



YOUR



WHY



guide
by MiA

Defining your Why

If you are stuck, in doubt and things don't work out as expected, if people try to talk you out of your dreams, fear creeps in and you feel like giving up.

It is your WHY that keeps you going, that motivates you, that brings back excitement and joy in times of uncertainty and struggle.

If you have a strong WHY, you won't stop working on making your dreams a reality - even if the road gets bumpy, you will get back up when you have been torn down, you will keep going when you feel like quitting, you will put all your heart and soul into it and you will do whatever it takes to make it happen.

"If you are working on something that you really care about, you don't have to be pushed. the vision pulls you."
- Steve Jobs

Yet before working on your WHY, there is one step you can not miss.

Ask yourself WHAT you want. To make this more accessible start with writing down your goal(s) for one area of your life.

It is easier to do this one area after another, so you do not get overwhelmed.

Step 1 Goals & Vision

Pick one area of your life (e.g. Career, Relationships, Health...)

Ask yourself: How do I want this area of my life to look like, envision your ideal career for example. Be specific and do not limit yourself, dream big ;)

- What are you doing?
- How are you feeling?
- Who are you surrounding yourself with?
- Where are you?
- What are you wearing, eating, listening...?

Creating a Goal statement:

Use “I choose” instead of “I want” to remind yourself that you are in power (You can start writing down “I want” statements as this often comes easier - we are used to think that way ;) and later switch it to “ I choose”)

I choose to

To give you some action steps, I recommend to break your goal down into smaller steps.

Ask yourself what you can do to achieve your goal. What steps can you take to get where you want to be?

Step 1 Goals & Vision

Here are two examples:

1. I choose to take good care of my health

Broken down into

I choose to exercise twice a week

I choose to take my vitamins

I choose to eat vegetables at least once a day

...

2. I choose to start my own business

Broken down into

I choose to follow through with one business idea

(decide) so I do not get overwhelmed

I choose to educate myself on how to start a business

I choose to get help from a mentor, a fellow business owner, a coach

...

Step 1 Goals & Vision

My ..Career, Health, Relationship..... Goal

I choose to

Step 2 Your Why

So after you are clear on WHAT you want, lets dive into defining your WHY - the reasons behind your actions.

As fear and pleasure are the biggest motivators, you want to take advantage of this neurological reality.

Therefore Step 2, Your WHY, consists of two lists. The fear and the pleasure list.

The fear list (NEGATIVE outcomes)

Think about what happens if you do NOT achieve your goals.

List every negative thing that will happen if you do not achieve your goal, create horror scenarios and put in as much negative feeling as you can, let fear come up, panic, desperation, get scared, be specific, detailed and creative.

Step 2 Your Why

The fear list (NEGATIVE outcomes)

Step 2 Your Why

The pleasure list (POSITIVE outcomes)

Think about what happens if you achieve your goals.

List every positive thing you will gain from achieving your goal. Think of all the great things that happen when you achieve your goal, all the good stuff, all the amazingness that comes with it. Put in as much positive feelings as you can, feel the excitement, joy, bliss and happiness and all the other positive feelings you can imagine.

Step 2 Your Why

The pleasure list (POSITIVE outcomes)

If you want to, you can now pick your favorite POSITIVE outcomes, that generate the most positive feelings when reading or thinking about them and write them in this beautiful template I created for you ;)



Step 2 Your Why

I recommend using the positive list to remind you of your Why, because I want you to generate positive feelings.

But if you feel like you got lost, off track and the positive outcomes you can expect from continuing to work towards your goal are not enough to motivate you. Take a look at your horror scenarios, dive into the negative feelings, get scared and then come back to the greatness you are heading towards.

If you have any questions I'd be more than happy to help!
I hope you enjoyed working on your WHY!

So much love

Mia