



EXERCISE I: Create Your WHY

What personal goals are important enough to drive your desire to succeed?

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

What are the consequences if you don't change?

What are the rewards if you do change?

What vision do you hold for you career, health, relationships, or creative expression?

How would overcoming your fear support your vision?

What is your greatest weakness that could derail you?

How will you overcome this?

What is your greatest strength that will contribute to your success?

How will this strength support you?

Whose help and support do you need?

Why is this goal so important to you?

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

When you clearly define your WHY, you'll understand what's at the heart of motivating yourself, what you want to attract into your life, and what your biggest dreams are. This clarity will give you the discipline to joyfully, authentically, consistently, and enthusiastically stay in the game and create success.

And by reviewing your WHY on a regular basis, you'll have the drive to dream bigger, set higher goals, and stay in the flow of creating bigger and better results. Your WHY will drive your discipline, your accountability, your belief, and your determination. It will ground you through the ups and downs of your journey, and keep you always moving forward.

The success you dream of becomes readily possible when you are inspired by the overwhelming clarity of your own personal WHY.