appreciation than ever for WHY having a strong WHY is so important to your success. You can see how this is wired into your biology, and that when you have a strong why you activate that part of your brain that sparks activity.

You've also taken some time to clarify your WHY – to be sure that what you're working towards is really in alignment with what's most important to you.

And you now also have some daily exercises you can do that will help you connect to your why – so that your goals and dreams feel more real and attainable to you. As you continue to do this consistently, you'll find it's a lot easier to stay motivated and in activity.

There is one last step re: igniting your why that is important for you to know.

At some point, as YOU grow and your business grows, you're going to need to EVOLVE your WHY, and that's what step 4 is all about. This is important because what's motivating you to build your business today, is not likely what will motivate you in the future.

As you move forward in your biz, and accomplish some of your personal and financial goals, you'll find that your needs change, and you'll likely need a new WHY if you want to stay excited about building your business for the long term.

I've witnessed this happen for many of the leaders that I've coached, men and women who are making 6, multi-6, and 7 figures annually in their business.

Like many of you, their initial WHY for building their business was mostly financial – to get out of debt, buy some nice things, or have more free time with their kids, to travel, etc.

And as they met these goals, they found that their passion for the business plateaued a bit. They weren't feeling as driven as they were before. And this is very natural – because as humans, as we accomplish our goals, our needs start to change.

Perhaps you've heard of the psychologist, Abraham Maslow, who wrote a famous paper called the Theory of Human Motivation. He has a helpful diagram called the Human Hierarchy of Needs.

We've included a version of that diagram in your worksheets so you reference it. You'll see it looks like a pyramid, and it illustrates how people's motivation changes as their needs get met.

You'll see in the diagram that the very first level of human need has to do with basic survival. Our needs at this level are pretty basic but if we don't have enough food, water or sleep, we won't survive for long. If someone is in place where they don't have these basic needs met on a regular basis, they aren't thinking about buying a new car or where they're going on their next vacation – all they care about is where their next meal is coming from.

Our system is wired that way. It makes sure we get these basic needs met before we focus on anything else. Once we have our basic survival needs met, we evolve to the next level of growth which is driven by the need for security.

At this level we're motivated to make our lives more comfortable, to have a greater sense of safety for ourselves and our families. Most of the people you know are likely living at this level. As a culture we're generally not in "survival" mode anymore, but we would like to have more money, or experience a greater sense of choice or comfort in our everyday lives.

Many people are motivated to build a network marketing or direct sales business to improve their experience at this level. They may not be living hand to mouth, but they would love to have more money in the bank or things that would make their lives more comfortable and enjoyable.

Once we take care of our needs at this level – let's say we have enough money, enough nice things to make us happy, comfortable and secure – we become motivated by different needs.

Our time and energy is freed up to focus on our relationships with other people, and we all have a strong need to feel connected and loved by those around us. Once our primary needs are met, we're more inclined to want to help other people meet their needs.

You've probably seen this reflected in some of the top leaders in your company. Many of them are making enough money now that their financial needs are met, so their motivation or their WHY now becomes about helping the people on their team meet their financial needs.

As these leaders help others, they experience a greater sense of connection and love. They often receive a lot of recognition and positive feedback in the process, which adds to our sense of self-worth and self-esteem.

When we develop to this level, we have MORE than enough! We are living way beyond basic survival and now have an abundance of money, safety, and comfort in our lives. We have created meaningful relationships with others which help us feel connected and loved and important.

At this point our personal cup is so full – our cup runneth over, as they say– that we evolve into that top level of existence, which is about living your life in service to other people.

Bill Gates is a great example of someone who's evolved to be living his life at this level. When he first launched Microsoft, he wasn't necessarily in survival mode, but he was driven to make money and accomplish some very specific goals.

He wanted to build the most innovative and successful computer company in the world, and he had a vision to see a personal computer in every home in America. Over the years, as he worked hard and developed Microsoft, he achieved all that and more, and is today considered one of the wealthiest men in the world, with a net worth estimated at over 78 billion dollars.

If you follow Bill's journey, you can see how his WHY evolved as he's accomplished his goals.

At the beginning his WHY was focused around the financial needs of his family, and accomplishing the career goals that were important to him.

At some point – his WHY shifted to help others, and he's certainly helped hundreds of people in his company realize their financial goals as well. As he's achieved his own personal goals and contributed so much to his employees and others, you can see that he's also met his self-esteem and accomplishment needs.

And he's in a place now where his own cup is so full, the thing that motivates him the most, like it does for all of us, is to serve other people.

So instead of chasing money or personal goals, Bill and his wife Melinda focus on running the Gates Foundation, which channels billions of dollars through various health and development programs which improve the lives of millions of people around the world.

If you listen to recent interviews, it's obvious Bill is really passionate about doing what he can to solve some of the lingering problems in developing countries, including curtailing HIV, and

bringing clean water and medicine to areas in need. He spends the majority of his time these days running the foundation, and he and Melinda have pledged to eventually donate 95% of their wealth to charity.

Now that's a pretty extreme example, most people aren't going to accumulate that kind of wealth in a lifetime, but it's inspiring to see how many of the people involved in network marketing and direct sales companies are shifting into a similar place of service.

A leader like Donna Johnson is a great example. When she started into network marketing over 32 years ago, she was a newly divorced mom to 3 young kids, and working to make ends meet as a swimming coach.

Donna worked hard and eventually became the first National Vice President in her company and has been the #1 income earner for years. Her initial WHY of making enough money to take care of herself and her family was met fairly quickly, and that soon evolved into an even bigger WHY to help the people on her team duplicate her success.

Through Donna's leadership, she has helped over 1,000 women in her team rise to the level of Vice Presidents, and in the process achieving car status (they now drive Mercedes) and greater financial abundance for their families.

In addition to helping her team, Donna's WHY has expanded to support causes closer to her heart through her business. She has launched a foundation called Spirit Wings Kids, which supports orphanages around the world. And Donna doesn't just donate money; she and her family travel frequently to India and Africa to offer hands-on help and stay involved in the lives of many of the kids that she helps.

By evolving her WHY – Donna seems as excited and motivated to build her business today as she was 32 years ago, and no doubt she'll continue to touch the lives of many people on her team, and through her Spirit Wings Foundation.

Jordan Adler is another example of a successful leader who's WHY has evolved with his business. Jordan had struggled financially for years. He had tried his luck in 11 different network marketing companies with very little success, until a few years ago he found his current company and things started to click.

After about 10 months, his started to take off, and Jordan soon went from living in a 400 square foot room in Tempe, AZ making \$14,000 per year to becoming a multi-millionaire.

Just like Donna, as Jordan's financial needs were met, he became equally motivated to help other people reach their financial goals. As the #1 income earner in his company, he now leads a team of 55,000 and that provides him with a 7-figure annual income.

In addition to helping his team, Jordan's WHY has expanded to helping people across the network marketing industry, which is why he wrote the book *Beach Money*. This book has been bought by network marketing/direct sales professionals around the world, who've used the ideas to keep them inspired and creating more success in their own downlines.

Jordan's WHY has become even bigger, as he now donates all the proceeds from his book to KIVA.org – which is a leading micro-lending organization that helps thousands of women and their families in developing countries to change their lives by starting a small business.

Kiva has over 1 million active contributors, and in 2012 Jordan was recognized by KIVA for being their #1 contributor, personally donating over \$300,000 to that organization and literally changing the lives of thousands of women and children in the process.

I've also found my WHY has changed a great deal as well over the years. Like many of you, when I started my business, my goals were completely financial. I remember at the time, I wanted to make \$100k a year, which to me was beyond my wildest dreams.

Over the years as I've met my financial goals, I've found myself less focused on my needs and more excited about helping other people.

I get immense joy from helping women like you be able to build a business that gives you and your family greater financial security and a lifestyle you love. I especially love this profession because of how you can pay your own success forward, and be able to touch the lives of other people through your products and opportunity.

I am also very touched to hear that ideas I've shared or work I've done with clients has had a real difference for them and their teams, and for me, that's a big reason WHY I do what I do every day.

And in the last year, my WHY has expanded even more. I read a book called *Half the Sky* which brought to my attention the level of oppression that women face in many of the developing countries around the world. I was appalled to learn that although we as women enjoy a lot of freedom and privilege in the west, that over 70% of the world's poor are women, that women earn only 10% of world's income and own only 1 % of land.

I also learned that 75 million children in the world don't have access to education, over half of those are girls, and without basic education they are forever doomed to live a life filled with poverty and challenge

I was shocked to find out about the rampant sex trafficking that goes on around the world – over 3 million girls have been forced into prostitution, some as young as the age of 3, and that there are more women/girls enslaved in this way per year than the entire African slave trade of 1800s.

As I've heard more and more stories about how challenging life is for the majority of women in the world, my eyes have definitely been opened to just how good we have it here in the west...

And I've also come to appreciate what a difference organizations like KIVA and Women Empowered are making in countries like this, through the simple act of helping women start a business of their own.

As these women earn even a little money through a simple business, their lives change significantly. They invest 90% of what they earn back into their families and communities, sending their kids to school, and greatly improving their communities in the process.

I've come to appreciate that one of the fastest ways to change the world is through the empowerment of women in these developing countries, and that women in the west are leading the way by stepping into a greater place of leadership in the world.

So – my WHY has evolved from taking care of my own financial needs, to helping my clients become financially secure, to supporting women to develop more financial independence on a global level. I'm now using my business and my connections as a way to bring awareness to the issues facing women around the world, and to raise money for the organizations that can help.

And I have to say, as my WHY has evolved to this place of service, I've never been more excited about building my business.

So I encourage you to keep this idea of "evolving your why" in mind as you continue to build your own business. At the moment, your WHY may be mostly about making more money so you can take care of you and your family.

As you meet your goals, however, you're going to need a bigger WHY if you want to stay excited about your business.

I sense like Donna and Jordan and many of the other leaders at the top of this profession – you'll get even more joy from helping the people on your team experience success. And at some point, you'll likely want to use your business to support causes or projects that are close to your heart.

And let me emphasize, you don't have to be at the top of your company in order to do this, and you don't necessarily have to be making 6 or 7 figures.

I know some women – right now – who are taking \$50 a month from the money they make in their businesses to support a cause that is changing the world. This may not seem like a lot, but it gives them an even greater sense of purpose and it keeps them excited and in action.

So - if you aren't feeling totally excited about your biz at the moment, it could be time to re-examine your WHY.

Is it time to create some new goals that will stretch you and cause you to grow... or maybe you need to create a bigger vision for your business and your team? How can you use your business as a vehicle to create change or support a cause that's dear to your own heart?

If you want to stay motivated and in action, you need to keep evolving our WHY and our sense of purpose. As Maslow shows in his hierarchy of needs, people are only happy and fulfilled when we are growing, and helping others.

So that concludes the 4 steps to Igniting Your WHY program. I acknowledge you for getting through this audio and I hope what you've learned here will make as much of a difference in your success as it has for others.

I want to leave you with one final challenge. Let this be the start, and not the end. It would be easy to put this audio to the side now, and forget about it. I know how busy you are, so it would be easy to get distracted and not continue to use what you've learned in this program. But please don't do that.

It's not enough to just KNOW this information, you need to use it. If you haven't completed the exercises and questions in the handout, please do so now.

And above all else, be sure to do something to connect to your WHY on a regular basis, so that you feel excited and inspired enough to keep taking action in your business.

If you do, it won't be long before you see a shift in your results and your paycheck, and better yet, you'll have the ability then to turn around and help other people on your team do the same, so everyone wins.

Please keep me posted on how you're doing and how this program helps you. We love to hear from you, and you can email us anytime at [support@savvynetworkmarketingwomen.com](mailto:support@savvynetworkmarketingwomen.com) with an update.

Or – come join the Savvy Network Marketing Women community on Facebook and we can stay in touch there.

Let me leave you with one final passage by Ralph Marston:

*When the reason why is powerful enough, you find the strength to get the job done. When the reason why is clear enough, you develop discipline required to reach the goal.*

*When the reason why is meaningful enough, you gain access to the resources you need to make it happen. When the reason why is compelling enough, you have the persistence needed to see it through.*

*Whatever you undertake, it is essential to understand and connect to the reason why you're doing it. With a strong enough and meaningful enough reason why, you will find a way there.*

*Though the obstacles may seem overwhelming, a compelling reason why will motivate you to get past them. Though the challenges may be enormous, a clear reason why will bring you the encouragement necessary to work through them.*

*Before you begin, ask yourself why. When the going gets rough, remind yourself why.*

*Know, understand, and connect to a meaningful reason why. And you'll find a way to get it done.*

I wish you all the best in your biz. Take care everyone and stay in touch.

*Ignite Your Why!*



