

# Your 'Why'

## Why are you doing this business? Why now?

This simple exercise will help you expand your 'why'. Often, people focus more on **what** they do to build their business rather than **why** they're building a business. The people who are most successful in network marketing have a rock solid 'why'.

*Examples:*

*"I believe all parents deserve to spend more time with their children. I show people a way to stay home and provide an income to facilitate this dream."*

*"I believe all couples should be free to spend more time together. I mentor these people by showing them a way to create a residual income."*

## WHY

### Step 1.

What excites me?

*I believe...*

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What excites me **NOW**?

*I believe...*

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