

## Why Define Your "Why"?

Our subconscious minds work a bit like a radio tower that sends out a signal that, in turn, motivates us toward something or against something. Our focus tends to be heavily influenced by our subconscious mind and it is vitally important that we train our subconscious mind to send out the signals that will help us move in direction we want to move in. I recently did a mini-series helping people understand what hinders and motivates us, but the series barely scratched the surface.

The important point I want to make in this introduction is that our subconscious mind influences us an incredibly great deal and if we train this part of our mind in the right way we can be motivated toward our goals and dreams rather than toward what society tells us to focus on (the newest whatever to buy or simply that we don't look as good or seem as successful as typical media personalities).

The key to programming your subconscious mind the way you want to is to understand why you want what you want. Why do you want to create a business for yourself? Most of the time when I ask this question, people tell me it's for their family or because they want freedom. While it is true that people start a business for the money AND to help their family, there is always a deeper reason. In itself money is, at greatest, simply a tool. If you want to be really motivated toward your goals you will need to probe deeper than with the simple answer of money.

We are all self-focused creatures. When you realize that what motivates you is not to help someone else (like your family), but rather because there is a deeper desire you, it will help you connect with what really motivates you, which will help with procrastination. Have

you ever wondered why you don't do what you need to do to grow your business even though your family needs more money? It's because family isn't a strong enough motivator for most people.

## **How You Define Your Why**

As I just pointed out, in order to truly be motivated toward your goals you will need to delve deeper into your desires and values than simply getting what you want right now; money. I am about to teach you an exercise that goes a long way to understanding your deeper desires and what gets you out of bed each morning. When I do this exercise with people I typically need to ask the basic question at least 3 times. With some people I have asked the question 5-6 times before getting to the core of a person's desires. Because I've done this exercise with thousands of people, I'm pretty good at it now and we usually discover something within 5-10 minutes or even less. If you choose to do it on your own, feel free. Know that I had to figure this out on my own and it took me months of experimenting to get it right.

What I am teaching you is how to get down into your subconscious mind (centre of emotions and motivations among many other things). When you are done you should experience emotion! When I got this right for myself the first time I ended up crying quite a bit by the end. While you don't necessarily need to cry I cannot emphasize enough that in order to get full benefit out of this exercise you will need to keep going until you experience strong emotion. One more tip before I get into it: This exercise should take time. If it takes you 5 minutes in total, you probably haven't done it very thoroughly. It can easily take 30-45 minutes of soul searching... and it's worth the effort!

1. Ask yourself why you want to succeed in business (money, family, etc.). The first time you ask this question you can simply take the first thought that comes to mind.

-For example: Why do I really want to start a successful business?

-To make more money

2. Ask yourself why you want the answer you gave for the first question. An example here is maybe you said you wanted money or security or you may have said you wanted to help your family. You now need to ask yourself why you want the money. The second time you ask this question the answer will be a little more difficult to discover. That's ok, work through it. If this step takes a few minutes it is well worth it.

-Example: Why do I want money?

-To help my family

-To have freedom to do what I want in life

3. You now need to continue asking yourself why in the sequence set above. Keep going.... This is the most difficult part. Each time may take longer to do all the inward processing that is needed. The good news is that this is the absolute least expensive good therapy you will ever receive:) For step three you need to continue asking why until you have reached a deep emotional place within yourself that you know is essential to who you are and want to be.

-Example: Why do I want freedom?

-Because I've always had to rely on other people for help

-Why don't I want to rely on other people for help?

-Because I hated feeling small when I was a kid and people told me I couldn't do something

-Why don't I want to feel small?

-Because nobody has ever seen my value or understood that I have a ton of potential. I HATE THAT! I hate that I've always felt small

and insignificant and that people don't listen to me. I want to have a voice. I want to be valued. I want to have people believe in me. I want to prove myself

4. Once you have reached that deep emotional space you need to ask yourself: How will I feel when I realize the answer I am actually seeking deep down (the answer to the last time you had to ask 'why'). Connect to your emotions here. The more you emotionally connect with yourself the deeper and more solid your goals will be attached to your deepest desires.

-When I prove myself and realize success and people listen to me and respect me.... I will finally feel the freedom I so deeply want. I will have confidence in myself and be able to take action and build momentum instead of sitting on the sidelines and questioning myself. This will be the freedom I want

5. Now ask yourself: What difference will achieving what I want and may need on a deeper level make in the lives of others around me?

-When I have freedom to become what I'm capable of... I'll be able to share this with others. Others will begin to believe in themselves. I'll be able to help my kids and my partner and my community!

6. Last question: When I see the difference this makes with those around me, how will it affect me? Again you are bringing things back to that which most connects with you on multiple levels.

-I will feel good. Extremely good! I'll be able to look at my life and feel pride for how resilient I am and how hard I've worked to break free from my family tree of mediocrity and insignificance!

I would recommend that you write these answers down because they can now form the basis for your own WHY statement and will be the backbone of your goals and dreams moving forward. Your ability to

achieve your goals will multiply when you do this. Not because it is magical or contains ingredients to some sort of mind potion. The best psychological research shows that there are clear connections between your deepest emotions and your motivations to do every day tasks that bring you toward or further from your goals.

Note: If practicing this exercise hasn't taken you to a deep emotional place... no worries. It simply means you aren't connecting with yourself in a deep enough way yet. Many people aren't able to get there right away and you need to be prepared to have emotions come up that will be uncomfortable (remember that this took me months to figure out on my own). If you are terrified of uncomfortable emotions it may take a few times to feel relaxed enough to connect. Keep going and you will absolutely know when you have connected with yourself in a deeper way.

### **When To Review Your Why**

I hinted at a WHY statement just now. What is a WHY statement? It is simply what motivates you written out in a longer form than a few words. Mine is 5 paragraphs long with a few sentences per paragraph. I wrote my WHY statement shortly after I reached that deep emotional place with this exercise. In my WHY statement I focus on what I want, why I want it, and how I will feel when I achieve what I want. I've simply used the questions above and filled them out a little more. I've had clients who have short WHY statements (a few sentences) and long WHY statements (an entire page). It doesn't matter as much how long it is. Mostly, it matters that you take action and connect with yourself. I've changed parts of my WHY statement multiple times over the years in small ways, but I don't even need to change it in big ways because I connect with it so well. Take the time and energy to do this well and you'll never need to work this hard at it again.

If you've taken the time to go through these questions well and then written out your WHY statement, you have completed the most difficult and longest part of motivating yourself consistently. The second part is easier day-to-day, but will be difficult if you don't have a regular routine to your day. Almost every successful person I have ever met or read about has a consistent daily routine. I talk about this in my Fundamentals Program as well as my 1-2-1 coaching. I'm thinking of creating another program completely dedicated to morning routines because almost every successful person I know has one.

The last step to this exercise is to remind yourself at least once a week why you are doing what you are doing. You don't need to complete the exercise again and again. You simply need to remind yourself of the final answers you came up with when doing the exercise. This is why you wrote out a WHY statement. It is easy to read and takes you a few minutes once a week. You may not see a lot of results in the first week or two, but stick with it and make sure you are reviewing your goals each and every day (once in the morning and maybe even once at night). If you follow what I just suggested, you will begin to see a difference in how much you accomplish and how you are beginning to think differently. I sincerely believe that if you practice these reminders once or twice each day and read your WHY statement every week for two months you would be in a completely different place when it comes to making decisions that move you toward your goal.

## **Summary**

I began this pdf by comparing our subconscious mind to a radio tower that send out signals. Even though it isn't always obvious to some individuals, the small decisions you make each day toward or away

from relationships/money/business ideas are almost always influenced by your subconscious mind. I want to challenge you to work toward your dreams by taking a step back today and working on the part of your mind that will ultimately help work toward or against your goals. While there is much more to success than focusing on what you want, this is a very important early step. I've included a worksheet with some space for you to write out what motivates you.