



Identify Your “WHY” to Withstand Setbacks

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Overview

- Simon Sinek's Golden Circle
- The **WHY**
- Benefits of The **WHY**
- Personal Example
- How to Find Your **WHY**



The Why

- Friedrich Nietzsche once said: “He who has a ‘why’ can endure any ‘how’.” When we focus on the “how” or the “what”, we will see all of the obstacles preventing success and many of us will give up or accept failure as a reasonable outcome. When we focus on the “why”, we’ll know why none of the obstacles matter. Employees that are emotionally invested in their tasks will see them to completion.

• Traders that are emotionally invested in succeeding will overcome any obstacle in their way.



Simon Sinek's Golden Circle

- World's simplest Idea
 - People struggle with explaining their **WHY**

As a Trader:

- You are the **Leader** of your Organization
- You are the **Manager** of your Organization
- You are the **Employee** of your Organization

WHAT

Every organisation on the planet knows WHAT they do. The products they sell or the services.

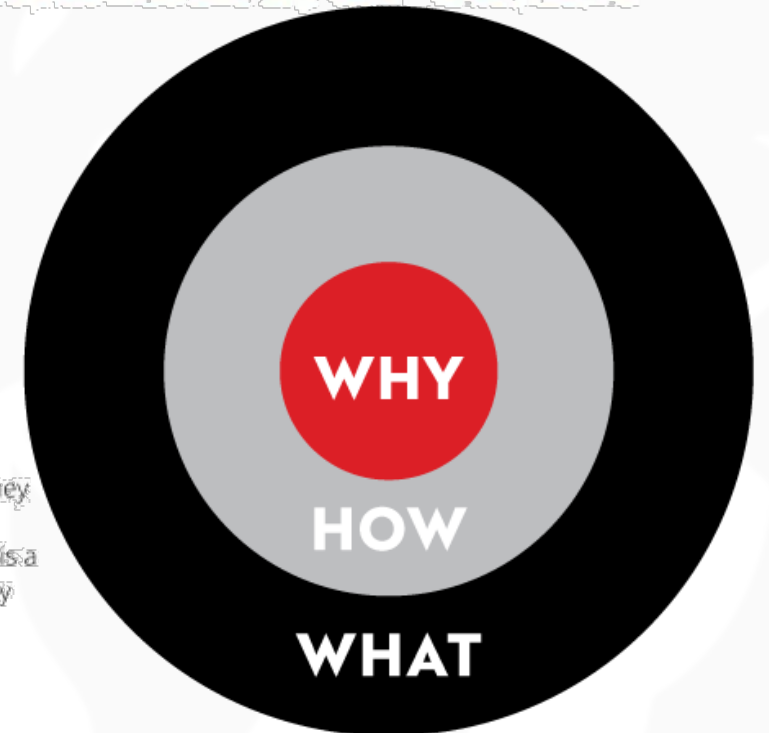
HOW

Some organisations know HOW they do it. These are the things that make them special or set them apart from the competition.

WHY

Very few organisations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organisation exists.

The Golden Circle



The Why

- It is Your Purpose
 - Profit is a result
- Directly Linked to Your Brain
- Resonate on an Emotional Level
 - Drives you to accomplish anything because obstacles don't matter
 - People don't buy **WHAT** you do they buy **WHY** you do it
 - Same in Trading, *You don't buy WHAT you do, You buy WHY you do it*
 - Driven by a cause, by a purpose, by a belief



The Why

- Focus on **WHAT** and **HOW** and You Will Find Obstacles
- Focus on **WHY** and Obstacles don't Matter
 - *When you know the decision is right, not only does it feel right, but you can also rationalize it and easily put it into words*
- Keep it in the right order
- Know **WHY**, Know **HOW**, Then **WHAT**
- Clarity of **WHY**, Obstacles Will Not Stop You
- No Hesitation in Describing Your **WHY** to Others



Benefits of The Why

- **WHY** provides Clarity in your life
- **WHY** infuses you with passion for your goal
- **WHY** keeps you focused on your goals
- **WHY** helps you develop resilience
- **WHY** helps you live healthier and longer
- **WHY** allows you to live a life with integrity



Personal Example

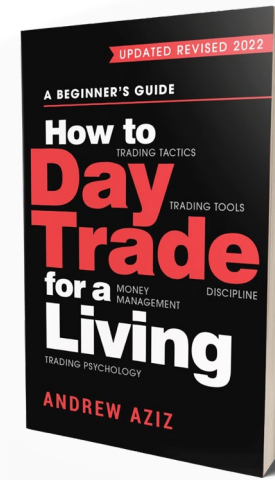
Mike's Why:

When I retire, I will work from home,
so that I can attend all my family's
important events without having to
ask permission

Mike's Value: Family

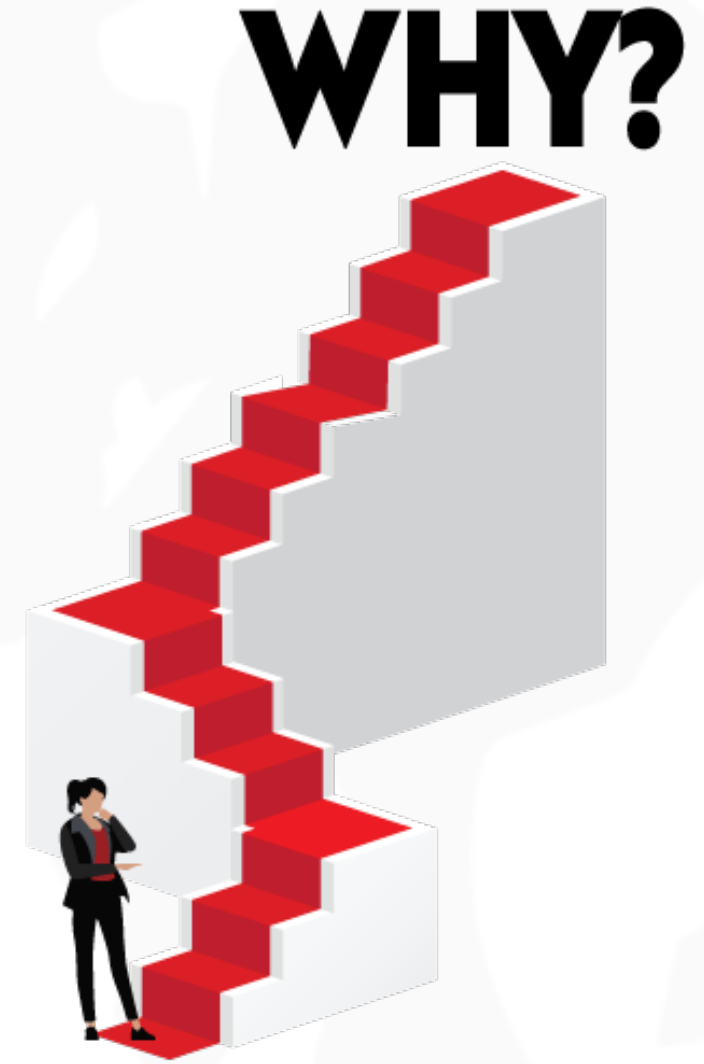
Personal Example

- Found “How to Day Trade for a Living” in Middle East
- Watching Andrew’s Live Classes at 3:00am
- Watched Markets on a buddy's laptop
- Next 2 years everything I did evolved around learning
- Traded in my office, slept in my office, traveled home on weekends
- I didn’t care about anything, I was going to achieve my goal



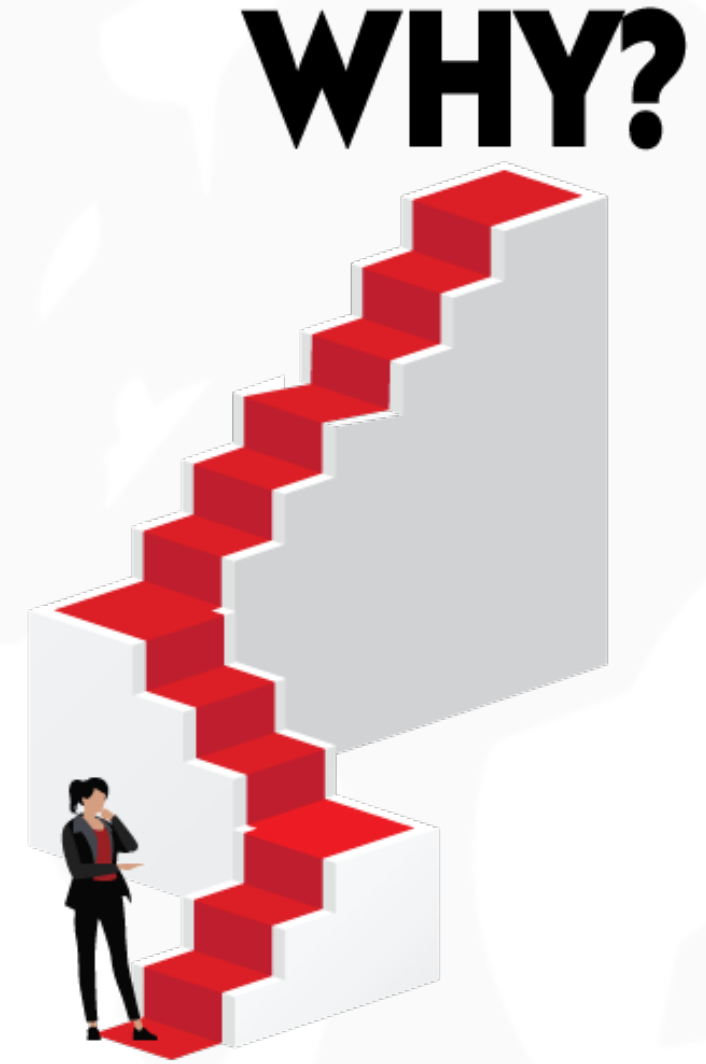
How to Find Your “Why”

- The **WHY** Does Not Come From Looking Ahead
- The **WHY** Comes From Looking in the Opposite Direction
- Finding **WHY** is a Process of Discovery, not Invention
- Every Single Person has a **WHY** and it comes from the ***Past***
- Gaining clarity of **WHY**, ironically, is not the hard part.
- The **WHY** Starts with ***You***



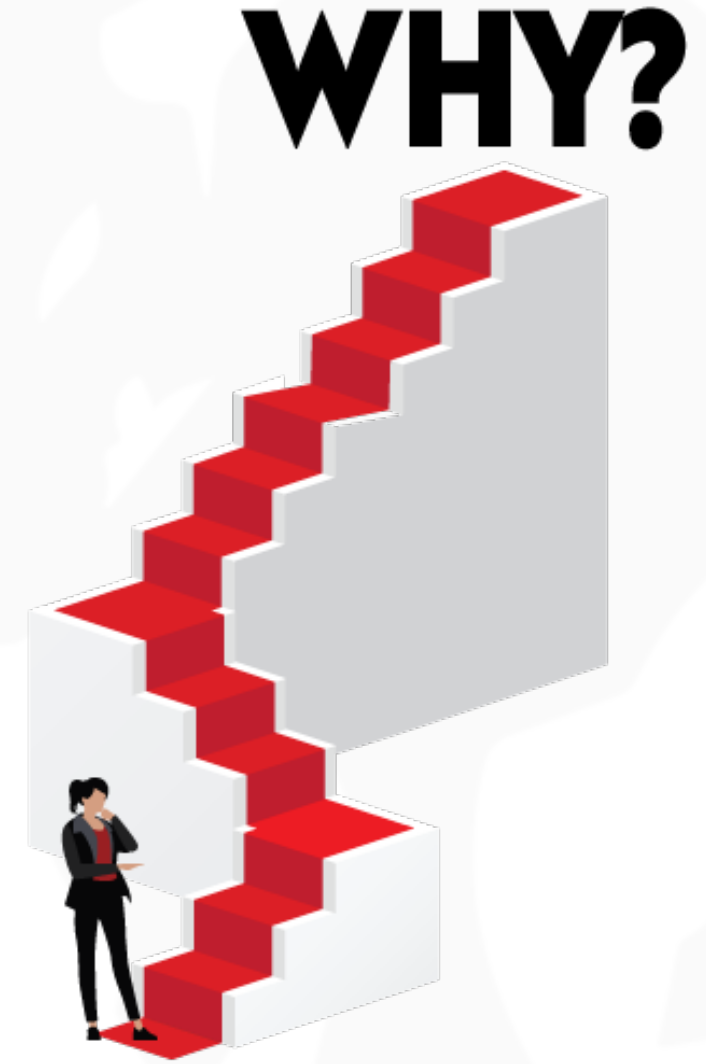
How to Find Your “Why”

- Identify the things you can do to make other people’s lives better
- Think back to the activities you did that made you forget about the passage of time
- Recall what you liked to do when you were a kid
- Think about the things that you are willing to do even if you look like a fool
- Observe what people ask of you when they come to you for help
- Imagine what you would be doing if you learned that you only had a year left to live



How to Find Your “Why”

- Enumerate the things for which you would be willing to go the extra mile
- If you were given the chance to teach others, what would you teach them
- What task at work would you do for free if you didn't need the paycheck
- What's usually the reason why people thank you
- If you were given the chance to do something that you love and not worry about the paycheck, what would it be
- What was your happiest memory of your childhood?





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