

Published based on [Finding a Why That Makes You Cry](#)

Finding a Why That Makes You Cry

[caption id="attachment_289" align="alignleft" width="300" caption="Kody Bateman & Rob Fore"]



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Each and every one of us have hopes dreams and goals. Things we want to do, have and become.

So why is it only a tiny percentage follow through to make it happen?

Is it a lack of skill, a lack of internal fortitude, or a lack of resources? A fancy of fate or luck of the draw?

I think not. I think it is truly a matter of those who do achieve their hopes, dreams and goals have taken the time to discover what it really is that can and will DRIVE THEM and motivate them to move forward regardless.

Kody Bateman, the founder and CEO of SendOutCards is a fine example of a guy who found his "reason why" to build a huge business. And his "reason why" is much, much bigger and more important than to simply make money, buy a nice home and drive a fancy sports car.

Kody's "reason why" is big enough, powerful enough to "make him cry" - and when you find a reason that is means so much to you that it makes you cry when you think about it - THEN you have truly found a reason that can keep you going through all the tough times. Because you simply will not be able to quit. You simply will not be able to take no for an answer. You simply will not have a choice but to keep moving forward... regardless.

Kody's reason why is he did not follow a prompting to say goodbye to his older brother. He was in a hurry, didn't slow down, and never said goodbye.

A few months later, Kody's brother died. And it was in the hours that followed that Kody realized he had a prompting... didn't act on it... and would forever regret the inaction. So he made a promise to his brother to find a way to help people act on their promptings and he spent the next 20 years honoring that promise.

Today, thanks to Kody B - hundreds of thousands of people can sit down at their computer... write out a personal note of appreciation... click SEND... and have a full-color greeting card printed, stuffed, stamped and mailed to anyone in the world. It's fun, convenient and cost effective. But most important - it lives up to Kody's promise to make it EASY for people to immediately act on their promptings. So THAT was the "reason why" behind the wildly successful company called Sendoutcards.

My Reason Why That Makes Me Cry

A little over 12 years ago I was given two years to live. I was scared for myself and scared for my family.

Who would take care of my family financially if I were to leave this earth?

So *the thing that got me up in the morning* was to somehow find a way to TAKE CARE OF MY FAMILY even if I was long gone.

Which meant I had to create some type of residual, life-long income that would continue to flow regardless of me actually being present to participate. And this WHY was so big, so compelling, so necessary, so important it DID NOT MATTER that I didn't know how to do or had never done it before. It DID NOT MATTER that it made me uncomfortable. It DID NOT MATTER that I had to find the time to make it happen and work more than I ever had in my life. It DID NOT MATTER that I had to give up drinking Starbucks for a year to be able to afford to build this business or that I got less sleep than I needed for a year.

Today, thanks to finding "The Reason Why That Made Me Cry" - my family enjoys the blessings of financial security. I could pass on tomorrow and my family will be fine.

And hey! The BONUS is I'm still here! Ya gotta love it.

Finding Your Reason Why That Makes You Cry

Start with a dream or goal you might have. Perhaps it is a financial goal. Write it down.

I want to make \$10,000 a month.

Now ask yourself WHY is that important. What will that really mean to you? Write it down.

With \$10,000 a month I could pay off all my debt and not feel so pressured.

Now ask yourself WHY this is important. What will this really mean to you? And write it down.

If I wasn't so far in debt I would feel mentally and emotionally rested. I wouldn't be so stressed out and I know because I'm stressed I take it out my kids and spouse. And it would really mean a lot if I could bring the smiles and laughter back in the house. I really miss the smiles and laughter...

... and perhaps it is this answer that resonates deep within. Perhaps it is this answer that constitutes a REASON WHY so strong, so compelling, so important it is at the core of who you are and what you MUST make happen. If not, keep digging until you find it.

Once you find it, write it down and read it every day and... like magic... you WILL find yourself living out the pursuit of your dreams and goals. Guaranteed. You will FINALLY be able to live into who you are.