

# YOUR REASON WHY: THE KEY TO SUCCESS

One of the best ways to make a positive shift in any area of your life is to have a compelling WHY. So many of us make decisions that are restricted due to money, time and convenience. However, that limited way of thinking can keep us from reaching for higher goals. Your WHY is the engine of your business. The bigger your WHY, the easier your HOW. Consider this question: If time and money were no obstacle, how would your life look?



Would I have the same job or career?

Would my kids go to the same schools?

Would I live in the same place?

What kind of vacations would I take?

What car would I choose to drive?

And what about debt, would it disappear?

How would I FEEL? Would it lower my stress  
or elevate my joy?

## WITHOUT A COMPELLING WHY you are more apt to...

- Feel discouraged
- Quit easily
- Doubt yourself
- Make excuses
- Procrastinate

## WITH A COMPELLING WHY you are more apt to...

- Drive action
- Stay motivated
- Believe in obtainable success
- Build confidence
- Persist even when you feel like quitting



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## CREATE YOUR **WHY**

What personal goals are important enough to drive me?

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What fears or limiting beliefs have kept me from moving forward?

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What are the consequences if I  
don't change?

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What are the rewards if I do  
change?

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What vision do I hold for my Purium business?

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# YOUR REASON WHY: THE KEY TO SUCCESS

How would overcoming my fear support my *vision*?

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What is my greatest *weakness* that could derail me?

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How will I overcome this?

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What is my greatest *strength* that will contribute to my success?

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How will this strength support me?

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# YOUR REASON WHY: THE KEY TO SUCCESS

Whose *help and support* do I need?

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Why is this *goal* so important to me?

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In one sentence, what is my compelling *WHY* for creating success?

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DEFINING YOUR WHY WILL INSPIRE  
MOTIVATION TO ACHIEVE YOUR  
BIGGEST GOAL

SAYING YOUR 'WHY' DAILY WILL GIVE  
THE COURAGE & PERSEVERENCE  
NEEDED FOR SUCCESS