



Papa Rock Stars Podcast

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[Episode 003] Your Why

Do you ever wonder why some people have a drive and determination to succeed while others seem to fizzle and fade? Finding the deep-down reason why you do what you do is the key to lasting motivation.

Listen Now:

<https://PapaRockStars.com/your-why>

Training:

Finding your deep down reason for doing what we do is essential to your business. Why? Because when you know your motivation, your driving factor, it is a lot easier to get through the challenges and struggles that we ALL go through in our businesses.

The Why that Makes You Cry

How do you know when you have found that TRUE reason? A lot of times, it will be the one that makes you cry. That is when you know that you have struck a cord...a DEEP personal reason for having your own Paparazzi Accessories business.

It's easy to name off smaller reasons for doing business. Some of mine are:

- to help the family budget
- to spend time away from my kids
- to support my own jewelry habit
- to meet amazing people

Are these bad reasons? Nope! Not at all! And they are surely some of the reasons why I LOVE doing what I do. But, my true driving why?

To become financially independent, own our own house and make my husband proud of my accomplishments.

This might not strike a cord with you, and that's totally ok! It is what drives me. A few years ago, when I first found Paparazzi Accessories, we were struggling to make ends meet. I'd tried working several jobs over the years around my husband's schedule because daycare is so expensive. Working fast food, as a server at a restaurant and daycare are a few of the things I tried to make ends meet and I ended up missing a LOT! I was exhausted, emotionally drained and felt like a ZOMBIE mom.

I might have been physically there for my kids (at least when I wasn't working....) but I wasn't enjoying watching them grow up and that broke my heart! To make matters worse, my husband had gotten laid off a few months before and I was pregnant, like really pregnant. I felt fat, like a failure and kind of hopeless. I knew things would work out somehow, but I also knew I didn't ever EVER ever want to be in that situation again.

Paparazzi was my kind of "Hail Mary". I'd tried several other companies over the years with little or no success. But, when I saw the cute, \$5 jewelry, I knew that I had stumbled across something that could work.

And only 3 days after getting my kit, I knew I was right! While things are WAY better than they were a few years ago, I'm still motivated to help us get our very own HOUSE and to keep building something that will make my husband proud. Since EVERYTHING else I do is for someone else (cooking, cleaning, kid stuff, etc) this is MY thing. What I do for ME....

So What is YOUR Why?

Have you ever talked to a 4 year old? It can be slightly exhausting! They ask why like a million times! Something like:

4 year old: What is that?

You: a bowl

4 year old: why?

You: Because that's what it's called.

4 year old: Why?

You: Probably because they needed a different name from a plate.

4 year old: Why?

..... And on and on

When you are trying to find your Why that Makes You Cry, you need to use this same 4 year old persistence. Sometimes it helps to even write it down. So ask yourself.... "Why do I sell Paparazzi?" (write that down). Then ask "Why is that important to me?"

(write that down) “What else?” (write that down) ...and keep whittling it down until you have that DEEP, meaningful reason as to why you do what you do.

Share it with us if you want to, or keep it in an envelope that you only open “In case of Emergency” (ex. when you need a little extra umph or encouragement).

Show Challenge:

Sit down and figure out your own WHY that Makes You Cry. If you want to, share with us, or just comment below to let us know you’ve done the activity. 😊