PROFESSIONAL DEVELOPMENT

Defining Your Why Position by David Feinstein

There is only one question that you need to answer for your prospects. Why are you in business?

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There is only one question that you need to answer for your prospects. Why are you in business? Can you answer this question completely and honestly? Many people cannot answer this question; they are focused on the how and what they do. This question is very difficult and it's not easy to answer. It may change over the course of time, but it has to be answered before anything else. It's not enough to say you're in it for traveling or for freedom, even though they are good answers. What's in it for your prospects? Why should they care to work with you?

That is the "why" you need to answer.

Self-Discovery Leads to Better Business

Self-discovery can lead you to uncover your hidden motivation. This can take time, but your ability to craft conversations that your audience will respond to is very important. Why do you do what you do? How can you help your prospects? Think about these questions and write your answers down on a notepad. The journey will challenge and probably frustrate you as well.

> **The "why" is important, it will keep you on target and help your business find prospects that believe in some of your core values.**

It should drive you to better yourself and the lives around you. It cannot be a “result,” such as make more money or travel to Starbucks every day.

When you discover the “why,” your business will become easier to handle and manage. It allows you to be held accountable for the actions and inactions that you participate in. Your happiness and well-being is very important and doing it for bad reasons will leave you empty like a cup of coffee. You don’t want prospects that don’t “get you,” or ones that blow away like leaves. Your “why” statement has to be something real, something that you believe in without doubt. The last part will take you down and help you refine your position and how to stand by it.

Refining Your Position and Standing by it

Once you have jotted down your idea core beliefs, it’s time to write a statement. The statement doesn’t have to be more than a paragraph long, but it could be. Take your notes and convert them to sentences, coherent sentences. It could take a few tries, but after a little while your “why” statement may arrive. You may want to read aloud a few times and make other changes as you see fit. If you don’t believe it, then it won’t work. Your prospects won’t buy into it. You could lose trust if you publish it and don’t practice it.

One of network marketing's ***premier trainers and teachers***, *David Feinstein* is an accomplished ***motivational speaker and coach*** as well as the ***author*** of many highly successful books. David believes that life is meant to be lived to the fullest, and his personal life is a reflection of what you can achieve when you live fully.

David spends his time spanning the globe with extensive travel and enjoying his ***personal freedom with his lovely wife Ann***. With over ***20+ years of experience in the NWM profession***, David is 100% happy in his daily life, enjoying financial freedom, his love of coaching, animals, family and friends and personal empowerment. David is always welcome to partnerships and learning more about network marketing and personal branding.

David is a self-described ***outside the box thinker*** who has a true entrepreneurial spirit that began when he started managing paper routes with other children at the age of 12. As David entered adulthood he found himself running a highly successful accounting firm. While many people

would be pleased with that success alone, David always wanted more. ***Managing fortunes*** for some of the most recognizable names in Hollywood was not enough and soon David began looking into other avenues.

His strengths lie in ***his ability to motivate and craft highly effective marketing plans***. His ability to engage, manage and work with some of the most demanding personalities on the planet has allowed David to truly become a leader in personal marketing.