






# Deepen Your Why

*“People don't buy what you do, they buy why you do it. And what you do simply proves what you believe.”*  
— Simon Sinek

To achieve your goals and realize your dreams, it's important to know not only *what* you want, but also *why* you want it. Inner conflict typically arises when the head and heart are not on the same page. The heart's desires often differ from what the mind considers to "look good on paper." By making a greater consideration of your true or deeper underlying *why*, your more conscious awareness drives the capacity to carry on uncompromisingly through adversity, discouragement, and doubt. It's how goals become non-negotiable.

The exercise below is designed to lead you through a powerful process of discovery—to excavate the deep desires of your heart. Don't overthink your answers or ponder too long. Answer quickly (30 seconds is sufficient time), otherwise you can get stuck in your head. Write out each answer by hand to fully engage your faculties and make powerful connections in your brain.

<p><b>1 Why am I growing a dōTERRA business? Because I ...</b> (Write down the first thing that comes to mind. Don't overthink.)</p>		
<p>..... Looking at your answer above: .....</p>		
<p><b>2 Why does that matter to me? Because I think ...</b> (Explain why you gave the answer you did to the first question.)</p>		
<p>..... Looking at your answer above: .....</p>		
<p><b>3 Why does that matter to me? Because I believe ...</b> (Refrain from answering with a hope or want. Instead, state a deeply held belief tied to why you gave your answer to the second question.)</p>		
<p>..... Looking at your answer above: .....</p>		
<p><b>4 Why does that matter to me? Because I know how it feels to ...</b> (Explain the experience(s) that taught you the belief you wrote in answer 3. The dark that taught you the light, the bitter to the sweet.)</p>		
<p>..... Looking at your answer above: .....</p>		
<p><b>5 Why I do what I do ...</b> (Identify key words and phrases in your answer to question 4 and convert them into an inspiring and motivating marketable message.)</p>		

THINKING YOUR WHY  
↓  
FEELING YOUR WHY

Congratulations for braving the journey of opening your heart and mind to why you do what you do! Ponder your insight. Now that you've tapped into what truly drives you and the emotional power behind it, use it to fuel your progress. With this deeper, personal knowledge, forge a conscious partnership with yourself as you act with greater purpose.

*“Your deepest driving force is not a thing, it's a feeling—a burning fire fueled by every experience you have ever had, good and bad. Your true why will become the most influential force in your success. Because when you know what you want to do and why you want to do it, you are ready to face any how.”* — Spence Petit, dōTERRA Blue Diamond