

CREATING YOUR "WHY"

Your Why - It is important that you know why you are doing the business. This usually has to do with a situation that you want to change that is near and dear to you. Some people join Arbonne in order to supplement their income or want to work from home so that they have control over their schedule. In your why, you must make this personal and when you share it - you need to share it with emotion and passion.

If you don't know what your "WHY" is. Start with making a list of 21 reasons why.....
How could having a successful Arbonne business change your life?
Why is it a good idea to have a Plan B?

Some examples:

- your children
- because of your health
- stress at your job
- you love the product and want to share it with other people (pure and safe)
- an extra \$500 a month could change someone's life
- you want your life back
- you want to have flexibility and create an executive income
- to save your home - to get a second car - to take your family on a vacation
- to pay for your child's education
- to help with your grandchildren
- for your retirement
- Plan B

You will use your why when you are getting your business launched. When inviting your warm market [[friends and family](#)] to your first workshops and presentations you will want to share with them "WHY" you decided to start an Arbonne business. Your friends will be more interested in helping you or supporting you than trying the products. Their first loyalty is to you. Since they have not tried the product yet, they don't know how great it is and how they won't want to live without it. Right now, it needs to be about their support of you. You can be excited about the product and about your new venture but what they will be listening for is the reason why and what it means to you. You will see in the coaching scripts for inviting to your first presentations how this formula works. See the script [[Scripts for Inviting/Asking to Your First Presentations](#)]

WHY EXAMPLES:

" The additional money that I am going to create with Arbonne will allow me to make enough money to put my kids in private school."

" I've been working too many hours at my corporate job and I'm a single mom with a small child. My goal is to build Arbonne on the side and eventually leave my corporate job so that I can have a better schedule and more time with my son."

"My hours at work have become unbearable. I don't even remember what my kids look like anymore. I realized if I wanted things to change I needed to do something, so I decided to start my own home-based business with Arbonne."

"As you know, I have suffered for years with allergies. I was introduced to Arbonne and the allergies went away. I've learned so much about how ingredients can affect our overall health, I couldn't wait to get my business started so that I could share these products with everyone."

"Our family has definitely been affected by the economy. I knew that I wanted to help out financially but I didn't want to go back to my corporate job. I decided to start my own business so that I could work from home and still be here when the kids get home from school."

"You know how they always say "it's good to have a Plan B"? Well, I didn't have one. Now I do. I feel excited and empowered."

"I have decided to build an Arbonne business. My husband has worked so hard for so long. My goal is to generate a enough money to take him on a vacation.....buy him a boat.....add an extra room onto the house....."

YOU FILL IN THE BLANK

FORMULA FOR CREATING YOU WHY.....

What don't you have that you need?

What would make your family's life better?

What are you afraid of not having in the future?

How would more money and/or more time affect your life?

Who could you help if you have more money or a way to help them create more money?

What is near and dear to you.

Don't be surprised a GOOD "WHY" CAN MAKE YOU CRY!!!