

Find Your “Big Why”

From *The Millionaire Real Estate Agent*

P. 72-77

What is a “Big Why”?

- A Big Why is about having a purpose, a mission, or a need that in turn gives you focus (p. 72).
- If you are clear about your life purpose, it will give you credibility when asking others to determine theirs.
- A Big Why should have teeth; it is not a “little why.”

Ask yourself:

- What moments in my day-to-day life or work do I find meaningful?
- What do these moments have in common? Is it a core value?
- Does this “why” ladder up to a bigger one?

Using the following graphic (p.77), organize your “whys” and place the most important at the top:

The Big Why

