

CHAPTER 2

DEFINING YOUR WHY— DISCOVERING YOUR VISION

**“KNOWING HOW YOU WANT TO FEEL IS THE MOST
POTENT FORM OF CLARITY YOU CAN HAVE.”** —Danielle Laporte

What moments would you include in a highlight reel of your life? Are there some favorites that immediately come to mind? Maybe you'd show a memorable birthday, your wedding, participating in your favorite hobbies, accomplishing something hard, the time your children were born, or that carefree day at the beach. Take a minute to think about those moments and what made them special.

Now share your highlights here. **What do you consider to be the top moments in your life?**

1. _____
2. _____
3. _____
4. _____
5. _____

Taking time to celebrate the good moments thus far is the first step in discovering where you want to go next.

We are better able to perceive our reality when we're rooted in what's good. Sure, it's easy to rattle off the problems and challenges life has brought you in the past, or talk about everything that's going wrong in your life right now. But that just results in a cluttered brain space. To begin anew, you have to elevate your thoughts and focus on the positive, happy aspects of life.

After you've taken a minute to think through some of your greatest moments, let's look to the future.

Think about this question for a minute or two. We'll get more specific in a minute, but this umbrella question is a great place to start thinking.

What are the deepest desires of your heart?

Your future is full of possibility, and seeing life through the lens of possibility is like removing the filters from possibly cloudy vision. When you eliminate the “shoulds” and “have-tos” and toss out the “I can'ts” and “that's impossibles,” you're left with a clear picture of what you really want. You open yourself to a future you deeply desire and, we dare say, deserve.

For most people, the mere mention of this makes their brain start churning with the same negative self-talk they've been hearing for decades. Mixed in with that is a replay of all the so-called wisdom from naysayers trying to "give a dose of reality." If you experienced a similar reaction, it's time to get those thoughts out of your head. And it's time to create a new, powerful and fulfilling future.

First, why do you want to build a Nature's Sunshine business? As we've previously discussed, you may be interested in simply having your product order paid for every month. Some may want to provide a modest supplemental income, while others will be interested in growing a thriving business. These are results of your work, but they might not be your why.

- **Do you want abundant health and natural solutions to be readily available to you and your family?**
- **Do you want to help family and friends experience quality health products and find alternative ways to support their families, both in product and financial resources?**
- **Do you want to build a strong and sustainable income to be able to bless your family, but also find ways to give back to humanitarian projects with both time and money?**

Whether you resonate with one of the above questions or you have a deeper or different motivation or drive, we want you to explore the following questions as you build a purpose-driven business on your own terms. This is your opportunity to uncover a driving passion for your business, get rooted in a purpose that fuels your mind and is in alignment with your current responsibilities, and to define what prosperity means to you.

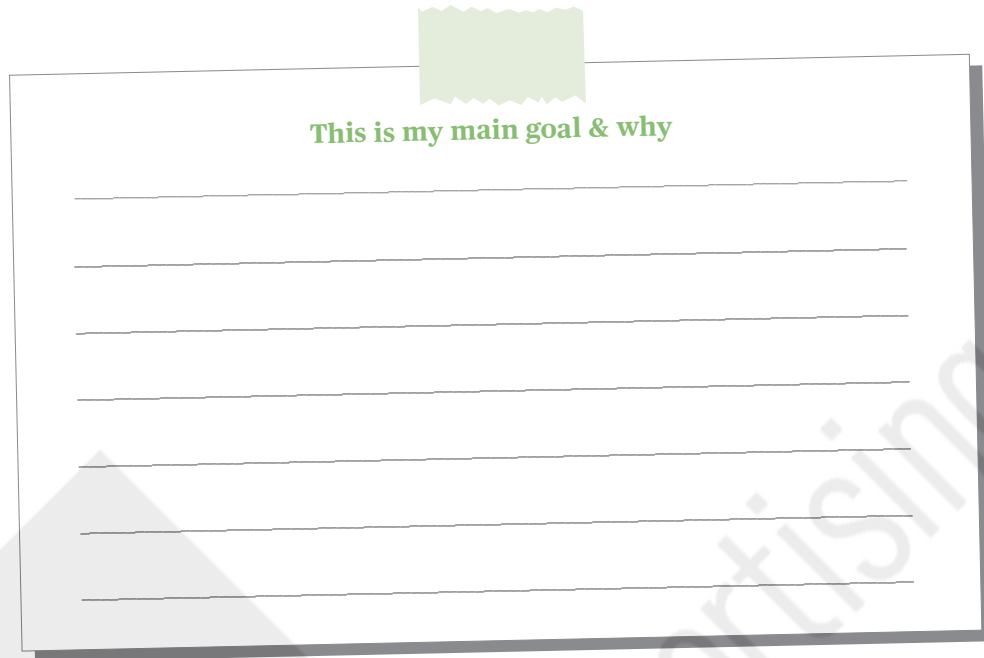
What does "success" look like to you?

How does building a Nature's Sunshine business help you reach your goals?

What feelings do you want to feel more of in your life?

Why are these important to you?

We have found over the years that it's not the goal that makes you successful, it's WHY that goal matters to you. You can want something, but if it isn't rooted in a powerful "why" then it won't come to pass. If you feel like you have discovered a solid why, write it on a 3x5 card and place it where you'll see it every day.



This is my main goal & why

Now that you've spent some time discovering WHY you want to build a Nature's Sunshine business, let's talk about the TOOLS you can use to set motivating and fulfilling goals. Consider this thought by Tiffany Peterson, **"Your mind must arrive at your destination before your life does."**

As you go through these goal exercises, allow your brain to open up to new possibilities. Each of us has an innate, human desire to be challenged. We are driven by it, and we often learn from our experiences to set a target and hit it. Even if we don't reach our intended goal or destination, we gain strength in trying. Getting an education, building a savings account, becoming a top Nature's Sunshine leader or tackling a physical challenge (e.g. running a marathon) are all worthy goals, as are providing for your family, expanding your knowledge and expertise through reading, and choosing to find happiness every day. Whatever your desires, they can be fully realized in a well-stated goal with a plan to achieve it.

A NEW APPROACH TO GOAL SETTING (adapted by Raymond Aaron)

Anyone can set goals, but take a new approach and watch your brain open up to new possibilities. Raymond Aaron created a framework called MTO which stands for **Minimum-Target-Outrageous**. Instead of setting one goal, you set a target goal, with a minimum goal and an outrageous goal so you have a window allowing greater success. Some are afraid to set outrageous goals, but once they consider the possibility (or attainability), the brain goes to work to make it happen.

Whether your goal is to become an Area Manager or to hit a certain income number, we need to translate that goal into action items. How many invites will it take? How many calls or contacts? How many of those calls turn into customers and then into sharers?

Big goals help us define our why, and the MTO can be used to define the how. If you want specific ideas for actions that will help you reach your goals, we offer some suggestions in Chapter 4 (Choosing Your Path to Prosperity). But for this exercise, brainstorm the MTOs for each task.

For example, what if you wanted to set a goal to make a certain number of calls a week? This is how you'd apply Aaron's MTO framework:



GOAL	
Number of Phone Calls a Week	
Minimum	20
Target	30
Outrageous	40

Applied another way, what if you wanted to really make a big jump in your monthly Nature's Sunshine paycheck? If this is a stretch goal for you, you may apply Aaron's MTO framework this way:



GOAL	
Monthly paycheck	
Minimum	\$4,000
Target	\$5,000
Outrageous	\$6,000

Some people have set many goals and New Year’s resolutions only to fall flat. There’s no judgment, but the truth is, it may take time to build up goal-setting confidence, and MTO is a great way to do it. Many who put MTO to work get to the minimum and realize that a little more wouldn’t hurt. They hit the target and realize that the outrageous isn’t too far off!

You may need some goal-setting confidence, or you may be a goal-setting expert. Either way, the MTO is a fun way to accomplish new things and strengthen goal-setting muscles. Give it a try.

Think of a specific, big goal you want to accomplish in your Nature’s Sunshine business. Now, set an MTO goal to help you.

GOAL: _____

Minimum: _____

Target: _____

Outrageous: _____

**ANOTHER GOAL-SETTING TOOL:
THE TIME-BASED GOALS FRAMEWORK**

What do you want to accomplish in the next three months? Six months? Year? Five years?

This framework helps you to think about your short-term and long-term goals. Short-term, you’ll plant seeds for a successful business. Long-term, you’ll envision the legacy you want to leave behind.

What would you like to happen realistically in your Nature’s Sunshine business in the next three months?

What would you like to make happen in the next six months?

What would you like to accomplish in the next year?

What would you like to be, do or have in your life in the next five years?

However you wish to plan for your future, use a goal-setting framework to help you stay motivated and focused on what matters most in your life. We know it’s not just about business success. **What goals do you have with regard to your hobbies, health, relationships or other aspects of personal development?**

What additional goals would help you feel fulfilled in your life?

Goals are great, actions are better. Once you have goals, take time to think through the actions that need to take place to achieve those goals. Schedule them into your day (*refer to Chapter 8 Time Management for more success in this area*).

Use the space below to brainstorm your action items to reach your goals. (*If you want more suggestions, check out the Path to Prosperity options in Chapter 4 that will best help you reach your goal.*)

Parties or Classes (per month)

M: _____

T: _____

O: _____

Calls or Conversations (per week)

M: _____

T: _____

O: _____

New Customers (per month)

M: _____

T: _____

O: _____

Hours in Your Work Week

M: _____

T: _____

O: _____

New Managers (per month)

M: _____

T: _____

O: _____

Increased Followers on Social Media (per month)

M: _____

T: _____

O: _____

Other Goal: _____

M: _____

T: _____

O: _____

ACTION ITEMS

1. Get a 3 x 5 card. Write down your why and place it in a prominent location where you can review it daily.
2. Brainstorm items you'd like to be, do or have in the next five years. Allow your brain to free flow, filtering nothing and capturing all the things that come to mind.
3. After you've made a list, go back through and circle the ones that are the most important to you. Create MTO goals or time-based goals for your priorities.
4. Set a time each day to review your goals so they will stay at your top-of-mind awareness level. Review them in the morning when you wake up (before you get out of bed), or review them at night before you turn in (or both). Put your goals center stage, and you'll start to change and reframe your mental movie for success!

