

# Developing Your Why

**MAKING A PLAN BEGINS WITH A VISION FOR THE FUTURE & THAT VISION IS KNOWN AS YOUR WHY.**

## What is your why?

You're going to have challenges along the way. It's important to find a way to remind yourself everyday of what your business can help you achieve.

Your WHY is the reason you signed your Mary Kay agreement & it is why you work on building a successful business. It keeps you motivated & focused. It is something that is deeply personal, yet relatable to others.

Your WHY inspires the actions that lead to your results by sharing directly from your heart.

## WRITE DOWN YOUR WHY

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## Put words to your why

If your WHY isn't crystal clear, use the exercise below to get you thinking about it and how to express it:

**A good WHY statement has two parts. To \_\_\_\_\_ so that \_\_\_\_\_.** The first blank is the contribution you make and the second blank is the impact of your contribution.

1. Think about three or four of the specific experiences in your life when you were at your best. What made you so successful or happy in those specific examples?
2. If you were to tattoo one verb on your body, what would it say?
3. If everyone in the world were to \_\_\_\_\_ [the verb you tattoo on your body] what kind of world would it be?
4. If they build a statue of you after you die, in one sentence, what will the plaque say? She \_\_\_\_\_.
5. Complete the following statement: I wake up every day inspired that \_\_\_\_\_. [Hint: the verb you'd tattoo + the impact you have on others - #3 & #4]

[Adapted from; Out In The Job Market - Elevator Pitch, Simon Sinek]

## WHAT GOALS DO YOU WANT TO ACHIEVE?

What do you want to change, enhance or accomplish for yourself and for the people around you?

Who are the people in your life that could be affected by you having more flexibility and financial success?

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## CREATE A WAY TO VISUALIZE YOUR WHY

Keep a visual reminder of your goals in a place that you can see every day; a photo on your desk, a Pinterest Dream Board or a screensaver on your phone. Use these photos for inspiration as you experience setbacks & successes. Keep adding new photos that build on your Why.

## What is your plan?

Now that you have your Why, it's time to put it into action! Write down what you plan to accomplish over the next three months.

**30 DAYS**

**60 DAYS**

**90 DAYS**

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