

Time Management Series Part 1 : Owning Your “Why”

by Melanie | Mar 8, 2017 | Accountability, Elite Coach, melanie mitro, Motivation, Support, Top

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Own your why.

There will *always* be doubters. The key is putting those naysayers aside and staying true to your why.

Your why is what drives you to wake daily with a passion and fire to own the day. It is what keeps you moving forward in your business. It's said that your why should make you cry.



When I first found Beachbody, I joined as a coach because I

- was able to teach others – something I knew I was meant to do,
- believed in the product – I was the healthiest I'd been in a long time after discovering the fitness programs and Shakeology,

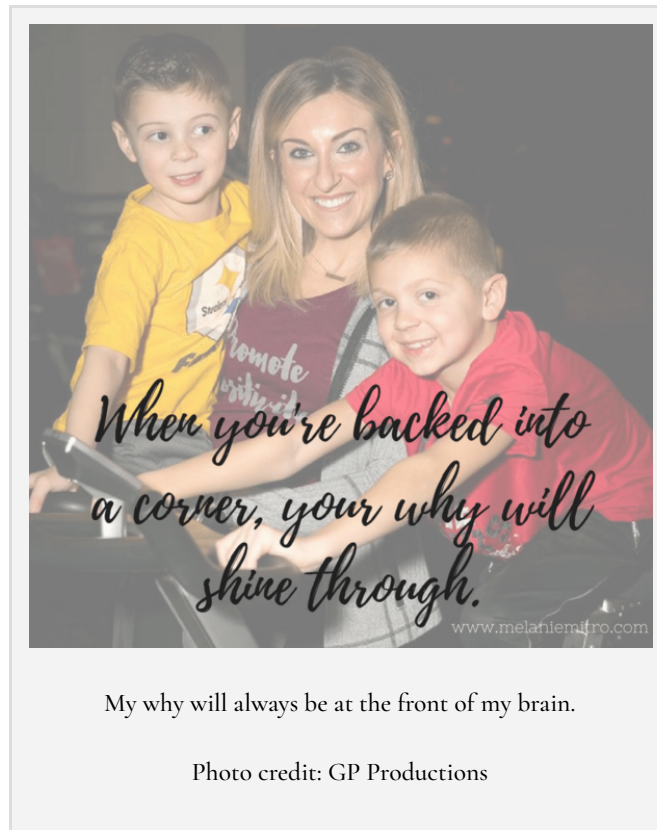
- knew **quality content** would help me gain the trust of those around me – it would give them the strength to find it within themselves to make a change.

Soon, I began to see the business for the true opportunity it presented. I saw others being recognized for advancing in rank, hitting Success Club, and bringing in a solid income. *I wanted to be recognized. I wanted to gain income through making a difference.*

This is when my why started to change. I realized this business would allow me to create comfort for our family that we were so desperately lacking. I had the same goal of helping people, but I wanted to do **more**. Realizing that helping more people meant more public recognition on top of growing an income.

You have to own your why.

When you're backed into a corner, your why will shine through. Every single person is going to have a different why, and that's ok! If your reason for building a business doesn't rock you to the core, it might be time to do some self-evaluating. It's also ok for your why to change! *Once you know your why, you must look at your business to take action.*



When identifying your why,

- **you must identify your priorities.** These are your non-negotiables that you aren't willing to sacrifice. For me, it will always be my family. If someone approached me today and told me to choose between Beachbody and my family, I would **always** choose my family.
- you should be aware that **obstacles will arise** that try to consume the time you've set aside for your priorities. Don't be afraid to say *no* to activities that don't align with your goals.
- ask **how will I get to my goal?** First, you must know your goal. With this, realize how much time it will take and what sacrifices you'll need to make to get there. *Be purposeful with your time.*

What are you doing now?

- Make an action related to-do list! If you aren't tracking your business and what you are doing, the time you spend on your business won't get you anywhere. *Your business won't grow if you aren't keeping that door of contacts open.* It all comes down to the **number** of people you talk to.
- Create pockets within your day to lessen stress and help create balance. *Sacrifices will be worth it because your effort will be rewarded.*
- Redefine your why and share it with those you love. *Be clear about the necessary sacrifices, and know that focused time produces better results.*



Was this a helpful Business Tip for the week? Let me know if you have other topics you would like me to speak on by emailing me at mjmitro@gmail.com.

Be sure to tune in to Melanie Mitro every Tuesday at 10am EST for Business Tip Tuesday! Next Tuesday will continue in our Time

Management series.

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