

# Your Why

Unearthing Your True Why Utilizing the “7 Levels of Why” Method

Why. Why. Why. We always tell you to remember your ‘why’ - but if you don’t know what your why really is, how can you utilize it? Why is it so important? Your why is your driving force. It’s what makes you decide to get up and work your business. It’s the reason you CHOOSE to devote time to your business.

If your why doesn't make you cry - then go deeper because that's not your true why. Don't laugh, it's true. Keep asking yourself why until it hits you in the feels - THAT'S when you have found your purpose.

Typically by doing this exercise, you can unearth your true why - some hit it before the 7th, others need to go a bit longer. When walking through this it is important to listen to your gut, listen to what comes to you as you are walking through this. When moving to the next level, be VERY specific. If you get caught in the same responses, you are ignoring the true answer. Dig deeper.

If you refuse to dig, you are only hurting yourself and your ability to grow. Remember that “overall goal” you just answered on the previous page? It gets further away the longer you delay digging into your true why.

Let's get to it, shall we? See if you can make it to the 7th level of why. THAT is where your REAL why sits. See the worksheet on the next page to go through your 7 Levels of Why.

# *Let's start some unearthing*

1. Apply Frankincense between your eyebrows to the “Third Eye point”. Close your eyes and say a prayer, speak to the Universe, your Angels, God, whoever you are drawn to and ask for guidance to unearthing your true driving force for working this business - your “why”. Ask to be open to the answers that will come and for guidance on this journey.
2. Ask yourself - "What's my goal for my business?" Write it down. Seriously, write it down. (Example answer - diamond this year)  
Your Answer:
3. Now, ask yourself “Why is that my goal?” Write down your answer. (Example answer - Because the financial freedom diamond offers would let us get ahead)  
Your Question:  
Your Answer:
4. Now, ask yourself a why question based on that answer and write it down & answer it. (Example - Why is financial freedom important? answer - Because we could stop worrying about debt.)  
Your Question:  
Your Answer:

5. Again - ask yourself a why question based on that answer and write it down & answer it. (Example - Why would not worrying about debt be important; answer - Because I could concentrate on the moment and enjoy time with my family.)

Your Question:

Your Answer:

6. Again - ask yourself a why question based on that answer and write it down & answer it. (Example - Why is concentrating on the moment and family important? Answer - Because I've missed out on so much time I could've been with them - I need to be present.)

Your Question:

Your Answer:

7. Again - ask yourself a why question based on that answer and write it down & answer it. (Example - Why is being present important? Answer - I want to be able to be with my family while we explore everything the world has to offer.)

Your Question:

Your Answer:

8. Again - ask yourself a why question based on that answer and write it down & answer it. (Example - Why is being together and exploring new things important? Answer - Because when I grew up, my parents were always there - they afforded me some amazing experiences, but often there wasn't the time or money to do it with me. Example - I wish they could've been with me when they sent me to Europe for 3 weeks. I want to explore Europe with my husband and sons, I want to take the time to teach them about the world by being present around the world. I don't want to be

working so much that my kids remember me working instead of being with them.)

Your Question:

Your Answer:

As you can see in the example, the initial why of "financial freedom" is not actually the true why. The true why is because longing to spend time with family traveling and being present. That hits you in the feels.

*LET'S REFLECT*

Write your initial "Why" here:

Now, write your "true why", what surfaced after the 7th level:

How will knowing your true why affect how you run your business? Write 3 ways in which you will change your business based on knowing your true why?