

# **Your Business, Your Strengths, Your Why.**

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A workbook to help you discover the skills you already have and get clear on what you're building this for.

Complete this workbook at your own pace. There are no right or wrong answers — only yours.

# Before You Begin

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A lot of people come into network marketing thinking they need to become someone completely different to succeed. More confident. More outgoing. More 'salesy'. They look at the people at the top and assume those people just had something they don't.

Here's the truth: the skills that will carry you furthest in this business are probably ones you've already been using for years. You just haven't thought of them that way yet.

This workbook has two parts. In Part One, we'll look at the transferable skills you're already bringing to the table — and how to use them intentionally. In Part Two, we'll get specific about what success actually looks like for you, and put real numbers behind it.

You don't need to rush through this. Sit with it. Be honest with yourself. The clearer you are on who you are and what you want, the stronger your foundation will be.

***Your strengths are not a weakness — they are your strategy.***

# Skills You Already Have

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Take a moment to read through each skill below. Tick the ones that feel like you, and fill in how you already use them — in work, in life, with family, anywhere. Then think about how that same strength can show up in your business.

## Communication

Being able to explain ideas clearly, listen well, and connect with people is one of the most valuable things you can bring. Whether that's through messaging, voice notes, video, or face-to-face conversation — strong communication builds trust and helps you share your message in a way that feels natural.

How I already use this:

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How I can use this in my business:

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## Organisation

If you're good at planning ahead, keeping track of things, or managing your time, you're already ahead of most people. Organisation means you follow up, you stay consistent, and you don't drop the ball — and in this business, that matters more than you might think.

How I already use this:

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How I can use this in my business:

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## Consistency

You don't need to show up perfectly. You just need to show up regularly. Small, repeated actions — posting, reaching out, checking in, learning — compound over time in a way that big sporadic bursts never will.

How I already use this:

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How I can use this in my business:

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## Confidence on Social Media

If you're comfortable posting, sharing your thoughts, or showing up in Stories or on video, that's a genuine strength. Social media is where most of this business happens, and when you show up as yourself, you attract the right people.

How I already use this:

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How I can use this in my business:

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## Leadership and People Skills

Leadership in network marketing isn't about managing people — it's about believing in them before they believe in themselves. If people naturally come to you for advice or a bit of encouragement, you're already doing it.

How I already use this:

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How I can use this in my business:

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## Empathy

The ability to genuinely understand how someone else is feeling — and meet them there — builds the kind of relationships this business is built on. Empathy helps you connect deeply, recommend thoughtfully, and create a community people actually want to be part of.

How I already use this:

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How I can use this in my business:

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## Anything else? Add your own below.

Think about your job, your hobbies, your life experience. What else do you bring?

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# Your Strengths: Final Reflection

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**My top 3 strengths:**

1.

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2.

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3.

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**The strength I'm going to build my business around first:**

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**Why that one?**

# Your Why and Your Goal

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Success in network marketing looks different for everyone. There's no single version of it — the only one that matters is yours. This part is about getting honest with yourself about what you actually want, why it matters, and what income would make it possible.

***Clarity creates focus. Focus creates results.***

## Step 1: What does success look like for you?

Don't think about what sounds impressive or what anyone else is working towards. What do YOU actually want? Tick everything that applies.

- Quitting my day job
- Retiring my partner
- Paying off debt
- Putting my kids in private school
- Taking my family on proper holidays
- Buying a house
- Working fewer hours
- Time freedom — being present for the people who matter
- Financial security and breathing room
- Something else:

**In my own words, success looks like:**

## Step 2: Put a number on it.

Dreams become plans when they have numbers attached. Be honest — this is just for you.

My current monthly expenses:

£  
\_\_\_\_\_

Additional monthly goals (travel, savings, school fees, etc.):

£  
\_\_\_\_\_

Income I'd need to replace my current job:

£  
\_\_\_\_\_

Total monthly income I'm working towards:

£  
\_\_\_\_\_

## Step 3: Break it down.

Big goals feel more manageable when you see them as small daily and weekly targets.

Monthly income goal: £  
\_\_\_\_\_

Weekly income goal: £  
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Daily income goal: £  
\_\_\_\_\_

#### **Step 4: Your Why.**

Money is the tool. Purpose is the fuel. When things get hard — and sometimes they will — this is what you come back to.

**Why is this income important to me?**

**How would my life change if I achieved this?**

# Final Reflection

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**My definition of success:**

**My monthly income target:**

£

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**I am building this business for:**

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***Now you have a foundation. Come back to this whenever you need a reminder of who you are and why you started.***