I first discovered this exercise when consulting with a man named Joe Stump, who used this method with his high-level clients. By going through all seven levels, you'll uncover your true “why,” which will be the driving force that allows you to accomplish anything in life.

**LEVEL 1**
What is important to you about becoming successful?

**LEVEL 2**
Why is it important for you to ___________?
Enter your answer from the above box here.

**LEVEL 3**
Why is it important for you to ___________?
Enter your answer from the above box here.

**LEVEL 4**
Why is it important for you to ___________?
Enter your answer from the above box here.

**LEVEL 5**
Why is it important for you to ___________?
Enter your answer from the above box here.

**LEVEL 6**
Specifically why is it important for you to ___________?
Enter your answer from the above box here.

**LEVEL 7**
Why is it important for you to ___________?
Enter your answer from the above box here.
7 LEVELS DEEP EXERCISE

I first discovered this exercise when consulting with a man named Joe Stump, who used this method with his high-level clients. By going through all seven levels, you’ll uncover your true “why,” which will be the driving force that allows you to accomplish anything in life.

**LEVEL 1**
What is important to you about becoming successful?

**LEVEL 2**
Why is it important for you to **make more money**?
Enter your answer from the above box here.

**LEVEL 3**
Why is it important for you to **get out of debt**?
Enter your answer from the above box here.

**LEVEL 4**
Why is it important for you to **stop working so hard**?
Enter your answer from the above box here.

**LEVEL 5**
Why is it important for you to **do things in your life**?
Enter your answer from the above box here.

**LEVEL 6**
Specifically why is it important for you to **take care of your mother**?
Enter your answer from the above box here.

**LEVEL 7**
Why is it important for you to **take care of her**?
Enter your answer from the above box here.

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- **LEVEL 2**
  - Make more money

- **LEVEL 3**
  - Get out of debt

- **LEVEL 4**
  - Stop working so hard to pay someone else

- **LEVEL 5**
  - Because I want to do things in my life with the fruits of my labor

- **LEVEL 6**
  - To take care of my mother who is widowed and needs help

- **LEVEL 7**
  - Because she sacrificed everything to send me to college and I want to make sure she is taken care of in her Golden years

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**LEVEL 2**
- Make more money

**LEVEL 3**
- Get out of debt

**LEVEL 4**
- Stop working so hard to pay someone else

**LEVEL 5**
- Because I want to do things in my life with the fruits of my labor

**LEVEL 6**
- To take care of my mother who is widowed and needs help

**LEVEL 7**
- Because she sacrificed everything to send me to college and I want to make sure she is taken care of in her Golden years

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