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Snow Millionaire Mastery Intensive

# THE SNOW MILLIONAIRE MASTERY *Intensive*

## MODULE ONE Section One

### Your Primary Aim

“Your vision will become clear only when you look into your heart. Who looks outside, dreams. Who looks inside awakens.” – **Carl Jung**

A very important part of your strategic objective is that your vision must satisfy your primary aim in life. It needs to be part of who you are and must satisfy what you want to do in your life on a personal and spiritual level.

After all a business is simply one of many important aspects of your life.

Your Primary Aim is the inner most motivating strength that drives you as the leader of the organization. It is the foundation of your strength and commitment. With a primary aim – what you do as a leader as well as all aspects in life – you do so with a direction and a purpose. With your primary aim you can function at the highest level of energy and passion.

The organization is an important method through which a leader achieves their primary aims in life. It helps ground the leader and helps decision making with a solid understanding of what is and is not important.



In most cases organizations will improve not by doing more stuff... but by focusing in on what is truly important for their success. That's why a "Stop Doing" list can be much more powerful than a standard "To Do" list.

The whole point of discovering your values is to improve the results you get in those areas that are truly most important to you.

As in your primary aims in life, your values of your life are also the basis for which a business operates under. The values are the priorities that tell an organization how to spend their time.

Values and primary aims both matter because we are often not very consistent in how we invest our time. We are easily distracted. So for these reasons both our values and primary life aim act as a compass for moving in the right direction.

When you have a clear primary aim in life (and you're following this aim) then everything you do in life will be done with purpose.

When you develop your organization with your values as a foundation (and your values come from your primary aim) then the business becomes a reflection of what is important to you in life.

### **Discovering Your Primary Aim**

The Primary Aim Workbook is designed to help you discover your own personal primary aim. Most of us already have a primary aim in life... we just may not be aware of it.

By bringing your primary aim to your awareness you can build an organization that is driven by what you want to achieve in your life.