

# The **ENTREPRENEUR'S** Guidebook Series™

Next  
Page

**THANKS** for selecting this guidebook! Many hours of painstaking work have gone into its creation. Send feedback or suggestions to [www.patsulamedia.com](http://www.patsulamedia.com). And check out our **highly rated planner / guide ...** at [bp30.com](http://bp30.com)



**Highly Rated**  
Amazon.com



*It's one of the  
best of its kind.*  
- Alan Caruba  
Bookview.com

## COPYRIGHT INFO

© Copyright 2001-2007 by Patsula Media. All rights reserved. From the creators of **Smallbusnesstown™**.

No part of this guidebook may be reproduced, in whole or in part, in any form, by any means electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system now known or hereafter invented, without written permission of the copyright owner. This guidebook **may not be** resold or distributed on other web sites or in any other manner without written permission from the copyright owner.

**NOTE** The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused, or alleged to be caused, directly or indirectly by any information contained in this guide. Although this publication is designed to provide accurate information in regard to the subject matter covered, it is sold with the understanding that the publisher is not engaged in rendering legal, accounting or other professional services. If **legal** advice or other expert assistance is required, the services of a competent professional should be consulted.



384 pages \$21.95

# Successful Business Planning in **30 Days**™

*A Step-by-Step Guide for Writing a Business Plan and Starting Your Own Business, 3<sup>rd</sup> Edition*

Purchase this book online at [bp30.com](http://bp30.com) or by calling toll-free **1-800-247-6553** (orders only, please have credit card ready).



ISBN 0967840236

**Immersing you in the language of business to help you think like an entrepreneur!**

**INCLUDES:**

- The **30 Day Business Plan**™
- The **One Day Business Plan**™
- 150 pages of **Time-Saving Worksheets** including 100 + sample passages to get you started fast and thinking in the right direction!
- A **15 page** sample business plan.
- **200 +** motivational and fact quotes, 11 success stories, and 33 profit tips!

**Praise from Readers and Critics**

Five Star Reviews ★★★★★

*Provides an important key to writing a business plan and starting your own business.*

- **Midwest Book Review**, Oregon, WI  
Amazon.com review

*This is a must read for anyone before starting your own business.*

- **Mike Milliken**, BN.com Review.

*This book has helped me a great deal in thinking about my business*

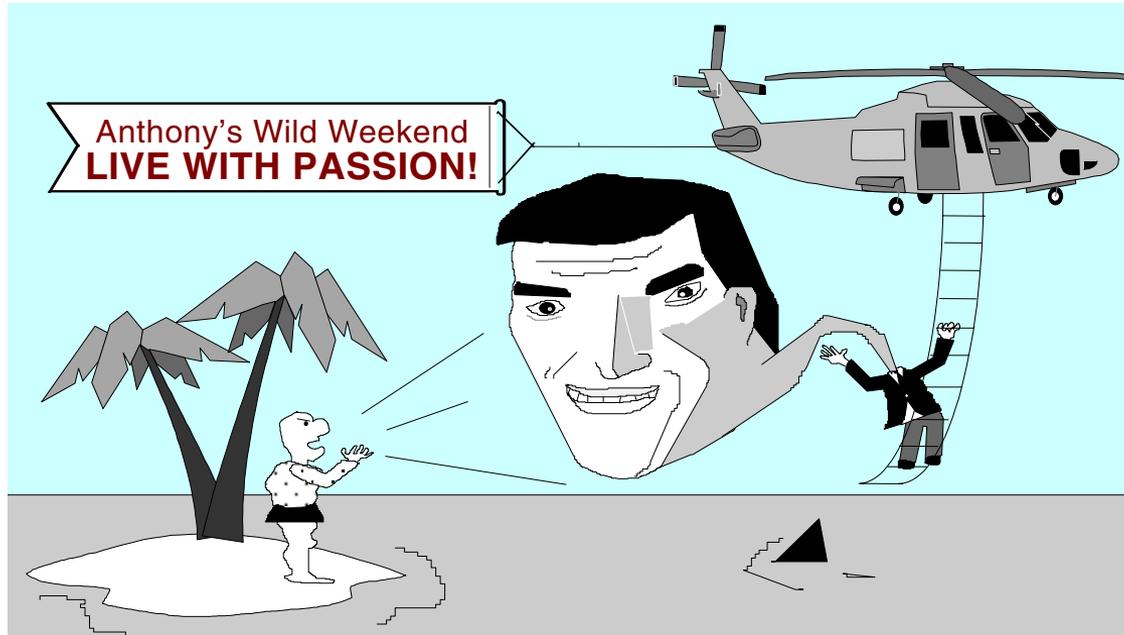
- **Jason Myers**, TX  
Amazon.com review



# PERSONAL PLANNING

## Guidebook #2:

<b>Motivating Yourself for Success .....</b>	<b>3</b>
★ Using Knowledge of How the Brain Functions.....	<b>4</b>
Basic Functions of the Brain .....	4
Applications of Brain Theory.....	6
★ Triggering Powerful States of Mind .....	<b>9</b>
Triggering the Mind for Maximum Performance.....	10
Can <i>Anyone</i> Learn the Art of Triggering?.....	12
★ Removing Irrational Fears.....	<b>14</b>
Removing the fear of . . . ..	14
★ Removing Irrational Behaviors .....	<b>19</b>
★ Finding Inspiration When Other Strategies Fail..	<b>23</b>
To motivate yourself . . . ..	23



*“HEY pal! Are you sure this is all part of my motivational training?”*

Smallbusinessstow.com

## MOTIVATING YOURSELF FOR SUCCESS

**IN** the eighties and nineties, due to a myriad of influences ranging from talk show hosts to up-and-coming politicians, many of us developed the unconscious and conscious inclination to blame others for our problems. If we suffered from low self-esteem, it was our parent's fault. If we failed to reach our full academic potential, it was our teacher's fault. If we didn't have a good job, it was the government's fault.

However, today you can forget about these crutches. In the year 2000 and beyond, if you are unhappy with your life, blame no one but yourself.

In the year 2000 and beyond, **YOU** are responsible for your own future. **YOU** are responsible for recycling, burning less fossil fuel, and making sure you have enough money in your old age.

In fact, realize, that as a business owner, if you can't learn how to motivate yourself, how can you possibly learn how to motivate others to buy whatever it is you're selling?

## USING KNOWLEDGE OF HOW THE BRAIN FUNCTIONS

BRACE YOURSELF – you are about to plunge into the mysteries of the human brain – the *Twilight Zone*. Any insights gleaned from this section will prove priceless, for motivation is directly linked to how we think i.e., how we use our brain. Can you imagine the power you will gain to motivate yourself and others, if you but understand a small fraction of its secrets?

### Basic Functions of the Brain

The human brain has three basic functions: first, it *senses* and gathers information; second, it *processes* or interprets that in-

formation; and third, it *directs* the body to act, make a decision, or form a conclusion.

**SENSING** – Human beings are naturally curious creatures. Our minds crave information as our bodies crave food and we will strive to great pains to experience new sights, sounds and tastes. The fact is the human brain depends on a continuous inflow of information about the world to maintain its normal level of alertness, reliability and efficiency.

To sense or gather information our brains exhibit three strong characteristics:

*First*, we can't take in, all at once, every piece of information that strikes our ears or our eyes. There is a filter inside our brains which keeps our central system from over-

*It is your moments of decision that your destiny is shaped.*  
**ANTHONY ROBBINS**

loading. Incoming information which is not relevant, instead of being fully processed, is stored in our subconscious.

*Second*, the conscious mind can only attend to one thing at a time. We can only think clearly about one set of information.

*Third*, dividing attention between two or more matters of interest is possible only if there is time to switch back and forth. It takes about a sixth of a second to redirect attention, as from smelling something to seeing something, but normally when thinking, a person can only make the switch about once a second.

**PROCESSING** – After the brain gathers information it processes it. To get an idea of

*We are what we think. All that we are arises with our thoughts. With our thoughts, we make our world.*  
**THE BUDDHA**

the processing power of the brain consider the following facts:

1. A neuron is a tiny self-contained computer capable of processing about one million bits of information. Neurons are nerve cells designed to conduct impulses. Typically the human nervous system contains about 28 billion neurons. Without neurons our nervous systems would be unable to interpret the information we receive through our sense organs, convey it to our brains, and carry out our instructions.
2. Neurons can act independently, and they can also communicate with other neurons through a mind-boggling network of 100,000 miles of nerve fibers.

Though a neuron takes a million times longer to send a signal than a typical computer, the brain can recognize a picture in less than a split second.

3. A reaction in one neuron can spread to hundreds of thousands of other neurons in a span of less than 20 milliseconds (ten times less than it takes to blink an eye). In other words, the brain can attack a problem using its billions of neurons simultaneously while a computer, no matter how fast, can make connections only one at a time.
4. The brain is capable of processing up to 30 billion bits of information per second.

**DIRECTING** – Each time we experience a

significant amount of pain or pleasure, our brains search for the cause and records it in our nervous system to enable us to make better decisions about what to do in the future. In stressful situations, our

*In stressful situations, our senses tend to overload forcing the attention of our brain to narrow dramatically.*

senses tend to overload forcing the attention of our brain to narrow dramatically. Our processing power thus diminishes quickly. This loss of performance may be the result of hormones and chemicals released when experiencing strong emotions that have a slowing down affect on our nervous systems.

### Applications of Brain Theory

All motivational techniques are based on understanding and manipulating the mind. Following, are a few select ideas on how we can apply brain theory to help motivate

ourselves and others.

**In stressful situations learn “triggering” techniques to keep yourself under control.** Since the brain collapses under pressure, learn to recognize the warning signs and how to prevent them (*triggering* is discussed in more detail on [page 9](#)).

**Learn to recognize extroverted and introverted tendencies.** An extrovert tends to be a person whose brain is less easily aroused than an introvert's, and whose brain stem needs stronger sensory input to stay active. On the other hand, an introvert is more easily disturbed and made anxious by excitement or too much information. An introvert therefore has a tendency to stay away from crowds.

*An extrovert needs lots of sensory input, an introvert doesn't.*

If you are extroverted, realize that you need lots of sensory input to keep motivated and stay on task and therefore should surround yourself with people you like and respect.

If you are introverted, realize that you will not function well with many distractions. Find a quiet workspace. Don't overload your thoughts with too much sensory input. Don't, for example, while driving down a bumpy road, listen to the radio while talking to a business associate. You will function at less than peak efficiency.

**Narrow your focus in life.** Since the conscious mind can only process one set of information at a time, focus your efforts and you will likely accomplish more.

**Use pain and pleasure to control your thoughts.** Because the brain responds easily and instinctively to pain and pleasure, develop a pain and pleasure technique for motivating yourself. A technique advised by Anthony Robbins is as follows:

1. **FIRST**, associate pain with the old behavior. Realize that it has caused you pain in the past, is causing you pain in the present and will cause you pain in the future.
2. **SECOND**, associate pleasure with the desired behavior.
3. **THIRD**, modify your beliefs, values, and rules that you follow to support the new behavior you desire.

*The only reason  
people want to  
be masters of  
the future is to  
change the past.*

**MILAN  
KUNDERA**

4. **FOURTH**, make sure the benefits and satisfied feelings of the old behavior are recreated or duplicated in the new pattern.
5. **FIFTH**, everyday imagine yourself in the future behaving in the new way and feeling great.



## TRIGGERING POWERFUL STATES OF MIND

YOU'RE DOWN in the dumps. You feel as if you can't do nor want to do anything. Imagine if you could perform a simple ritual that would instantly restore your motivation, and more importantly, restore you to peak efficiency. Sounds too good to be true?

For the most part, people are unaware of the latent power they have within themselves. Hockey players burst out of scoring slumps. Basketball players suddenly find themselves in a state, they call "the zone," where every shot drops as if they were willing the ball into the hoop.

*For the most part, people are unaware of the latent power they have within themselves.*

We all know that psychology and confidence play an immensely important role in our performance ability and level, even though we have a tendency to ridicule any method that attempts to teach us how to control this performance. But if you truly want to gain some insights into your own behavior, and exploit states of mind that can improve your performance, heed the advice in the following strategy:

To regain a state of being where you had uncanny control over your mind and body – where everything clicked and you seemed unable to do anything wrong – try and reproduce all the physical, mental, emotional and spiritual factors that contributed to the state in the first place. Then, adopt a conscious triggering mechanism to try and put yourself

into this state on cue e.g., taking a deep controlled breath, eating a powerfood, or perhaps listening to a special selection of music.

In a sense, by using the above strategy, you are teaching yourself to behave like Pavlov's dog. In Pavlov's famous experiment, every time he fed his dog, he would ring a bell. Before long, every time Pavlov's dog heard a bell, it would start to salivate and secrete stomach acids necessary for digestion.

### Triggering the Mind for Maximum Performance

In more detail, here are the four basic steps to trigger your mind for maximum performance:

*The greatest revolution of our generation is the discovery that human beings, by changing the inner attitudes of their minds can change the outer aspects of their lives.*

**WILLIAM JAMES**

### STEP ONE: Pick the state of mind you want to replicate.

The state of mind you wish to replicate should be one, which will have the greatest effect in supporting the achievements and performance of yourself and others. This state of mind is usually characterized by time seeming to stand still, a sense of explosive calmness, deep diaphragmic breathing, complete physical relaxation, complete emotional control, extreme mental clarity, positive belief in oneself, and the ability to visualize the future result before any action takes place.

**NOTE** It is easier to replicate a state of mind than to try and create one from scratch. If you've produced a successful result once, you can reproduce it by taking the same mental and physical ac-

tions you did then. Just remember how your body moved, what you felt, what you saw, what you heard, and what you were thinking the exact moment before everything clicked. On the other hand, if you have to create the state of mind from scratch, you will have to keep modifying your approach using a trial and error process until you succeed once, just once.

**STEP TWO: Select a personalized triggering mechanism to produce the desired state of mind.**

Your personalized triggering mechanism should involve as much of your body and mind as possible; be easy to replicate and administer when needed; not be overly involved or complicated; give a clear signal to the brain; and be fully and directly associated with the state you desire.

*Nothing is particularly hard if you divide it into small jobs.*  
**HENRY FORD**

In short, your triggering mechanism should be simple and unique. Taking a deep breath is simple but not unique. Hopping up and down on one foot with both eyes closed, while chanting Chinese proverbs in Latin, is unique but not simple. Some examples of practical triggering mechanisms are:

- developing a special phrase of unique importance like, “Beam me up, Scottie!” (the special phrase could be a condensed form of a personal mission statement).
- taking a specially patterned breath accompanied by an exotic body movement
- tensing your arms, upper body and forming a special hand gesture (like a thumbs up)

- whispering your own name plus a descriptive adjective, “Awesome Franky baby, totally awesome!”

**STEP THREE: Establish the triggering mechanism by administering it at the exact moment you reach the state of mind you desire.**

For example, if you’re trying to improve your tennis game, the moment after you make an awesome serve or volley, administer your pre-determined triggering mechanism. Keep doing this regularly and you will find yourself capable of triggering yourself before actually making your next shot.

**STEP FOUR: Once you’ve established the triggering mechanism, continue to administer it as needed and when-**

*In order to maintain your triggering mechanism, the brain needs to experience the pattern as many times as possible.*

**ever you are in the state naturally without using the triggering mechanism.** In order to maintain your triggering mechanism, the brain needs to experience the pattern as many times as possible. Constant reinforcement and application

develops strong brain synapses, keeps neurons fired up and ready to go, and makes it easier and easier and easier to get maximum benefit out of all kinds of situations.

**Can Anyone Learn the Art of Triggering?**

Many professionals at the top in their fields are able to put themselves into states of mind on cue, and make themselves play better, think better, act better and perform better than they otherwise would. These states are based on the be-

lief that they will succeed (this is why lack of confidence is so often attributed to poor performance). But can you do it? Maybe this ability to reach a powerful state of mind is really what separates the gifted from the not-so gifted? If you agree with this, consider the following experience of world renowned motivational speaker Anthony Robbins as he relates in his book *Awaken the Giant Within*:

When Robbins used to conduct private therapies, his clients would often come to his office, sit down and start to talk about their problems. They'd say things like, "My problem is . . . etc.," and then burst into tears, out of control. As soon as this would happen, Robbins would jump up and shout, "EXCUSE ME!"

*The only place where success comes before work is in a dictionary.*

**VIDAL  
SASSOON**

This would shock his clients. Then, he would add, "We haven't started yet!" Usually his clients responded with, "Oh, I'm so sorry." And they'd immediately change their emotional states and regain control. Robbins says: "It was hysterical to watch. These people who felt they had no control over their lives immediately prove that they already knew exactly how to change how they felt!"

As Robbins clearly demonstrates with his above experience, anyone can trigger themselves into a desired state – ANYONE.



## REMOVING IRRATIONAL FEARS

TO CONQUER irrational fears and restore your motivation, it is necessary to attack them with positive thoughts and actions. Below are 19 common irrational fears, accompanied by 19 rational thoughts and actions to conquer those fears. Bear in mind, high achievers consistently do that which they fear.

### Removing the fear of . . .

**Asking for What You Want** – If you are afraid of asking for a bank loan, asking to buy a piece of property, asking for an appointment with a company president, or even asking a guy or gal out on a date, try

*Fear and doubt waste time, energy, initiative and potential. Moreover, “fear is fraudulent,” less than 10% of it is real and legitimate.*  
**SUPERTIP**

this: walk up to a friend and ask him to raise his right hand high into the air. Then ask him to touch the tip of his left ear with the forefinger of his out stretched hand. Nine times out of ten, he or she will do it.

It’s amazing what people will do if you just ask them.

**Authority** – If you are afraid of authority figures, imagine them naked in a bathtub eating Strawberry Shortcake.

**Change** – If you are afraid of change or feel it’s too late for an old dog to learn new tricks, imagine what will happen if you don’t change.

**Criticism** – If you are afraid of criticism, realize that not all criticisms are valid and that many critics actually give poor advice.

Nevertheless, strive to concentrate on the positive aspects of any criticism. Also, maintain your objectivity by giving little weight to personal attacks, which often reveal more about the insecurities of the attacker than your own faults.

**Disapproval** – If you are afraid others will disapprove of your actions, realize that it is simply impossible to please everyone.

**Failure** – If you are afraid of failure, accept the fact that you will indeed fail, and the more times the better, because ultimately, failure and success go hand and hand.

**Feeling Incompetent** – If you are afraid of appearing incompetent, realize that a little incompetence is actually good,

*If you measure yourself by someone else's success you will never find anything unique about yourself, nor will you ever believe in yourself.*

**POWERPOINT**

for it makes you more approachable and gives others more of an opportunity to help you.

**Getting What You Want** – If you are afraid of one day getting exactly what you want and still not being happy, concentrate more on *striving* for what you want.

**Ignorance** – If you are afraid of your own ignorance or being put in a situation where you lack the knowledge to perform up to your standards, realize that a confused mind always says, “No I can’t do it.” To avoid such situations, *get* informed and then simplify your objectives. Reduce your goals to more realistic components. Read more, study more, then get your feet wet. And keep in mind, that

although a certain amount of reading is good, because it helps eliminate confusion, avoid the paralysis of over analysis.

**Injustice** – If you are afraid life will treat you unfairly, accept the fact that life is indeed unfair. Some people are born rich, some are born poor. Be happy with what you have for there is certainly someone who has a lot less.

**Loneliness** – If you are afraid that owning a business will jeopardize relationships that are important to you, realize that if you don't follow your dreams, your personal identity will slowly be crushed and eventually you will become bitter. This will strain close relationships even more. Furthermore, not receiving full support and a caring attitude from the people around you, is not the end

*A woman who strives to be like a man lacks ambition.*  
**ANON**

of the world.

**Life Being Fixed** – If you are afraid that life is fixed, that no matter what you do you can't get ahead, that no matter how hard you try there will always be someone to knock you down, realize that this defensive attitude more easily brings out the underlying aggression in others. To remove this fear, accept the fact that there will always be people out there who will step all over you to get what they want. But there will also be others who will help you.

**Losing Control** – If you are afraid of losing control, realize that it is impossible to anticipate or be certain of everything. Also, give yourself permission to lose control at least once a day. It's okay.

**Making a Mistake** – If you are afraid of making a mistake, realize that mistakes happen all the time, and regardless of their consequence, life goes on. Also realize that there is no clear right and wrong way of doing things, and that it is utter foolishness to play a “waiting game” – looking for the perfect investment or business – because the worst gamble in the world is inaction. You might also try clarifying to yourself the consequences of your inaction, e.g. “Every day I am are getting poorer.”

**Making Bad Decisions** – If you are afraid of making bad decisions, complement yourself on all the good decisions that you've made in the past. Also, realize once and for all that grieving over past bad decisions or actions is futile.

*The greatest discovery of my generation is that a human being can alter his life by altering his attitude.*  
**WILLIAM JAMES**

**Not Being Perfect** – If you are afraid of failing to attain perfection, accept the fact that humans by their vary nature are imperfect. Adopt the motto, “perfection is boring.”

**Starting a Business** – If you are afraid of starting your own business, replace this fear with the fear of losing your job.

**The Economy Crashing** – If you are afraid that one day the economy will collapse, realize that in fact, the economy fails quite consistently. However, it is in this failure that you have the chance to regroup, make changes, and take advantage of new demands (as long as you have prepared for this failure by socking away a reserve fund).

**Becoming Wealthy** – If you are afraid of becoming wealthy, perhaps fearing that your success will arouse the greediness in others making it difficult for you to trust them, replace this fear with the fear of being destitute. Or better yet, think of all the positive things you can do for others once you are rich.



*Fear and confusion are the exact opposite of faith and confidence.*

**POWERPOINT**

## REMOVING IRRATIONAL BEHAVIORS

WHEN LOOKING to improve your life, your outlook, or any other facet of your being, your single greatest obstacle will usually be no one else but yourself. Your “inner demons” can easily destroy any good intentions you have. However, “inner demons” can be thwarted if you heed the advice contained in the following nine motivational crushers.

**Don’t destroy motivation by comparing your accomplishments to someone else’s.** Although modeling is essential to self-improvement, setting yourself up for envy and jealousy is not. Envy wastes time and energy.

*Freedom is nothing more than an opportunity to discipline ourselves, rather than to be disciplined by others.*

**THOMAS A. MURPHY**

**Don’t destroy motivation by disregarding everything you already believe in to come to terms with new ideas and views.** It is not necessary to disregard everything you believe to understand something new. Nevertheless, it is wise to question the source of these new ideas and views, to help determine whether they truly serve your present purposes.

**Don’t destroy motivation by dwelling on failures of the past.** Dwelling on failures or misfortunes in your past is useless. No one can change the past. Likewise don’t dwell in the future. Hours and minutes pass too quickly to be wasted. Once past, they are gone forever. Time must be traded only for things of real value.

**Don't destroy motivation by dwelling on what you don't have, can't do, or aren't doing.** Negative thoughts are the common denominator to all inactivity. Consider these negative statements: "I just don't have the energy." "I'm not smart enough." "I'm not good at it anyway." "Why should I even try, I'll just make a fool of myself." "I've failed at just about everything I've done, why should this be any different." "Life's a bitch." "What's the point, we're all going to get blown up anyway by some Middle East terrorist."

**NOTE** The difference between a successful and a non-successful person is smaller than you might think. Success has a way of building on itself. In the beginning, nothing much happens. However, after a certain point you suddenly start gaining momen-

*Negative thoughts are the common denominator to all inactivity.*

tum. This momentum, if handled with a clear mind, has a habit of shooting a person above their highest expectations.

**Don't destroy motivation by going on a junk food eating binge.** Human beings have strange self-destructive habits.

For example, when they get discouraged after failing to lose a specified amount of weight in a certain amount of time, they go on eating binges to try and make themselves feel better.

**Don't destroy motivation by making large bets with third parties.** Making a large bet with another person to quit smoking for a month, stop drinking for a year, or exercise every day till you lose twenty pounds, is a recipe for failure. Even if you win the bet, you will likely revert back

to your old behavior because you haven't solved the root of your problem. And what's worse, you will tend to reward yourself with the exact behavior you were trying to get rid of, thereby strengthening its stranglehold on you even further. If you must bet, bet \$1.

**Don't destroy motivation by worrying.** There is a vast difference between worrying about a problem and thinking about it. Worry is thinking that has turned toxic. It is a jarring music that goes round and round and never comes to either climax or conclusion. When you worry, you go over the same ground endlessly and come out the same place you started. It's like being lost in a desert and circling again and again back to the same spot. *Thinking* works its way through problems to

*The greatest pleasure in life is doing what people say you cannot do.*

**WALTER BAGEHOT**

conclusions and decisions; *worry* leaves you in a state of suspended animation. It is static. It kills life. The problem of life is to change worry into thinking and anxiety into creative action.

**Don't destroy your motivation by viewing love as self-sacrifice.**

Whenever you give up something important to you in the hopes of making another person happy, ask yourself if you are truly doing it out of love, fear or with the expectation that they in return will give up something for you? The concept of self-sacrifice as *love* becomes very destructive when the receiver doesn't reciprocate and you expect it. In the end, you feel cheated and lose motivation, and they feel pressured. Avoid this viscous circle by viewing love as *giving* not *giving up*.

**Don't destroy motivation with delusional thinking.** Unsuccessful people constantly lie to themselves about their own lives. Although, it's possible to succeed, at least financially, while being totally dishonest with others, it's nearly impossible for you to succeed if you are dishonest with yourself: about where you are in life, what you prospects are for achieving your goals, and where you fall short.



*Unsuccessful people constantly lie to themselves about their own lives.*

## FINDING INSPIRATION WHEN OTHER STRATEGIES FAIL

IF YOU haven't yet found a motivational strategy to help unleash your internal ambitions, or give you the drive to step out beyond that which you thought possible, perhaps one or a combination of the following 30 motivational tips will help do the trick.

### To motivate yourself . . .

**Act how you want to feel.** If you ACT happy, then chances are one day you will BECOME happy.

**Associate massive pain with an unwanted belief.** As already discussed earlier, an effective way to change an old be-

*Constantly make mental notes of the bad side effects of a behavior.*

lief to a desired belief, is to associate massive pain with the old belief and pleasure with a new or desired belief. Feel deep in your gut that not only has the old belief brought you pain in the past, but brings you pain in the present, and can only bring you pain in the future. Constantly make

mental notes of the bad side effects of a behavior (do this enough times and you will begin to feel differently about an old belief or behavior).

### **Become a master over your emotions.**

Although we all pass through various moods each day, each of us has the power to control them; to create our own *weather*. If you bring joy and enthusiasm and brightness to all that you do, others will react in a similar manner. No matter how you feel when you arise in the morning, you can sing or laugh and make

yourself feel better. No matter what other people do or how they react, you can decide to be positive and understanding.

### **Break larger tasks into smaller tasks.**

Biting off more than you can chew is a mistake many of us make. Eventually, we lose motivation because we feel we aren't accomplishing anything – production may even slow down to a halt. However, when overwhelmed with the enormity of a new or large task, consider using the *Swiss Cheese* approach. This involves punching several holes into a large project to make it less formidable. It is based upon the understanding that if you dedicate yourself over and over again to the goal of climbing from one small peak to the next – resisting the urge to become discouraged by the heaviness of the task – you will

*It's easier to maintain motivation for short periods of time.*  
**SUPERTIP**

achieve far more.

**Build on your successes.** Lack of motivation can result when suddenly you reach a peak and feel you aren't making any more progress. No matter how hard you try, the same problems can't be solved. At

this point, you need to refocus. To find a new path, pick apart the old goal or behavior and separate it into positive and negative influences. Choose a positive influence, something you do well or something that gets you pumped. Build on this influence. In other words, *motivate yourself by concentrating on your strengths not weaknesses*. By utilizing this strategy you are attempting to build and redirect your attention from a position of weakness to a position of strength. Remember, don't make the mistake of trying to overpower

and control negative influences in your life, because the more time you focus on them, the more they will dominate you. Do what you do best and eventually negative attitudes and behavior will be pushed out.

**EXAMPLE:** If you hate your business or job, instead of trying to make you're business or job less negative, put your efforts into making your workplace more positive. Concentrate on a special project or building a lasting friendship with a co-worker. However, if you can't find anything to motivate yourself, either start a new business, or immediately get an outside hobby (start a new part-time business). Then when the workday is over, you have something to look forward to. Use your old business to buy yourself things for your new business or hobby. Tell yourself "I'm work-

*Eighty percent  
of success is  
showing up.*  
**WOODY ALLEN**

ing to buy a new horse for my hobby farm" or "I'm working because I love my family and I want to make their world a better place."

**Change slowly.** Real change takes place over an extended period of time by doing a desired behavior over and over again until you forget your old ways. Lasting change results not by placing a desired behavior up on a silver pedestal, but by gradually incorporating the behavior into the dirt of your life until it becomes inseparable from your own roots.

**NOTE** Build a brick house not a straw hut.

**Change your environment.** Using will-power to change rarely works for an extended period of time. However, if you ma-

nipulate your environment to make it easier to adopt the new behavior pattern you want, you will find the desired change will occur more naturally and be more permanent. This includes manipulating all physical, emotional, intellectual and spiritual influences.

**EXAMPLE:** If you want to motivate yourself to write a multi-million dollar direct-mail letter, surround yourself with books on the subject, even if all they do is gather dust. Buy a poster of a famous person that inspires you. Cover or remove all potential distractions, like radios, TV's, windows, kids and spouses. Put on your favorite baseball cap, and twist it funny.

**Develop a stronger self-image.** Self-

*The four main characteristics that separate humans from animals are imagination, conscience, independent will, and self-awareness.*  
**POWERPOINT**

image is the key to human personality and human behavior; change your self-image and you can change your personality and behavior. Our self-image prescribes the limits for the accomplishment of our goals. We inevitably act in accordance with our self-image. For example, if you feel dumb in math, you will live up to that image by avoiding math homework and freezing up on tests. You will be frustrated and feel there is nothing you can do to improve your ability, when what you really need is to change the way you think about yourself. To alter your self-image, seek out new positive experiences related to the new mental picture you want of yourself. Do this by relaxing, imagining success, dehypothosizing yourself from old beliefs, re-

solving to be unafraid of making mistakes, visualizing goals as if they were already in existence, and trusting your creative mechanisms to do the work.

**NOTE** It is interesting to note that experiences don't have to involve actual events – they may be synthesized by the mind. The nervous system and brain do not readily distinguish between real and imagined experience.

**Discover religion.** The world works from the outside-in. God works from the inside-out. The world can take people out of the slums. God takes the slums out of people, and then they take themselves out of the slums. The world shapes human behavior. God changes human behavior.

*The world works from the outside-in. God works from the inside-out.*

### **Dismiss as a whole a build-up of negative thoughts that have gradually crept into your daily regimen.**

Positive feelings tell us we are experiencing life through our natural state of mind, where we have access to our inherent good feelings. However sometimes, small negative thoughts creep into our daily behavior patterns without us really knowing it. This build up of negative feelings, when recognized, should tell us it's time to regroup and find some other rational or action to aid in dismissing these negative thoughts.

**Don't let yourself get bored.** Boredom occurs when your learning curve goes flat. Never quit learning about your work and you will never get bored.

**Dress for success.** If you look good, chances are you will feel better about yourself. Unsuccessful people habitually dress inappropriately. They arrive for job interviews without a tie or in running shoes. They come to dinner parties in jeans when everyone else is in suits. When they think they're making a fashion statement, they actually making a visual statement that they don't belong where they are, and that they have contempt for the people who do.

*Constant change is the key. Be like water. Water can erode rock. Water can be calm.*  
**SUPERTIP**

**Eliminate bad behavior patterns.** We are all creatures of habit, but in order to control our destiny we must learn to destroy habits to gain more control over our behavior patterns. For example, to eliminate cravings for foods you must break up the behavior patterns which contribute to those cravings. Don't walk

tribute to those cravings. Don't walk past bakeries. Don't visit convenience stores with nothing but junk food in their aisles. Make an effort to avoid circumstances where the body starts to act before you tell it.

**NOTE** There is no such thing as a true positive or negative behavior. All behaviors can be positive under certain circumstances and negative under others.

**Learn to communicate effectively.** It can easily be said that all lack of motivation stems from an inability to communicate with ones self and others. We all want to be understood, appreciated, and come to grips with our true inner self. By learning to successfully communicate and share what you have to

offer with others, you will quickly be traveling on the road of life's ultimate high.

**Learn to think better.** The trick to improving your mental efficiency is not learning what to think, but what not to think. Learn to recognize and cut out inefficient patterns of thought. Don't daydream when you're trying to concentrate. Don't plan your shopping list while you're trying to do a cash flow analysis.

**Pace yourself.** Motivate yourself by gradually incorporating a new behavior or skill into your big picture. Don't force it into your system with intense concentration for a short period of time. In other words, don't spend 10 hours of your time learning a new behavior or skill for two days. Give 1 hour for twenty

days. At the end of two days, giving 100% might produce for example, two products, but by giving 10% for twenty days you will produce 4 because you will have gotten better at each individual stage.

*Motivate yourself by building on what you're good at. Improve yourself by working on skills you don't have.*

**SUPERTIP**

**NOTE** Even though you spend only 1 hour a day learning a new behavior or skill, this of course doesn't mean you don't give 100% of your efforts during that one hour.

**Play.** Children do most of their learning through play. So the next time you have a problem, play with it.

**NOTE** There is a close relationship between the *ha ha!* of humor and the *aha!* of discovery.

**Put first things first.** Unsuccessful peo-

ple cannot set priorities. They don't understand that there is never enough time to do everything they want, even everything of genuine importance. To avoid this, focus your time and energy on things you CAN DO something about. Don't dwell on that which is out of reach. Understand that setting priorities is an iron-clad necessity. Realize, that it's not a sacrifice to give up things of lesser importance for those things of greater importance. In fact, it's a bargain.

**Regularly seek solitude.** Silence allows you to take a closer look at yourself. It removes you from the chatter of other people's lives which can sometimes drown out your own desires and needs. Many people have found that a quiet mind is the best cure for an unproductive state.

*Many people have found that a quiet mind is the best cure for an unproductive state.*

**Run your brain like it has a film going on inside.** Daydreaming is good when applied positively to your everyday life. Using your imagination, you can create full feature films, with thousands of characters. Become your own director, producer and actor. Start your own entrepreneurial action film where you are the hero. Picture yourself being the person you want to become. Act like your hero. Walk like your hero. Talk like your hero. Just as a movie director can change the effect his movie has on an audience, you can change the effect any experience in life has upon yourself.

**WARNING** When day dreaming of your future better self, keep your feet planted in reality. Reality dictates that you must be doing something to reach the vision you

have in your head. No action, also means no lights and no cameras.

**Set up a routine to do things you don't like to do.** By setting up routines for activities you dislike, you don't allow yourself the luxury of questioning your motives. Routines remove motivational decision-making leaving less opportunity for procrastination to set in.

**Stop bad behaviors cold.** Don't reinforce a bad behavior by doing it over and over again. Instead of *just do it*, adopt the motto, *just stop it*.

**Take a few risks.** Get into trouble. Rage out of control. Realize that essentially, any accomplishment, even a mindless accomplishment can give you new motivation to work on the ones that really matter. Jump

out of a plane in a parachute. Go bungy-jumping. Scale a mountain cliff. Go to a racy nightclub and dance till they throw you out. Prepare a special dinner for that special someone and make it the wildest night of his or her life.

**Thank the people who help motivate**

**you.** Unless you are a uniquely talented artist or athlete, there is no such thing as success without a network of friends and supporters. The inability to make and keep friends is friends is at the root of many failures. Unsuccessful people make a habit of being friendly and grateful to those who are unhelpful to them and disdainful and ungrateful to those who are kind to them. Losers take their friends for granted. Winners, thank the people who help motivate them.

*As a man thinketh so is he.*  
**BIBLE**

**Think positive.** The concept of positive reframing is a hackneyed motivational solution that every dime-a-dozen shrink at some point or another has offered as a solution to everyone's problems. If you're saying to yourself right now that if you hear or read one more word about *thinking positive*, you're going to toss your cookies, well listen to these facts: On average, you have about 36 million minutes to live. Of those 36 million minutes you spend twelve million sleeping, six million growing up, three million eating and cooking, a million and a half walking and driving around, three quarters of a million propagating your species, half a million daydreaming, and over a hundred thousand brushing your teeth. This leaves you with just over twelve mil-

*That which we persist in doing becomes easier – not that the nature of the task has changed, but our ability to do has increased.*  
**EMERSON**

lion minutes to do something with your life. And you've just wasted one being miserable and spiteful.

Now imagine every time you read, see, or hear something you don't like, getting mad and ornery. Imagine these negative experiences as little pieces of rage building up inside of you. Imagine these demons growing inside you sprouting a network of roots until all you want to do is scream till your lungs bleed. The choice is clear. You can live in hell or you can strive for something better.

Don't focus on what you don't have or can't do, focus on what you can do and what you have accomplished. Positive energy is the energy of life. It is the energy

of trees, of flowers, of the sun and of laughter. Positive reframing can make you the master of your own fate, a magnet for others of less will, a symbol of hope not disaster, a bringer of laughter not suffering. Become an expert at reframing negative experiences and looking at the bright side of things, not because you read it in a book, or some famous doctor told you, but because, it is the only way to live.

**NOTE** The unsuccessful often have a sour, pessimistic outlook. They dislike their work and their world, and assume that everyone around them is dishonest or stupid. They tend to believe they are victims of their thoughts rather than producers of them.

**Use good old-fashioned discipline.**

*A man always has two reasons for the things he does – a good one and the real one.*

**J.P. MORGAN**

There are five requirements to instilling discipline into your life. **First**, be willing to solve your own problems. **Second**, accept responsibility for your own actions. **Third**, see the world as it really is in order to effectively deal with it. **Fourth**, be willing to give up something to gain something. And **fifth**, be prepared to experience pain first, before pleasure.

**Use metaphors.** Metaphors enable you to gain a new perspective on both the unfamiliar and the quite familiar, by showing how dissimilar things are similar. Try some metaphors like, “How is motivating your employees like feeding crocodiles?” or “How is building a business like building a castle.”

**Visualize your desired results.** All suc-

Successful endeavors are created twice. There's first by a mental or spiritual creation, and secondly an actual physical creation. Visualizing, for example, a successful action from a masterful golf swing to a favorable job interview – can dramatically improve performance in real life. Role-playing and rehearsal have also been employed for years to bolster confidence and competence among salespeople and actors. Whatever area you are in, realize that effective people have a clear vision of who they want to become. They begin with the end already in mind.

**Want what you have instead of wanting what you don't have.** Teach yourself to be happy with the material possessions you have instead spending your strength trying to get those you want. Re-

*All successful endeavors are created twice.*

member the great secret revealed by the fox in the novel *The Little Prince*? “Only that which is invisible is essential.”

**Weed out the little commitments that keep you from honoring your bigger, more important commitments.**

Have you ever spent a whole day wanting to accomplish something but were too grouchy, irritable, and apathetic to muster the energy? Have you ever been unable to continue working on a project until you mowed your lawn, completed your tax return, or took your niece to the movie you promised a month ago? Lapses in motivation are common to people who want to accomplish great things. Yet surprisingly, inaction is usually caused not by huge insurmountable obstacles, but rather tedious and often unimportant commitments that interfere

with your primary goal.

Thus to regain your motivation: *a)* find out what it is your not doing but should be e.g., like completing something you promised to do for someone else, or something you keep putting off because of its difficult, unappealing and frustrating nature; and *b)* do it right away without question.

Do this and you will find that your motivation usually snaps back.



*Lapses in motivation are common to people who want to accomplish great things.*