



## 5 Passionate Purposes That Will Drive My Success

**DO YOU KNOW YOUR WHY?** The motivation, purpose or belief that inspires you to do what you do? Your purpose (your why) is the key to motivating you to do the things that unsuccessful people are unwilling to do.

- Purposes are not logical (pay my rent, fix the roof). Purposes are sentimental and emotional (grow as a leader, be my own boss so I never miss my kid's events, travel more).
- Logic is based on need, while emotions are based on wants and desires.
- Needs will push you only so far, but your wants and desires will keep pushing until they are satisfied.
- No one works for a company because they love selling. They do it because *they love who they become in the process and for the reward of helping people*. So, think in terms of emotional purposes when you finish the sentence, "I want to build this business because..."

1.

2.

3.

4.

5.