

What drives you to work harder, complete lead-generation activities and pursue a better life? Knowing your “why” will enhance your motivation to do the daily activities that build your business and database while providing a strong impetus to accomplish your goals.

# Finding Your “Why”

## When you’ve found your inspiration...

- **You feel the creative boost** necessary to view challenges as opportunities to find innovative solutions
- **You attract positive energy** into your life
- **You feel that you can utilize your full potential** on a daily basis
- **You’re doing what you love** and feel that you are making a difference every day

## If you feel uninspired, you may...

- **Feel creatively blocked** when a challenge arises
- **Be consumed by negative emotions**
- **Feel stuck or resentful** for not having the opportunity to live up to your true potential
- **Find it difficult to craft a vision or plan** for the future

## 5 Questions to Ask to Help You Find Your “Why”

- *Why am I in this business?*
- *What do I like about what I do?*
- *When do I feel fulfilled or happiest?*
- *When do I feel that I am maximizing my full potential?*
- *What does my life look like in a year? Five years?*

## Reassess Your Priorities

What means the most to you? Is it your family? Achieving financial freedom? Growing your business? If you’re having trouble finding your motivation, it may help to think about your priorities. When your priorities are in order, you’re able to:

- **Know** your purpose
- **Add value** to each day by choosing activities that set you closer to your goals
- **Find** contentment

Since your priorities may shift as you achieve your goals or experience changes in your life, it’s important to reassess them as often as necessary.

# 7 Tips to Help You Find Your Inspiration

**What inspires you? Follow these suggestions to find your answer:**

- 1 Visualize the life you want to lead and devise a plan to achieve it.**  
By creating a series of small action steps necessary to make your goals a reality, you may be able to find your motivation to succeed.
- 2 Turn off your gadgets** for an hour to reconnect with your internal voice.
- 3 Get inspired by others.** The most inspirational stories feature people who continued to persevere in the face of adversity. Think of a movie, song or book that moved you. Why do you think it did? Your answer may help you find your “why.”
- 4 Connect with other professionals** at a conference or seminar, or have lunch with a mentor. Networking with other professionals and remembering why you’re in the business may be just what you need to get motivated.
- 5 Get moving.** To get your creative juices flowing, go for a walk, run or bike ride around the block.
- 6 Get outside.** Fresh air fosters fresh ideas. Enjoy the beauty of a spring day or the serenity of a local park.
- 7 Find inspiration in your struggles.**  
By looking back at the struggles and setbacks you’ve overcome, you may inspire yourself to thrive.

