

What Is Your WHY?

Your Why is that powerful internal force that drives you to success or failure. Everyone has a Why. Not everyone's Why is clearly defined. Your success is a journey, not an end result. We seek to help you on your success journey. We will ask you to join us as we help others. We will focus on success. If needed, we can teach you to change the mindset that leads to failure.

At Chimorel we are creating systems to help people solve problems and achieve goals. *All problems. Any goal. Everywhere. But only, for those who develop the required resources.* Let's be clear. We can not solve every problem, anywhere. We can teach you to solve all problems you have, achieve any goal you want to achieve, and you can help us reach people everywhere you wish to go. You can help create the systems, develop the resources and on your journey you can establish a significant source of extra income and benefits for yourself. If you wish to learn more, I invite you to start by being very clear about what is truly important to you and why.

Our "What Is Your Why?" question is intended to encourage you to begin *our* journey together with a clear focus on your life mission. We encourage you to explore the compelling issues behind your journey to date, then establish a clear life mission. This simple Why question can have profound implications for your life. Will you take the time to wrestle with Why you are here and then What you want to do about it?

Warren Goodenow here, Executive Director of Chimorel Services Inc. I seek to work with you to help thousands of people. *My* life mission is to help people achieve their goals. I look forward to helping you any way I can and will have many suggestions to offer. I have helped thousands of people with Chimorel strategies since 1972. Let's begin answering "What is your Why?" by considering questions like:

- When every one is looking down at you in your casket, what do you want them to remember about you?
- What gets you really excited? Scares you to death? Do you love passionately? Do you hate with antipathy?
- What would you do with all the money you wanted and two months free time?
- Other than money, what are you really looking for?

You might only have time to answer those questions. If you have time to go further, write down things that happened as you began to mature, how those things affected you and what is happening in your life today. Be sure to establish your life mission. I truly hope that exploring your Why becomes a worthwhile experience on your journey to success.

May this experience start a long term relationship that helps hundreds, maybe thousands of people, including those you love.

Warren E Goodenow's Why

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My life's mission is to help people solve problems and achieve goals, one life at a time. I have developed a simple goal setting process I implement through Chimorel Services Inc. Chimorel is a nonprofit I started in 1972. We have a website filled with over 2000 strategies designed to enable individuals, small businesses and nonprofits to enhance lives, build business, fund projects and share our Sources of strength. Now let me tell you my WHY.

At age 8, a coal truck hit me. They say I flew off my bike and landed fifty feet up the road on my head. In the hospital my anesthetic was ½ an aspirin tablet. I talked to the doctors about that buzz in my right foot, during the operation. Apparently, the truck kept coming and ran over my foot. I had to learn to walk and talk all over again. I wasn't supposed to survive, but I did and I am grateful. I came to believe God has a purpose for my life. *I want you to believe God has a purpose for your life, as well.*

Fast forward now to 1969. I am working with delinquent kids in an institution and they keep coming back. I think I really inspire these kids. They make commitments to change their lives, but they keep coming back. It becomes obvious that the problems are in the communities these kids live in, not in the institutions. Solutions have to be found with their parents, their schools, in the work place.

By 1972 Chimorel was a 501(c)(3) nonprofit corporation. I was planning programs, writing grants, developing over 2000 diamonds, gems and gold nuggets (strategies) to change the world. And, I was learning that wonderful ideas must be funded with real money. I got grants, became a stock broker and business consultant, taught college and helped hundreds of people get jobs. Today I bill my time at \$150/hr and down as a consultant helping people. Too often I gave my time away, hoping to help someone who might pay me later. Lot's of stories to tell. A few are on the website. (See [Success Stories](#).)

Although we have a fairly modest income, Mrs Beautiful and I are comfortable. We travel periodically. Most of our "things" are paid for, but there are still bills to pay. We are both retired and no longer have to do what the "boss" tells us (although I rarely did anyhow). Last year I spent too much volunteer time helping others and money is a little tight temporarily. Residual income from various programs I'll share with you is developing.

I consider the "wealth" I can pass on to my children's children and (with your help) to others of immense value. Together we can share high standards, a work ethic, integrity, and a servant leader's sense of purpose. As a part of Chimorel, I reach out to thousands of people around the world. Today, I help many solve problems and achieve goals. As we expand our efforts, it will take real money and the help of hundreds of people like you.

Now it is time to fund the projects: office and warehouse space, apartments for transitional housing, job training and recycling centers, and much more. I intend for Chimorel to be there helping thousands of people when I'm gone. This is my Why. I can't do it alone.

Will you join me in this vision? Tell me your WHY (in as great detail as you have time and willingness to share). We will get to know each other. Soon we may tackle a Special Project or two. We may help you earn more. I'll ask you to become a Chimorel member. We can explore affiliate and JV possibilities. There will be many ways to work together. All this soon. Right now let's just get to know each other. I believe that the foundation of all growth is the building of solid relationships. I look forward to getting to know you better.

Links To Follow Each Other

I currently have global connections with over 7000 people on these networking sites. Join as many as you can. I look forward to connecting and working together with you.

Twitter	Look forward to your tweets. We will tweet many opportunities and encouraging thoughts.
Facebook	We post longer, helpful messages here.
Plaxo	1000 connections max. Join our Plaxo Chimorel Group
LinkedIn	Many professionals. <i>Follow directions when you click the link.</i>
DirectMatches	Caution, read this , then join us on DirectMatches. Millions of members
Ecademy	Excellent learning opportunity. Free and two paid levels. Great professionals
Marketing Mastermind	Professionals and newbies. Good interaction. Less in your face than DirectMatches.
StartUp Biz	Professionals. Helpful blogs. Good opportunities. 60,000 members.
Your Coterie	Small group of dedicated, caring professionals.
Global Force – network Global4orce - video	Excellent opportunity to make a difference. Social networking, great professionals and a very good income opportunity.

Consulting online

[LivePerson](#)

This link connects directly to LivePerson where I provide coaching at \$75/hr (*discount from \$150/hr outside LivePerson*) regarding Job Hunting. Also coach nonprofit organizations, small businesses and start ups, help develop business plans and help write resumes all at the discounted \$75/hr.