

EXERCISE: Answering the 7 Whys

If you're not sure what your #1 Big Outcome is, you can try a little exercise known as the 7 Whys. It's not hard. Start by asking, 'Why do people come to me?' If, for example, you are selling furniture, your obvious answer is, 'They need new furniture'. But that's only the first why.

You need to go deeper...

Why do people come to me?
They need new furniture.

Why do they need new furniture?
Because their old furniture is worn out.

Why does this matter?
Because they want their house to look nice.

Why does this matter?
Because this makes them feel good.

Why does it make them feel good?
Because it makes them feel successful.

Why does this matter?
Because this builds their self-esteem and makes them feel confident.

Why does this matter?
Because when people feel confident they are happier and can live a better life.
