

## FLIRTING WITH YOUR WHY

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**D**uring the enrollment process with prospective associates I always review the person's dreams as clearly as I can. As networkers we should listen carefully to our prospects' wants, don't wants, and needs as fundamental elements in forming this business partnership. I draw an imaginary circle on the table with my hands and point to their dreams as if they are sitting right in front of us. Then I reiterate my offer: I will help you achieve that (for example, quit their job, have more time with their family) if you will help me expand my network by connecting with other people, who also have dreams. Perhaps we should call what we do network *listening* as much as network marketing.

When I first became a professional networker I was given countless chances to define my why. Everywhere I turned, someone else wanted me to hammer out my purpose for choosing this business model. I spent 3 days down in San Diego with Denis Waitley, who is a master coach and an expert in helping people discover their inner passions. We went through numerous exercises, exquisitely crafted to help us drill down and identify our goals and desires. I began to feel an internal shift as my personal interpretation of the network marketing lifestyle began to take shape. In this business, defining what it is we are working toward is not an optional line item that we can arbitrarily ignore. We must know where we are headed so we can:

- a. steer our ship, and
- b. recognize the landscape to know when we are getting close

When I returned from this seminar with Dr. Waitlye, a fax was waiting for me. My upline mentor had sent me an exercise for helping me identify my why. I thought to myself, *again?* Well, trainable new associate that I was, I reached inside one more time and answered each question to the best of my ability. When I was finished, a huge light bulb went off in my head. I realized that it was just a matter of some time and some effort before all of these dreams and goals became a reality. I began to feel my why moving toward me. It was real, albeit somewhat in another dimension.

Over the next few years, I continued to write long dissertations detailing my why. Many of us have been through this drill: make it vivid, we are told. What are the

smells, the feel of the air around you? Make it real! After so many tireless hours of dream building, I can now say quite plainly what it is that I have worked toward: *to touch people's lives, to travel and do sports on my own terms, and to leave a legacy for my children.* I now rejoice in both the simplicity of my why, as well as in the manifestation of it.

This summer, while kayaking around Lake Powell I had another deep realization: I was closing in on the lifestyle of my dreams. *I was flirting with my why.* It is from this perspective that I want to urge anyone who knows what they want to begin to draw their dream to them. It does not serve any of us to hold our dreams at arms length until they are completely manifest. If it is your dream to get a massage every week, start off once a month, and remind yourself that you are getting closer. If it is your dream to donate \$1000 per month to your charity of choice, smile as you give \$100. If you want a menagerie of exotic pets, go buy a turtle and name him something that affirms your ability to realize your dreams.

Among some networkers, I have observed many whose dreams are so remote that there is no way to identify with them until they are tripping over them. What if there was a scaled down version of the Big Dream? One of my partners plans to sail around the world with her husband on her network marketing income. On their way to achieving that, they sail around the San Francisco Bay, getting closer with each whitecap that they pass. Conversely, I know someone who is completely locked into his day job, where he is paid by the hour. His dream is to walk away from a job that he hates and be able to build his own house. Since he rarely looks up to enjoy what life has to offer, I am concerned that he may be missing the piece where he begins to manifest his dream for having taken a tiny taste of it. Perhaps you can see, as I do, that if he were to take a weekend workshop in some area of home construction, he may get closer than if he keeps his head down. I think we need to live our why even just a little bit before it has come into full bloom.

Once, many years ago, the founder of Transcendental Meditation, the Maharashi Mahesh Yogi, was asked if enlightenment came gradually or as a click. He responded, *"It is a gradual click."* I think it is the same way with realizing our why. Ease yourself into it. Let your vision of the network marketing lifestyle creep up on you. It's not black and white, so go out and enjoy the gray. You can energize your belief in your ability to craft this lifestyle-by-design by sidling up to your why. Make it real by living it one page at a time. If that is too ambitious, how about one paragraph at a time? Flirt with your why, and your why might just flirt back with you.