

# TODAY'S TOPIC: UNDERSTANDING YOUR WHY

---

## 1. What is Your Why? (And Why It Matters)

- Your "why" is the deep reason behind everything you do—it's what fuels you when things get tough.
  - If you don't have a strong "why," you'll struggle with motivation, consistency, and decision-making.
  - Example: Someone who works out just to lose weight might quit when it gets hard, but someone who does it to be strong for their kids will push through.
- 

## 2. Your Why Drives Your Motivation

- When you know why you do something, it's easier to stay disciplined even when you don't feel motivated.
  - Motivation fades, but purpose keeps you moving forward even on the hardest days.
- 

## 3. Are You Making Things Harder by Ignoring Your Why?

- Sometimes, we take on things that don't align with our deeper purpose, which creates resistance and burnout.
  - If you're constantly struggling, ask yourself:
    - Is this actually aligned with what I truly want?
    - Am I chasing someone else's dream instead of my own?
- 

## 4. Your Why Must Be Bigger Than Your Excuses

- When your why is strong, excuses lose their power.
  - Example: If your why is to build a music career, you'll stop saying, "I don't have time" and start saying, "I'll make time."
  - A strong why makes it impossible to quit.
-

## 5. How to Find Your Why (3 Quick Questions)

- If you're unsure about your why, ask yourself:
    1. What do I do that makes me feel alive?
    2. What impact do I want to leave on the world?
    3. If I had to keep doing this without money or recognition, would I still do it?
- 

## 6. Your Why Can Evolve

- It's okay if your why changes over time—growth brings new purpose.
  - Stay open to adjusting your vision as you learn more about yourself.
- 

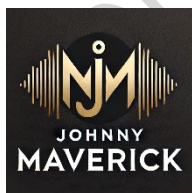
## 7. The Challenge: Make Your Why Clear

- What is your 'why'? If you don't know it yet, write 'finding mine' and let's figure it out together!"
- 

## 8. Call to Action

- **Ask yourself**
    - "What's the one thing that keeps you going when things get hard?"
    - "If you had to sum up your why in one sentence, what would it be?"
- 

Until next time... Show up for you, before you show up for anyone else.



Johnny Maverick

<https://www.johnnymaverick.com/>