

## YOUR “WHY”

Take a moment to become very clear WHY it is important for you to build your ASEA business. What is that dream it will make come true? In what way will your life be different when you obtain the financial freedom and time freedom this business can bring you? Normally, it is not about making money, but rather about what you can get for the money. Your WHY must be urgent and emotional to keep you motivated. Imagine this life as if it were already reality! How does it feel?

Jim Rohn: “If you really want to do something, you will find a way. Otherwise, you will find excuses.”

Benefits of leaving the “rat race”:

- No more rush-hour traffic or overcrowded public transit.
- More quality time with friends and family.
- Be your own boss: Deciding for yourself who you want to work with in business.
- Getting rid of financial pressure: paying off house, car, etc.
- Affording your own home, or other favorite things you dream of.
- Creating a better future for children: being able to pay for their education.
- Building a retirement fund.
- Supporting someone you love or giving to your favorite charity.
- Independence: Build your own dream instead of someone else’s.
- Taking charge of your future.
- Freedom to earn an income while living anywhere you like... a different city, even different country. You keep making money with customers you enrolled in one city even after moving to a new place.

- Freedom to have enough money and time to do what you really want to do in your life. What exactly will you be doing?
- Residual income and financial security: Your business can be built to where the checks come in even if you take time off.
- Overcome your income limits: Instead of being paid for x amount of hours per week at the rate that an hour of your time is worth, get paid an unlimited income that only depends on the results of the team you build.
- Travel the world: Discover other countries and support people there with their teambuilding, experience their cultures and earn money while doing all that.
- Finding friends for life: In ASEA you are surrounded by people with similar values.
- Living better and with less worries by applying the ASEA technology.
- Ethics: With every cent that you earn, you gave someone else the chance for a better life.
- Involvement with something that brings purpose to your life.

Which are your dreams?

Please take a couple of minutes and write down your own personal “WHY”: Which dreams will you make come true with ASEA?

The dream should include specific things. Example: A trip to Hawaii, \$500 extra every month, ...

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Describe as detailed as possible what your goals are for the coming months and years.