

## **Discovering Your Why**

Knowing your “Emotional Why” is foundational to your success in Mary Kay. An Emotional Why is not to become debt free, to pay off a bill, build a new home etc. Those are all great, but they are tangible whys. An emotional why is what makes your heart go fast, maybe even bring you to tears. It’s the something that regardless of how tired you are, or how inconvenient keeping your MK commitments to yourself and others – you are on it!!!! Many time the Emotional Why is the fuel behind the tangible why.

The first time through the questions, jot down the first answers that come to your mind. Continue to ask yourself the questions over a couple of days. It may seem repetitive, but you will be surprised when out of the blue, something totally new comes out of your subconscious mind. That could be a key to unlocking your Emotional Why.

1. Why did I join Mary Kay?
2. At what point in building my business will I truly feel successful?
3. What will be in place in my business and personal life when I reach this point?
4. How will I feel when I achieve this vision?
5. How will my children feel about me as I achieve this vision?
6. What will my spouse think about me when I achieve this vision?

7. Is there anyone in my past/present who didn't/doesn't feel that I could build a successful business and who I would like to perceive me as a success?
  
8. If I had more than enough income to meet all of my family's immediate needs, what would I do with my additional time and money?
  
9. Why am I committed to making my business a success?
  
10. In whose life will I make a difference when I am successful in my business?

I would be honored to explore and learn more around your Emotional Why. When you have worked through these questions multiple times, let's reserve some time to talk. This will amplify greatly my ability to coach and support you effectively.