



THE SNOW MILLIONAIRE MASTERY *Intensive*

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

Your Primary Aim is the inner most motivating strength that drives you in your life and drives you in your organization. It is the foundation that gives you your strength and your commitment.

With a primary aim – what you do as a leader as well as what you do in life – you will do so with a direction and a purpose.

Here is the catch:

We must know our primary aim in life **BEFORE** we write our strategic objective for our businesses.

A Strategic Objective is only an important **PART OF OUR LIVES** and must satisfy our primary aim in life.

It needs to be only a part of who you are and it must satisfy both personally and spiritually, what you want to do in your life.

After all, your business is simply one of many important aspects of your life. **NOT YOUR LIFE!**

This is something we all have wrestled with, “Is my life the business?” or (and I have been there!) “The business my whole life?”

I have learned the hard way, but learned that the organization was just the method through for which I achieved my primary aims in life. It helped ground me as the leader of the organization as well as grounded me in my personal life to make the many important decisions.

It helped me make life decision with a solid understanding of what is and what is not important.

The whole point of discovering your values is to improve the results you get in those areas of life 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 with you as their leader and how to spend their time without you.

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

The Primary Aim Workbook is designed to help you discover your own personal primary aim. It will help you put in writing, your life aims.

When I started my journey to grow my organization, I worked on my primary aims first. It was one of the hardest but one of the most rewarding projects in my life. I have made small as well as life-changing decisions, the last 30 years using these written aims and values.

Most of us already have a primary aim in life... we just may not be aware of it nor we just have not written them down.

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

Please use the E-Workbook Primary Aim in your module to get started.