

# Getting to your “Why”

The 10 Steps  
to Success

Why are you doing this business? Why now? Who is depending on you to be successful? 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.”

*Stuck on your “why?”*

If you need more time or further thought about your “why,” register for the Isagenix event *Powerful Presentations* and or purchase the 2 CD Set *Discovering Your Why* by David Wood on [IsaSalesTools.com](http://IsaSalesTools.com).

*Example: “Why” Statement: “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 am a residual income specialist.”*

## Why

Step 1. What do you believe?

*I believe*

## How

Step 2. How will you accomplish your belief?

*I will accomplish/ show people this by*

## What

Step 3. What do you do to...

*What I do is/I am...*

