

Why Everything Must Start With WHY



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Everything I do is to help transform Micro Businesses into valuable assets by creating structure, opportunities and financial stability.

This simple statement took me months to develop but has helped me develop my dream business. When I am doing this I am in the ZONE. Time stands still and there is absolutely nothing else on my mind. I am doing exactly what I was born to do. It is one of the most powerful tools I have ever come across.

I believe that our main obstacle to a Micro Business Owners Success is a fundamental lack of focus. The fact is that what ever you focus on is what you bring into your life. If your life is full of chaos then it may be that your not focusing on anything in particular. You may not really know what you want and your outside world reflects that. The fastest way to achieve anything is focus. The more precise your focus the better your chances of realizing your objective.

BUT THAT'S NOT ENOUGH!

Why settle for anything short of what you really want to do. If you are going to focus on something why not make it exactly what you love doing? Or at least as close to it as you can get? Are there certain things that you always wind up doing? Do you always seem to be in a particular type of situation? Did you ever wonder why? Do you think it is just a coincidence?

Let me give you an example: When I was a teenager I loved playing sports. Football, baseball, basketball.....it really didn't matter as long as I was playing. It always seemed like I was the one organizing everyone. I made the calls, I made the pick up, I found the field and other teams to play. I would complain sometimes that I had to do all the work but it fell on deaf ears. Yet, I would find myself doing it the next time-if I wanted to play. Why did I wind up doing something I said I wasn't going to keep doing? At the time I had no idea why. Now I do.

A few years ago I stumbled on a video by a guy named Simon Sinek. I watched and listened with fascination. He had conviction in his voice. You could tell that he truly believed in what he was saying and that he wanted as many people to get what he had. He said that what he had learned had profoundly changed his life. What he does now is inspire people that want to inspire other people. You can watch him explain it all on the website TED.COM or just click the link to the right. [Start With Why Video-Simon Sinek](#)

The video was intriguing enough for me to visit his website and Discover my WHY. Going through the process he laid out was was A LOT of work. The instructions were fairly simple but forced me to really think. At times it called for me look at my past that I made me sort of uncomfortable. I had to remember how things made me feel and sometimes there were situations that didn't make me feel so good. As I approached the end of the project everything started to become clearer. I understood exactly what each exercise was for and how the stuff I really wanted to do now was starting to take shape as far back as I could remember. This was definitely life changing!

Why is *WHY* important? Because the *WHY* is what puts me in that *ZONE*. I love what I do and I am focused on it. The more I do it the more I want to do it. What better way to spend my working time? I don't even consider what I am doing work. That's why everything you do must start with *WHY*. It will ensure your success because when you are in your *ZONE* you are the most productive.

If you really want to be Successful you must be as productive as possible. Investing the time in yourself is the best investment you can make in your business. Give it a shot. Just ask your self two questions.

- 1: What do I have to lose?
- 2: What am I willing to do for My Success?

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