

CREATING YOUR 90-SECOND WHY

CONNECTING WITH YOUR PROSPECTS BY SHARING WHY YOU DO WHAT YOU DO

PART 1: THE FIVE FREEDOMS

Connecting with a prospective Independent Consultant starts with sharing our feelings/thoughts about our lifestyle & goals. Reflecting on the circumstances and emotions that brought us to our Arbonne business helps us identify WHY we started and WHY we continue to share it with others.

There are five areas where we commonly desire “more”:

1. Time
2. Money
3. Security
4. Health
5. Purpose

HOMEWORK: Reflect back on your life to just before you started your business.

Which 1-2 of these five areas stands out most to you as a source of discomfort, fear or importance. Write them down.

PART 2: WRITING YOUR STORY

When writing the first draft of your story, remember the following:

- There is no right or wrong; write down what comes to mind
- Be specific with the details from this time - recall the emotions you felt
- Put words to those feelings/lessons learned - it will help you discover your WHY
- Was there a specific event or person that led you to start your business?
- What major challenges or struggles did you have to overcome?
- What lessons have you learned or are you still learning?

HOMEWORK: Write out your story as it relates to the 1-2 areas you chose as most important to you. Just let it go, get it out on paper using the guidelines above. Plan to spend a good 45-60 minutes digging deep and writing as many details and emotions as you can remember.

PART 3: REFINING YOUR WHY

To effectively share your story, follow this 90-second framework:

- What were you desiring “more” of in your life before starting your business?
 - Reference your 1-2 areas of focus
- Can you give a specific example of a turning point in your life?
 - An event, situation or person that was a sort of “breaking point”
- How did that experience make you feel? What emotions did you experience?
 - Sharing your feelings will help you connect to your prospect’s “decision-making” limbic brain. We make decisions based on how we feel!
- How did starting your business provide a solution to help you solve your problem?
 - “Starting my business allowed me to...”
- What is the specific contribution and impact that you are looking to make through your business?
 - Tie this to your WHY, it’s your mission
 - “Arbonne helps me to... by...”

HOMEWORK: Write 4-5 sentences that answer the questions above. Edit them to fit in 90-seconds and remember to include your feelings and emotions!