



THE WHY STATEMENT

What is a WHY Statement?

Generally speaking, the WHY statement is the statement or purpose of beliefs that drive individuals or organizations to the mutual goal or focus. Your WHY statement inspires your audience invites them to take action with you. Example; Nike, JUST DO IT.

Understanding your WHY you will be more accessible to network with people of the same belief. A motivational WHY statement can have a substantial positive impact on your team and your business. Sharing a mutual vision and values system.

Have you ever wondered what encourages you to wake up every day or what prompts you to take daily action steps to further build your business?

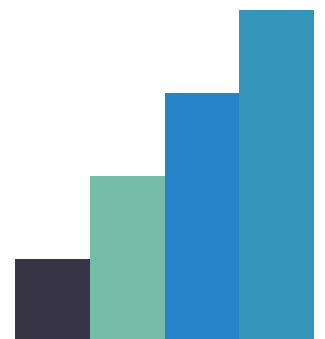
LIFEWAVE STATEMENTS

BRAND PURPOSE

Our purpose is to empower you to live in the light, maximizing your human potential with patented life technology that enhances your life.

BRAND PILLARS

- Live Long – We are committed to reaching the future of human potential.
- Live Well – We are passionate about the wellness connection of mind, body, and spirit
- Live Younger – We believe feeling younger is a lifestyle





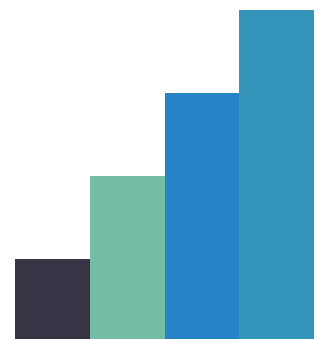
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LIFEWAVE MISSION

We are committed to helping people live well with wellness solutions designed to maximize the future of human potential.

WHY CONVERSATION - WORKSHEET

1. What date did you enroll in Lifewave?
2. What patch protocol did you order?
3. What goals did you want to achieve by using the patches? Be specific;
4. Please share your health history? What current health challenges do you have?
5. BELIEFS LIST: Speak Louder than words Rate on scale from 1-7 (7 highest)
 - BELIEF IN PRODUCTS _____
 - BELIEF IN COMPANY _____
 - BELIEF IN INDUSTRY _____
 - BELIEF IN YOURSELF _____





THE WHY STATEMENT

5 What 3 words best describe you?

6. At age 13 what did you want to be when you grew up?

SUMMARY:

After gathering this information now it is time to create a WHY statement understanding and confirming the Brand Partners, goals, beliefs, values and how closely they match with the company values, goals and mission.

As your both begin to discuss the WHY statement will begin to surface and connections as they begin to identify their internal drivers, motivating factors and values.

Continue the dialogue until they feel comfortable with how their WHY statement and product success story is complete to their satisfaction.

To test it out: Ask the Brand Partner -WHY Lifewave? WHY now? And, share your product success story with me.

