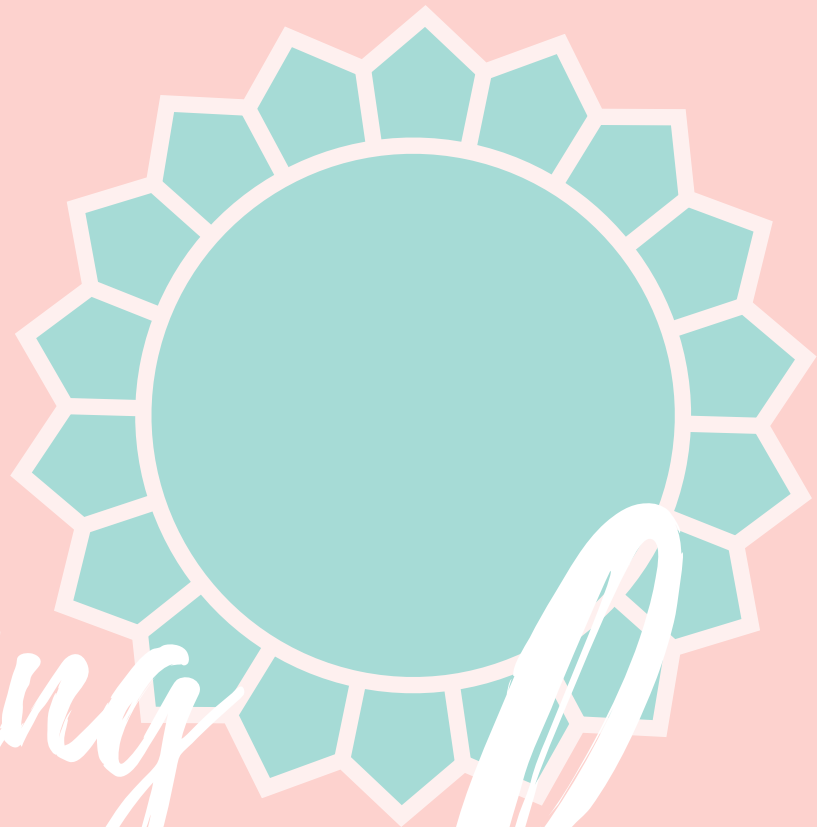


a how-to guide
on getting super in-line to
communicate who you are



*defining
your why*



A large teal sun graphic with a white outline and radiating rays, positioned in the upper right corner of the page.

first... an intro!

Hi there! I'm Kaela. See those two precious girls alongside me in that picture? They are why I'm here, doing what I do! I've spent the last 7+ years in the marketing field, kicking butt & taking names.

After having my two little girls and taking a spin in the world of direct sales, I realized I love spending time with my family and I love building my own business. New clients mean different challenges daily. In each role I've assisted with from a freelance and consultant perspective, I've engulfed myself entirely in the process and company, buying into every project and aiming for *big* success.

I always say if I could have picked any other career path, it would have been teaching because my true passion is helping others and sharing my knowledge. I also love office supplies, planners, and back to school shopping, but those stories are for a different day!

Some of my goals for this year include going to hot yoga regularly, remembering to make my kids' lunches the night before so I'm not scrambling in the morning, spend as much time at the beach as possible (my happy place!) and help at least 100 women achieve a sales/ business goal!

I'm a regular mom, just like you, trying to positively impact me & my girls' future! My full why comes later in this pdf & I can't wait to share it!

what's a "why"

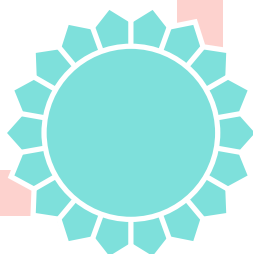
If you've downloaded this guide, you have probably heard or seen someone mention that you need to have a "why" and you're like "Ok! I need to have one! Great - but what is it?"

Trust me. You aren't alone. A "why" is your reason for doing what you're doing - whether that be selling a product you love or defining the purpose of your business.

Your "why" helps differentiate you from any other person in the world. Think of it this way. You and your neighbor are both selling that hot new lipstick everyone's been talking about. Literally, everyone. And you, as a seller of this product hear repeatedly "Yeah, I've heard of that!" or "My friend, so-and-so sells, that!"

And your self-doubt sort of starts to kick in a bit. How are you ever going to sell this? Simple. Share your "why". Tell people why it is you're selling it.

In this guide, you're going to learn the ins and outs of perfecting your why and how it can increase your sales & engagement!



why have a "why"

If you're in direct sales, if you're a business coach, if you're starting a digital marketing agency I'm going to tell you something you probably already know.

You are not the only one.

We can get our leggings, oils, lipsticks, digital marketing help, or new coach to get my mindset in line from a plethora of our Facebook friends, right? So how do we choose who we spend our money with?

By creating a "why" you show a little vulnerability and that's so much more relatable than shoving a post about how amazing a product is.

You create the relationship, the bond, between you & your customer. A "why" is going to help set you apart from the rest and it's the simplest way to stand out amongst the sea of so many.

I'm not going to write your "why" for you but I am going to provoke different questions to help you write it from your heart!

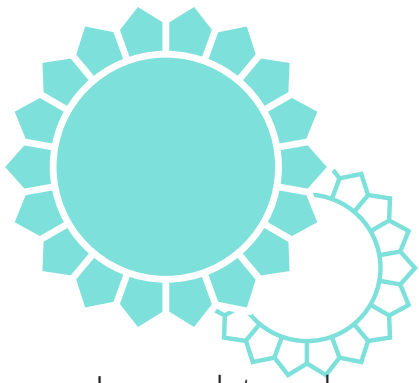
let's do this!



So you're ready to craft this "why" up. Ready for the recipe to make your masterpiece? Consider these factors:

- Who are you doing this for? Yourself? Your family?
- Why are you doing this? Want to contribute to your hubby's full-time salary while staying home with the kiddos? Need part-time funds to make that dream trip to Disney a reality?
- Why did you go with this line of business? Do you believe in a specific product? Did it make you feel a certain way?
- What makes the fire inside burn? What's your passion? What do you hope to accomplish by being a consultant?

The most important thing you can do is make it true and unique to you. No copying something else you've read. From your heart and in your own voice.



when should i share my "why"

I used to share my "why" at least once a month. Maybe you've added new people to your group and they don't really know a lot about you or the product or even why someone with a full-time job would be selling a product as a side hustle.

Plus, you can share your why in different ways that don't include just copying & pasting. Speaking of... *don't do that!* Do you like reading the same recycled posts over & over again or even, would a high-end retailer do that? Hopefully not!

- Live Video - use it as a chance to do a Q&A about the biz or just any questions your friends might have about products
- Email blast - to friends you already have in your contacts including your family (#1 fans!). Grow your email list because you never know when Facebook will become the new MySpace.
- YouTube video - Google owns YouTube so anytime someone searches about the opportunity and wants feedback, use the right tags and title and your video could make that first page!
- Share a photo with a caption. Photo posts on Facebook show up higher than just a text post.
- Switch it up & be creative. How else would you share your passion with strangers?

who cares?

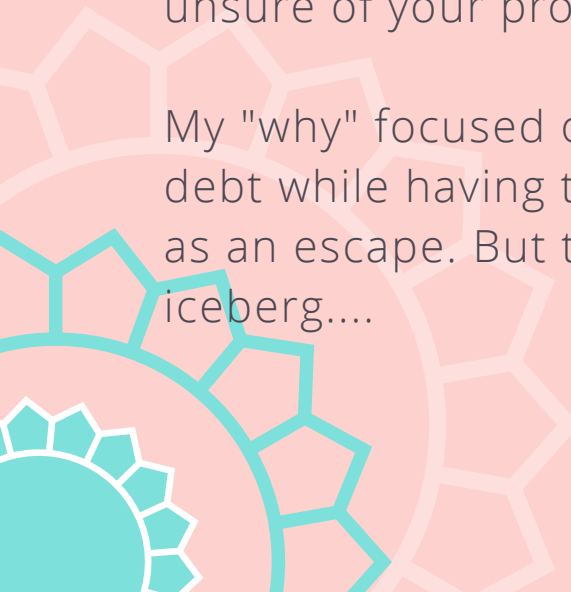
Ohhh, yes. I said that, too. I used to dabble in direct sales & I remember the first time my trainer told me to post my "why."

First, I thought, this is weird. Then I thought, *who's even going to care*. But I posted it anyway because my sales weren't making me a clothing-selling superstar just yet and, I wanted to make some \$\$\$!

When I posted it, when I shared it in live videos, guess what happened? People started asking me about the opportunity. They asked how they could get involved. I grew my team because my why resonated with why my team wanted to make money, too.

Maybe you literally never want to grow your team. And that's totally ok. But maybe your "why" is also resonating with someone who is, or has been, in the same boat and wants to know your reasoning for wanting their money. Opening up a little bit can totally change the mindset of fence-sitters unsure of your product or what you're offering.

My "why" focused on a combination of a lot of student loan debt while having two daughters' and loves her Target runs as an escape. But this little blurb is only the tip of the iceberg....



My WHY!

You didn't think I'd make you read this whole guide without sharing my personal "why," did you? (I hope not!)

When I first started selling for a direct sales company and was faced with this question of "Whoa! Really? I thought you had a job, why are you selling clothes?" I was like "Um, I don't know, why not? I want to make money, duh! Isn't that why we're all here?" But when I dug down deep and really peeled back the layers it was so much more than being able to bring in a couple extra bucks a month.

Before I had my second daughter, I knew finances were going to be a struggle. I wasn't going to be receiving short term disability and my very minimal 6-week maternity leave would be unpaid greeted with student loans, car payment, car insurance, cell phone, credit cards and now 2 children in daycare. All the planning in the world still does not help you prepare and me? I was the huge-ankled, emotional mess crying & panicking after each appointment wondering HOW I was going to make it work. My job was enjoyable, but my job was stressful and with only a dozen people in our office, there wasn't room or reason for advancement, so raises... kind of out of the question.

Getting in direct sales made me feel weird but it also made me feel like I was contributing -- and not just financially. It made me feel like I was making a contribution to my girls' future. I didn't have to worry about how I'd manage \$72 for a dance class or even buy formula if breastfeeding didn't work as I was planning. I wouldn't have to pinch pennies until the next payday while chipping away at debts. I wanted my dreams of going to Disney to actually become a reality.

Then, the self-care. That thing all new moms forget about (I'm still guilty some days even 2+ years postpartum). I had lost myself on the to-do lists of doing it all. Gym? Yeah, right, when? I'll have to wake up at 4:30 for that and how will I afford it? I was tired of asking how. I was tired of asking why not me, too? Why can't I be a mom that has it together!? Little extra funds meant I didn't have to sacrifice being a parent and a person.

Plus, being a part of a team meant team events where I could talk to people my own age. And I could swear without spelling it out, even though I did that, too. Why would I not want that?

My motivation and drive to help others made me realize it would be silly to not help women find success. In the words of one of my favorite rappers, I wanted and want others to confidently say they "started from the bottom now we here." (*Love you, Drake!*). Why would you not want what's best for yourself? Your kids? Your family? Why would you bring down someone trying to move up? It takes a lot of courage to rip your heart open for others to see why you're doing something you find passion in, but when you're confident and believe in it, you learn to believe in yourself and that, that right there is why I do this. The better person I am, the better person I am for my family and relationships and for me, that's why enough.




what's next?

Ready for a bit of homework? First, take like 15 undivided minutes to yourself. No kids, no Facebook, no TV. Just you and your thoughts. Type below or grab your pen. Whatever feels better and just write. Spill from your guts the very reason, or reasons, you are driven to succeed with the adventure you've chosen.

Get started, girl!



Understand "your" why is ever-evolving. Tomorrow it might change. That's normal. It is yours because it is true and unique to you. Speak from your heart! When you're all done post your "why." In your group, on the gram, everywhere you can.

When you're done this be sure to tag me using *#definingmywhy* so I can give it some extra love (hey, a little extra engagement on your post only helps boost it even more!) 



...for even more!

Your "why" is just the beginning to getting started!

I offer one-on-one branding and marketing strategy to see exactly where you're hitting roadblocks and how to overcome them!

3 Month business coaching opportunity



SELL IT

- Close sales with confidence
- Attract your clients
- Troubleshoot your process



AUTOMATE IT

- Facebook ads + sales funnels
- Creating consistent revenue
- Unplugging from Messenger!



MARKET IT

- Master social media
- Rock live videos
- Build a community your clients love
- Create a marketing strategy
- Create "wow" factor content



EXTRA LOVE!

Included for a limited time

- (1) 1hr 1:1 coaching call
- (2) 30-minute group calls
- Private Facebook group with additional training
- Email template creation

get started with a free discovery call!

BOOK MY CALL

