

The Isagenix Training Program

Going From “Yes!” To Executive and Beyond

Discovering Your “Why?” – Decoding the Success Equation –

Now let's go to work on Discovering Your “Why?”

Today, many Network Marketers focus too much on how to do things – like, how to find a customer, and how to build a team – but what truly drives success is knowing why you're doing it in the first place. It's true... The person who has a clear and compelling reason “Why?” they are building their business, will almost always outperform the person who simply knows “How?”

It's not that knowing “How?” doesn't matter... Far from it. Knowing how you are going to build your Isagenix business matters a great deal. But in the beginning knowing “Why?” matters even more.

Because knowing your “Why?” gives you the fuel to push through challenges, develop new skills, and stay focused even when things get tough. The best part is that once you have discovered your “Why?” you will figure out the “How?” somewhere along the way.

The Greek philosopher Aristotle may have summarized this point beautifully when he wrote: *“The things we have to learn **before** we can do them, we learn by **doing them.**”*

Today, most Isagenix Associates will hear that same thought put into these words: If your “Why?” is strong enough, you will figure out “How?”

But what does that mean? It means that when you have a clear and compelling reason “Why?” you’re building your Isagenix business, then you’re more likely to do whatever it takes to succeed. You will learn “How?” to accomplish your goals along the way.

So, here’s a question for your consideration: Do you have a clear, and compelling reason why you are going to build your business? If you do, great! And if you don’t, that’s okay. Just keep listening...

Because, if you're like most people your initial reason may be, “It's about the money!” And there's nothing wrong with having a strong financial reason for wanting to do this. However, over time you will probably want to decide how much money, and what the extra money is for...

For example, you might choose to use some additional income to help make a car payment, retire some debt, or hire a housekeeper. Some have used their additional Isagenix income to travel, experience a fun shopping day, or enjoy meals together with family and friends.

What about you? If you had some additional income, and the time to enjoy it, what would you do?

If you're not sure, then take the time to answer the following three questions. These three questions will help you uncover your personal reason for building your Isagenix business; What we call, *Discovering Your "Why?"*

After each question, please pause the program until you have your answer.

Question #1: What is the biggest problem in your life right now? Is it money? Is it time? Is it something else? Please pause and answer the question.

Question #2: If you could earn an additional \$500 per month or more, what would you do with the money? Please pause and answer the question.

Here's the big one. Question #3: What would you like your life to look like five years from now? After all, the best way to look forward to your future is to create it. Please pause and answer the question.

Did you take time to answer each of those three simple questions? What is the biggest problem in your life right now? If you could earn an additional \$500 per month or more, what would you do with the money? and What would you like your life to look like five years from now? Your answers will help you uncover the reason you are building your Isagenix business... They will help you discover your clear and compelling reason "Why?"

When you know your “Why” – even if it's about the money – and when you further reflect on Aristotle's advice that: “The things we have to learn before we can do them, we learn by doing them” then great things can happen.

Here's what we mean... As we've been discussing, you will begin building your business by sharing the gift of Isagenix with the people you care about most. At the same time, you will go to work on getting better. It's that simple three-step system: Learn, Apply, Repeat... You **learn** by reading ten pages of a good book every day. Listening to 30-minutes of an audio training program every day and attending four Isagenix events every year.

You **apply** what you've learned by sharing the gift of Isagenix with others. And you **repeat** those steps in order to keep moving forward.

It's the combination of sharing the gift of Isagenix **and** focusing on getting better that will allow you to build your business while you figure out “How?” along the way.

And if you're still not sure how to get started, then immediately follow these three steps:

Step 1: Use the products every day so you become a product of the product. We know that sounds simple, but sometimes it's the simple things that get overlooked.

Step 2: Go to work on mastering the fundamentals: prospecting, presenting, duplicating, and leadership. This

training program, along with the books, audios, and events will help you learn those fundamental skills.

Step 3: Share the gift of Isagenix over and over again. Because *“The things you have to learn **before** you can do them, you will actually learn by **doing them.**”*

Now take a moment and write down your answers to each of the following questions we posed earlier. You remember:

Question #1: What is the biggest problem in your life right now? Is it money? Is it time? Is it something else? Take the time to write down your answer.

Question #2: If you could earn an additional \$500 per month or more, what would you do with the money? Take the time to write down your answer.

Here's the big one. Question #3: What would you like your life to look like five years from now? After all, the best way to look forward to your future is to create it. Take the time to write down your answer.

Lastly, use your answers to discover your “Why?” Then write down the clear and compelling reason “Why?” you **are** going to build your Isagenix business. Then, add your “Why?” to your phone as a screen saver, write your “Why?” on a sticky note and post it on the bathroom mirror, put it anywhere you will see it every day to remind yourself “Why?” you are going to succeed!

And always remember, “If your “Why?” is strong enough, you will figure out the “How?”

It's important to write your answers down on paper and share them with your support team too. When you have accomplished those two important steps, then you will be ready to move on to the next program where we will be sharing a proven goal setting formula that will help you set the right goals so you can achieve them. When you're ready, continue to the next segment.