

Start With **WHY**

*We all have goals, but it's important to ask "**why**." Why do you want to lose weight? To eat healthier? Or to get sexier? Without clarity, there are only generic answers, & they're plausibly not your real "why." Dig deep & discover the real source behind motivation, your true "why."*

Here's how. A more concrete "why" is a lot less obvious and creates a powerful reason to pursue that which will give you a sense of purpose and accomplishment.

This is known in psychology as Intrinsic Motivation, which will help get you much farther with your goals

Step 1: Sample objective

Let's say your goal is to make an extra \$20,000 a year.

WHY? Your answer might be: *"So I can pay my debts and bills, and not struggle so much."*

Ask **WHY? Again.** Your answer might be: *"So I can live better and feel more confident."*

Ask **WHY? Again.** What would living better do for your confidence?

Your answer might be: *"So I can be more happy with myself and do things I know I'm capable of."*

Your own "why" exercise might be more detailed and take fewer or more "whys." The point is to keep asking why until you arrive at your ultimate

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reason for pursuing your goal. Take your time with this exercise and be patient. When you've found it, hang onto that "why."

It's surprisingly powerful.

Step 2: Real Exercise My TOP Objective is:

WHY? Your answer:

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WHY? Your answer:

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Don't stop till you hit that "aha deep emotion moment"

WHY? Your answer:

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Save it as a constant reminder to yourself as to "**WHY**" you do something.

Return to it when your motivation falters, or when you're struggling to see

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the results of your work. Maybe when you hit that plateau and you're not sure where to go, come back and read your "why" again.

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