

7 Levels Deep

Why Exercise

01



The 7 Levels Deep Exercise can be used to help determine what really drives you to accomplish anything in life. As you answer each question, the answer you give becomes the subject of the following 'why' question. For example, if your answer to question 1 was that 'you want to be able to retire in 10 years', then Question 2 becomes 'why is it important to you to be able to retire in 10 years?'. Whilst this can seem like a difficult and slightly tedious task whilst you are going through it, I encourage you to stick with it. Go through each question and continue to delve further into your true 'Why'. Around the fourth time you ask yourself the question, you'll find that you've stopped answering from your head and start answering from your heart, and you will start realising your true fears and your true 'Whys'. The fifth, sixth and seventh time you drill down to a deeper level is where the magic will happen and where you will start to be truly connected with your deep underlying reasons that will ensure you never give up on your goals.

Once you know your 'true why', remind yourself of it every day. Write it down on a piece of paper and stick it on the back of the toilet door or your wardrobe where you will see it each day. If you have pictures and/or past photos that will remind you of your 'true why' then stick these up around you, too. The more important your financial goals are to you, and the more your drive comes from the heart, the more likely you are to stick with your long-term plan and achieve your goals and dreams.

Q1 What is IMPORTANT to you about achieving financial freedom through Property Investment?

Q2 Why is it important to you to _____ ?
insert your answer from question 1

Q3 Why is it important to you to _____ ?
insert your answer from question 2



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Q4 Why is it important to you to _____ ?
insert your answer from question 3

Q5 Why is it important to you to _____ ?
insert your answer from question 4

Q6 Why is it important to you to _____ ?
insert your answer from question 5

Q7 Why is it important to you to _____ ?
insert your answer from question 6

