

POWER OF MOTIVATION

by Michael Bolduc

**How To Succeed in All
Circumstances**

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GUARANTEED SUCCESS STRATEGIES

49-2147 Commercial Drive

Vancouver, BC

V5L 4Y7

CANADA

<http://www.guaranteedsuccess.com>

info@guaranteedsuccess.com

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THE MISSION OF GUARANTEED SUCCESS STRATEGIES

Guaranteed Success Strategies is the leading movement devoted to help people world-wide use the power of motivation.

With the power of motivation we help men and women to achieve their physical, financial, emotional, spiritual and relationship goals.

It is basic to this mission that Guaranteed Success Strategies continually educates people on the power of motivation.

A warning: The interpretation of success for you and I are more likely than not to be completely different. Success to me means a relationship with God. Success for most people means earning a substantial amount of money.

Therefore, as you read this book, keep in mind that success is a word that is loosely used without knowing what it really means. In other words success could mean different things to different people.

Once again, a relationship with God could mean something completely different to you and I. To me a relationship with God means seeking the truth and then living by that truth. For you it could mean a religion of some sort that you practice. You see, language is open to many interpretations.

PROMISE OF RESULTS

With the tools contained in “*The Power of Motivation*” you are guaranteed to achieve every goal you set for yourself.

I say this to communicate to you my absolute confidence in the tools you will be using. This book will guide you on a simple but effective path that will lead you to the fulfillment of your dreams.

I guarantee it!

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Introduction

Chances are good that you have already read or heard of strategies which teach you how to succeed. You probably have some understanding of what it takes to succeed at an intellectual level. **I did not write this book to teach you how to be successful. The reason I wrote this book is to help you *follow through* on what you already know.** By using “The Power of Motivation” you will apply the information from all of the books, tapes, and courses you have read, heard and seen over the years.

Since you already know what to do (activity) to succeed, then it makes sense to learn how to follow through on what you already know, doesn't it? In “The Power of Motivation” you will learn how to apply all of the power principles on success that you have learned in the past.

You see, in the end, the “The Power of Motivation” might have become just another quick- fix answer to supplement your personal philosophy on success. And that is the problem. Unless you use the tools of motivation, all you will have achieved by purchasing this book is another great looking resource on your shelf. You deserve better than that - use what you learn and succeed!

To happiness and true personal fulfillment,

Michael L. Bolduc

ACKNOWLEDGMENTS

“ God is greater than any problem I have.”

— Author Unknown —

As I think of all the people who have helped me develop a project as ambitious as this book I am filled with emotions of gratitude.

First, I would like to thank my creator for giving me the wisdom and strength to complete this book. I realize today that God is bigger than any problem I could ever experience.

I want to thank my step-parents. In spite of the trials we have faced throughout our lives your contributions have allowed me the privilege to be both a writer and coach. You have been a light to me in times of darkness.

Finally, I want to thank you (the reader) for purchasing this book. You possess humility, courage and power. Humility because you are willing to learn. Courage because you are willing to break through your fears and go after your dreams. Power because you're not just dreaming about improving your life, you are doing something about it.

Thank you all.

Section 1:

Why Motivation is Important

1

The Missing Link

What is the missing link in the information age? Information on success is so readily available that it is surprising why there aren't more people who are living happy fulfilling lives. Why aren't more of us successful? How is it that so many of us know what to do but still don't do it?

The best way to begin explaining why people aren't successful (even when they know how to be) is by learning about the power of motivation.

Working for Tony Robbins

When I was in my early twenties I worked for Anthony Robbins, the popular success guru and peak performance coach.

I remember the first week I worked for one of Tony's franchises. I discovered something astonishing. The PDC's (Personal Development Consultants) that worked for Tony Robbins weren't using what they had learned. The tools and the knowledge they had at their disposal were incredible. These PDC's not only knew what to do, but they knew the information inside and out.

And yet with all this knowledge about success and how to get it, very few were truly successful in the major areas of their lives. Some did not manage their finances well. Some had weight problems. Some had relationships that were volatile and unsatisfying. All the promise of what they were teaching was not reflected or integrated in their lives.

Upon discovering this, I was critical towards their hypocrisy. How could they teach something that they don't even use? I felt they were incongruent - that is to say, **they were preaching one thing and doing another.**

After working my way through telemarketing with Tony Robbins, I became a PDC myself. It wasn't long before I too learned what was required for massive success. And yet similar to the other Personal Development Consultants I was working with, I found myself in possession of the knowledge of what to do, but not doing it. I became the very person I disliked just a few months before. I too was incongruent.

How could this be? I asked myself. Why am I not doing what I know would make my life better? What is preventing me?

The more I would learn about success, the more guilty I felt for not doing what I know I should be doing. Who am I to preach on success, when my life doesn't reflect the success people are looking for?

Can you relate?

Do you know what to do but aren't doing it?

I have now done the personal power program more than once, yet I don't feel that it has quite kicked in. By this I mean I haven't been able to live in the states I would choose and have not produced the life I want to live. I am not about to give up though. It seems that there are so many principles that Tony teaches I don't even know where to lay my focus!

Marc

To see clearly through the clouds we need to understand how the power of motivation works in our lives. We need to understand the gap between where we are and where we want to be.

The Missing Piece

Many people say they want to be successful and then their lives do not change. I believe the reason for this is because they really do not want success. Why? Because to be successful, we have to abandon the level of comfort we are presently living in. What people who talk about being successful are really saying is that they want to be successful without doing anything about it. And that is the problem. It's a problem because in order to be successful, we must first be willing to do whatever it takes. That means we must be willing to endure a certain level of pain before achieving the desired goal. Success without commitment is impossible.

It's not a lack of knowledge that prevents you from succeeding; it's the power of motivation working against you. If someone is enjoying more success than you are, it's because they've learned how to have the power of motivation *work for them*.

The key to having the power of motivation work for you is to control the two most basic experiences humans have - pain, and pleasure. When you can control *pain* and *pleasure*, you can follow through on the necessary process of achieving a goal. Anytime you fail to achieve a goal it's because you have pain and pleasure working against you.

The Battle of Desires

“The starting point of all achievement is desire. Keep this constantly in mind. Weak desire brings weak results, just as a small amount of fire makes a small amount of heat.”

— *Napoleon Hill*

If we want to achieve the mental certainty that leads to success it is essential we begin controlling the fears that cause us to question our potential. You must have the sufficient desire to achieve this task above all. The key to tapping into the power of motivation is for us to have a radical awakening to what prevents us from achieving success, and then to have the requisite desire to overcoming these barriers.

Many of us are lost in helplessness and self doubt. Most of us spend our entire lives wondering how to tap into our potential. We lack the confidence that separates the winners from the also-rans. The problem is we don't feel certain we can achieve our desired goals. We do not truly believe that the future will bring good tidings, that tomorrow will be better than today.

If you have a sincere desire to attain a life worth living then the power of motivation will reveal answers to your deepest questions. When we fail to succeed it is important to ask ourselves: what went wrong?

To begin with, we must understand that our strongest desires overpower the weaker desires. When someone fails to follow-through on their goals they associate pain to actions which will help them to reach those goals, and this in turn prevents them from taking action. Knowing what you want is perhaps the most important prerequisite to success. Not only will this book show you *how* to get what you want but will help you understand *why* motivation is necessary to help you get there.

Only if we want success (your treasure) more than anything else will we even start making progress towards our desired goals. You must have compelling reasons that will overpower your doubts, your comfort zone and your lack of confidence stemming from past failures. Otherwise you will face the common problem of procrastination. This means you are putting off the pain towards the future. All of this points to one singular problem: **The pain of success.**

Desire to gain pleasure is not enough

Unless we can succeed in overcoming the pain of achieving success it will be impossible to reach your goals in life.

The only way to properly understand motivation is to understand the nature of desire. There are two types of desire, the desire to gain pleasure and the desire to avoid pain. Out of the two, the strongest desire is to avoid pain. *Pain* is always a bigger motivator than *pleasure*. Understanding the power of fear is the first step to understanding motivation. The power of fear does two things for you:

1. Prevents you from taking action: This is how the power of motivation works against us. As long as we are not certain of our potential, we hesitate to take action. Unless you are able to overcome your fear of failure, you will naturally not progress from your present circumstances.

2. Motivates you to take action: In the same way that fear of failure prevents you from taking action, it can help you to move towards your major goals. The process is one in which you keep the commitments that you make to yourself. It is something which resembles a personal contract with yourself. We will explore this in greater detail later. What is important to note at this point is that fear is not always debilitating, if properly harnessed it can be a positive force in your life.

That's why it's important to make fear work for you, not against you. As long as fear works against you, you will be struggling to make progress towards your goals. Conversely fear, when properly handled, can be used by you to achieve success (whatever that means to you). When you recognize that the power of fear can be used to your advantage you will begin using it to create positive change.

When you recognize the power of fear can be used to your advantage you can begin using it to create positive change.

The difference between the fear which blocks action, and the fear that motivates you to act, is the structure you build around fear and how it operates in your life. In one example fear (i.e. fear of losing money in an investment) causes you to stand-still, preventing you from taking action. In the second example, fear (losing money from breaking a promise to yourself) compels you to act and follow through on your personal objectives.

Fear is so powerful because it is urgent and pressing. The truth is that *desire* inspires you, while *fear* compels you. **You either use the power of fear or the power of fear uses you.**

“Success doesn't come to you...you go to it.”

— Marva Collins

If you want to be successful, if you want to be an achiever, then it is essential that you become interested in what it means when someone says; “Do whatever it takes to succeed.”.

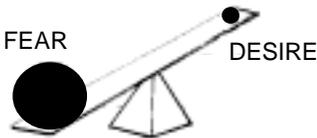
Now it’s important to understand that *doing whatever it takes to succeed* means a lot more than uttering a slogan. **It means not quitting when times get tough. It means enduring great discomfort even when you don’t feel like it.** It is difficult to do whatever it takes because the desire to succeed is usually not enough. If you are to do “whatever it takes” you will require the necessary motivation.

If we want to be successful then we cannot depend on the power of desire alone. It’s important to use *fear* to sustain motivation. That’s all there is to it. If you want to achieve your desired goals, the way to succeed is to use *pain* instead of allowing *pain* to use you.

Failure Needs to Be Unbearable

In order to make failure unbearable, you will need to understand how to properly use pain and pleasure. And it’s difficult to control pain and pleasure when you have never done it before. But if you apply the strategies in this book, you will learn how this can be done.

The truth is unless not acting (on your goals) becomes unbearable, you will not take action. The more discomfort you can create, the more motivation you have. Why? Wherever it is more comfortable for you to be, is where you will choose to be. But if it becomes uncomfortable to fail, you will stay committed to your goals.



With the scale of motivation, you can easily determine if you have what it takes to succeed. Simply ask yourself; What happens if you don't succeed? If the answer is nothing, then I guarantee your chance of succeeding is extremely low. You must have something to lose.

“ In every pain there is tremendous opportunity for overwhelming gain! Use it to your advantage!”

— Brian G. Jett

The pinnacle of motivation is when the pain of failure becomes unbearable. The evidence of unbearable pain is that you are willing to do whatever it takes to succeed.

Starting today you can disturb your personal level of comfort. If you are willing, your comfort zone can be disturbed instantly by fixing certain painful consequences onto yourself for not following through on a personal commitment. Of course we don't want to cause too much discomfort because then we link pain to growing if we do. The key then is to identify a balance between that pain which will shake you out of your comfort zone and cause you to take action, and that pain which will only immobilize you.

Change brings growth, and with growth comes PAIN. But it's the pain that causes me to overcome, in order to be SUCCESSFUL."

— Monica L. Nash —

It's important for you to understand that the pain of loss is the quickest way to motivate you. When you have something to lose if you don't succeed then you'll be compelled to follow through. Wanting to be successful (e.g. losing weight) more than anything is only the beginning. It's the fear of pain that creates the power of motivation.

The key is finding what causes you pain and what causes you pleasure. Once you discover that, you will unleash the power that is already within you now. When you are willing to do this fully, unconditionally and without reservation, then in that moment you will guarantee your success.

Before we go on to discuss further the strategies which will allow you to achieve, we need to have a thorough understanding of what we mean by phrases like “linking pain to not meeting our goals” or “linking pleasure to a certain activity”. **This process of *linking* is a key concept to understanding success mechanisms.** Essentially it is a type of science - the science of neuro association.

THE SCIENCE OF NEURO ASSOCIATION

Neuroscientists believe that brain function is the combined result of millions upon millions of nerve cells communicating with each other in the vast network that we recognize as the brain. Brain cells, or neurons, communicate with each other by releasing molecules, known as neurotransmitters.

With this new found understanding of the human brain success literature began to move away from its philosophical roots toward a scientific foundation.

Success wasn't a science until Neuro Linguistic Programming (NLP) was discovered in the early seventies.

What are *neuro associations*? First, understand that neuro associations are physical, not mental. In your brain you have neural pathways sending signals to your senses giving you specific sensations of pain or pleasure. (E.g. think of a certain food you love.) The moment you think that thought, you begin desiring that food, don't you? If you can smell the food, your associations are even stronger.

This conditioned response in animals is very common. People who want to teach animals how to do tricks for movies or television understand the power of reinforcing desirable behaviour through neuro associations. **Unlike animals however human beings have conscious awareness, enabling them to analyze present circumstances.** Animals react the moment the stimulus is in their environment. Humans however can re-condition their associations according to their independent will.

Neuro associations are external to human opinions. Like the law of gravity, neuro associations apply to your daily decisions whether you approve of them or not. The good news is that you can control what you associate pain and pleasure to so that your desired outcomes are advanced by your associations.

A New Achievement Science Means Guaranteed Success

Within minutes over a phone conversation, if a person is open and willing, I can cause instant neuro association change. The result is that people are able to achieve success in places where they had previously failed.

I have used the power of neuro associations to help people quit smoking, lose weight, increase their income, become more effective in sales and influencing others, and having better relationships with people who are important to them. With the power of this tool nothing can stop people from making the necessary changes required to meet their goals. Within minutes people can make quantum improvements to their lives.

Success and failure, wealth and poverty, happiness and sadness, are all dependent on what you associate pain and pleasure to.

What I am talking about is the very foundation of the power of motivation. It is also, I believe, the foundation of any genuine teaching of success philosophy. It cannot be taken lightly. You see, the only difference between those who begin to move towards success, and those who don't, is that those who don't succeed do not have the will to do whatever it takes.

Your Willingness to Succeed

“The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack of will.”

— Vincent T. Lombardi, (legendary coach and football guru).

Successful people do what failures won't. Are you willing to use the power of motivation to help you succeed? The answer to that question is usually a reflection of whether you are willing to do whatever it takes to succeed.

When everything you have tried hasn't worked, when you have read success literature over and over again only to not follow-through on it, you lose hope. You lose your willingness to try again.

The Power of Motivation was written to restore your hope. You can achieve everything you want, when you control pain and pleasure. “The Power of Motivation” is a written-guide to help you understand how to control this force. Fear will no longer be a stumbling block. Instead you will turn fear into a friend. Fear will become like the fuel that energizes you to succeed (whatever that is for you) over and over again.

The first step to success is not the setting of goals, creating a plan, or getting motivated. Even more important than all of these is for you to learn what is necessary to succeed.

Only after you understand what is required for success can you then judge whether or not you are willing to pay the necessary price. If you are, then there is no turning back. Prepare to break yourself away from any possibility of failure AND use the power of motivation to make sure you will overcome.

If you want to succeed then you need to use pain and pleasure to motivate yourself. This prerequisite to success cannot be taken lightly. In the next chapter you will learn the secret motivation for everything we do.

Note to Reader: Before you read any more of this book, please take the time to answer the following questions.

1. *Why is the information on neuro-associations important?* This book was designed to help you tap into the awesome powers of awareness and focus. Awareness means you are conscious of what you are reading.
2. *How can you use this book?* Focus is the process of concentrating and directing your attention toward a particular task. By actively participating in the exercises of this book you will be both more aware and more focused. This will empower you to make changes in your life which you desire.
3. *Why is the concept that you can control what you associate pain and pleasure to so important?* Take five minutes to ponder this thought so you are very clear on what the concept is all about.

2

The Secret Motivation

“Life is too long not to be happy.”

— Thom Barber

How to gain, keep, and recover happiness is in fact, for most people, and at all times, the motive for all we do. How can we create, increase and sustain happiness?

For most people the drive to discover the secret to happiness is the strongest motivation that exists. From the beginning of human kind, man has been driven by this motive.

Happiness

To understand motivation we must first begin with the end in mind. It is the absence of pain and the presence of pleasure we are all after. I strongly encourage you to contemplate this simple truth. If you do this, you will understand the key to this book. And when you get in touch with the simplicity of your motivation, then you can begin to experience a super clear intention.

To be happy we must believe the future will get better

If you want to be happy today, tomorrow and for the days to come, then you have to believe tomorrow will get better. When you believe tomorrow will be better than today you create hope inside yourself. As you use the power of motivation to set goals for yourself, and you believe you will achieve them, you create an inner sensation of anticipation and excitement. This will add to the passion in your life.

For example, maybe you aren't married yet and you wonder how much happier you'll be when you get married. On the other hand maybe you are already married and feel dissatisfied. You long for the day when you will find fulfillment in your marriage. Either way, unless you believe your relationships will get better, you will lose hope for well-being in your life.

You must believe that your relationships, finances, career, health and spiritual well-being will significantly improve as the days past by. In the absence of such hope you may join the throngs of people who exhibit the worst kinds of behaviour. Many people will resort to behaviours which will be destructive to themselves or others. For example research shows that people who don't believe their future will get better are more apt to use drugs and alcohol.

Conversely *hope* is so fundamental to human happiness that even in dire circumstances some people can remain happy if they see some “light at the end of the tunnel”.

I strongly urge you to devote as much attention as you can to the subject of happiness. I cannot emphasize enough how important it is. The clearest and most fruitful intention we can have as human beings is to achieve happiness and spiritual well-being. It is what motivated me originally to write this book. If we are not crystal clear on the need for happiness in our lives we will spin our wheels without going anywhere. But the achievement of happiness cannot come without struggling throughout our lives.

Mandela’s words, “The struggle is my life,” are not to be taken lightly.

Nelson Mandela personifies struggle. He led and won the fight against apartheid with extraordinary vigour and resilience after spending nearly three decades of his life behind bars. He has sacrificed his private life and his youth for his people, and remains South Africa’s best known and beloved hero.

In 1962 Mandela left South Africa for military training in Algeria. On his return he was arrested for leaving the country illegally and for incitement to strike. He conducted his own defense.

He was convicted and jailed for five years in November 1962. While serving his sentence, he was charged, in the Rivonia trial, with sabotage and sentenced to life imprisonment.

A decade before being imprisoned, Mandela had spoken out against the introduction of Bantu Education, recommending instead that community activists should “make every home, every shack or rickety structure a centre of learning”.

Robben Island, where he was imprisoned, became in itself a centre for learning, and Mandela was a central figure in the organised political education classes. In prison Mandela never compromised his political principles and was always a source of strength for other prisoners.

During the seventies he refused the offer of a remission of sentence if he recognized Transkei and settled there. In the eighties he again rejected President PW Botha’s offer of freedom if he renounced violence.

Shortly after his release on Sunday February 11th, 1990, Mandela and his delegation agreed to the suspension of armed struggle. He went on to win the presidency of his country and to lead South Africa into a new era without apartheid. He was inaugurated as the first democratically elected State President of South Africa on 10 May 1994 - June 1999. Mandela has honorary degrees from more than 50 international universities and is chancellor of the University of the North.

Nelson Mandela retired from Public life in June 1999. He currently resides in his birth place - Qunu, Transkei.

Mandela' life is an incredible example of hope. In spite of constant and continual trials, he was able to sustain the hope for his country and himself.

In order to achieve a sense of our well-being, we must believe that everything happens for some purpose and that it serves us. The reason for choosing to believe that everything happens for a reason is because we don't want to be victims of circumstances. **The minute we believe we are victims who are out of control, we become fearful.** The truth is fear and happiness simply don't mix. That's why people say : "Don't worry be happy."

I discovered something quite extraordinary when pursuing the secret to happiness. I discovered that on a deep level we all know exactly what we are doing. What does that mean? It means that people who want to be happy make choices that enable them to experience happiness. And the people who do not want to be happy deliberately make choices that ensure the continuation of their unhappiness.

*" It is better to Believe than to Disbelieve,
In so doing you bring everything to the realm of
possibility."*

— Albert Einstein —

Another key to happiness is the power of belief. **Belief is so fundamental to happiness because without basic belief, no progress is possible.** If you want to make significant progress in being happy you must seek to achieve a feeling of certainty. This certainty is the difference between happiness and sadness. How do you move from the emotion of fear to experiencing genuine joy in your life? To do this you must resolve your internal conflicts over the emotions which cause you to feel unresourceful.

The human emotional spectrum can be broken down into two basic elements: love and fear. Hurt, anger, frustration, disappointment, guilt, inadequacy and depression: these are all fear-based emotions. These emotions in turn produce feelings of depletion, weakness, inability to cope and exhaustion. The highest state of being is love. It produces buoyancy, radiance, lightness and joy. If you pursue truth, then you will come to understand that love heals everything.

What I'm saying is this: Anytime we feel we will experience pain, we become fearful. This means pain is the ultimate reason for all our fears. And because at the very core of our being we no longer want to experience fear, we look for certainty. Why? Because we all want to feel certain the future will bring us pleasure. Love being one of the highest forms of pleasure.

When we make the wrong choices over and over and over again, a karmic momentum is created.

It's the accumulated momentum of having made unwholesome choices consistently over a long period of time that causes fear. **When we have chosen wrongly hundreds of times, it eventually becomes a powerful momentum, a momentum that literally becomes self-generating.**

This type of momentum eventually caught-up with me after many years of struggling with a very painful event in my life. When I was a young child my mother was murdered by my father. At the time I was only seven years old. At such a young age, I hardly understood the significance of this event, but later on in my teens I started feeling the impact of this incredibly horrific event. I suffered from low self-esteem, rebellious attitudes, stuttering when I spoke, and serious depression. The momentum in my life was all negative. What stopped this downward spiral was the power of motivation.

Maybe you too are experiencing a downward spiral. It is because I have been there myself that I want to help you create positive momentum in your life.

Today, I realize that all of the negative emotions that I felt as a child had deep meaning for the purpose of my being. The desire to know why my father could act so selfishly and with such cruelty (*How could someone murder?*), moved me to understand human motivation.

When I was a child I didn't appreciate the events that had taken place. I adored my mother very much and felt so much pain over losing her. Today, however because of my past, I understand motivation quite well.

Today I have the privilege of helping people all around the world overcome pain and suffering.

Unlike animals we can always choose our response to any stimulus. **The God given supercomputer called the human brain is capable of reprogramming itself in a powerful fashion.** Even the most unspeakable events in our lives can be instructive and can be used for good. I have seen this happen in many lives. I have experienced it in my own life.

The Ultimate Goal of This Book

I am going to assert that the real reason you are reading this book is not to make more money, not to get married, not to become more healthy or to achieve any other kind of goal. In reality all of those goals are actually a means to an end. The end is happiness.

But if you and I are to attain true happiness, we must make sure we know how to get it. I wrote this book to educate you on the power of motivation. By learning and applying the secrets of motivation, you will indeed achieve any desired goal. But more importantly, you will be joyful about your life. And you will live your life more *intelligently*. However this is not a complete manual for happiness. Without a relationship with God, you will always find emptiness within yourself.

It seems that while there might be great variations as to what the term *intelligence* actually denotes, there is some common agreement on what the term does mean.

According to psychologist (David G Myers), intelligence is a concept intended to explain why some people perform better than others on cognitive tasks. In the *Handbook of Human Intelligence*, Robert Sternberg and William Salter (1982, p3) reported that most experts view **intelligence** as a person's capability for "goal-directive adaptive behaviour." The experts agree then that intelligent behaviour reflects a capacity to adapt, by learning from experience, solving problems, and reasoning clearly. Those behaving intelligently meet challenges and achieve their goals.

If intelligence is measured by your ability to solve problems and to meet your goals then we are *all* intelligent. The reason people don't solve problems easily or achieve their goals is not because they don't have the potential to do so. In fact, we have **unlimited potential**, which means we are all equally intelligent.

The real question is how we as individuals utilize this potential. The difference between the various ways in which people tap into their potential has nothing to do with IQ, but instead is related to the *motivation to excel*. Motivation as we are learning can be controlled through independent-will; therefore by choice alone we can all literally be "super-humans" achieving any desired goal we set for ourselves.

Only God knows why some individuals want to be better., while others seem to settle for less than they can be. It will always be a mystery why people don't change for the better.

Each arena of life has either a downward spiral or an upward spiral. We can experience this in each of the key areas of our lives. Our spiritual well-being, health, relationships, personality, life events, businesses careers and finances are always experiencing highs and lows.

When we make the wrong choices over and over and over again, a karmic momentum is created. A negative accumulation of this momentum is the result of making unwholesome choices consistently over a long period of time. This is a problem. When we spiral downward that negative momentum begins working against us. This momentum eventually becomes self-destructive.

To have true happiness, this momentum must be completely destroyed and utterly and perfectly extinguished forever. If we want to stop and intervene the negative momentum, consistency is everything. And in order to succeed, we must use the power of motivation to reverse the momentum so it can work for us, not against us.

In the same way that negative karmic momentum becomes self-generating as a result of repeated wrong choices, we can do the converse. We can intervene and stop the negative momentum by making right choices over and over again. This will lead to a slowing down of the negative momentum. Our love, joy and happiness increases as we continue to make better decisions.

As our confidence increases, as a result of consistently making right choices, the negative karma will continue to decrease until it not only ceases altogether but - and this is everything - a new momentum is born.

The complete state of happiness is when we achieve love in each area of our lives. However this doesn't easily happen. Most of us are not aware that this is the only way to achieve true happiness.

In spite of the apparent contradiction, a person can sometimes experience both happiness and sadness concurrently (e.g. someone important could die yet you believe he has gone to a better place). You therefore are sad that he/she is gone but joyful because you believe that the person is in heaven. Eventually though one emotion will overpower the other. Either joy will overtake sadness or sadness will overtake joy.

You cannot experience equal amounts of sadness and joy. By nature that is impossible. You are left with only two choices: (1) choose to empower your positive emotions. (2) choose to leave your emotions to chance.

The Power of Motivation was written to help you empower your positive emotions. Again, you need to understand that in every situation there is a choice to be made.

The Downward Spiral

Discomfort: In our sincere quest for happiness, some of us experience great amounts of discomfort trying to achieve financial growth. For example, you might have worked long hours at a job you don't really enjoy.

But when you finally achieve the financial growth you are after you might find that this does not make you as happy as you had anticipated. When this happens you begin to fear that you will experience more pain. As a result you become more uncomfortable.

Fear

Whenever we are unsuccessful at dealing with discomfort we fear the anticipation of more pain. This fear isn't actual pain but a warning that unless things change the future will get worse. This can happen in any of the six key areas of our lives. (e.g. if we lose our job, we get fearful we will lose our current level of comfort). If we do not believe the future will get better we will experience...

Hurt: We begin to lose hope for all the promises life has to offer. Our hope of happiness is gone, therefore we are hurt. When we experience loss of love, joy or comfort we hurt inside. This happens when we break-off with a girlfriend, lose money or become overweight.

Anger: When we are hurt we become bitter towards the people who were contributing to our love, joy and comfort.

Frustration: We know there is more to life because we have experienced it before but we don't quite know how to get back to that place where we felt purposeful. As a result we take action: read self-help books, go to school, attend seminars and give it our best shot to build the confidence necessary to make progress. As we learn, we increase confidence, put our hopes up, get excited again and then anticipate success in our lives. But when life's trials result in failure we give up our hope and experience...

Disappointment: If you've given up on working towards your goals, you have achieved disappointment. When you were hurt you still had a spark of hope. If you are disappointed you believe that your expectations of success are not going to be realized. You have lost all sense of hope. This is the beginning of a very painful process. Eventually disappointment leads to...

Guilt: This is the stage where you participate in self-sabotage. You know you ought to change, but you just don't want to try anymore. Each time you fail to try, you feel guilty. Unless you get the courage to try again, you will feel...

Inadequacy: You've lost hope. You begin to feel you are worthless. You don't believe you are capable anymore. You could feel inadequate in any of the six major areas of your life; your finances, health, career, spiritual well being, relationships, and social life.

Unless you seek outside help, someone who can help you believe in yourself again, you will move towards...

Depression: At this point you are overloaded with pain. All the Pain you experience is meaningless. It serves no greater purpose. Usually not all areas of life will be depressed at the same time. You could be depressed financially yet still be in love with the woman of your dreams. You could have awesome health yet be depressed about your career. Each of the six major areas can cause fluctuations in your emotions.

If you don't believe you can change you won't believe that you are in control of your life. You might even believe that life is not worth living anymore. At this stage your hope for survival is to reach for drugs or alcohol to deaden the overwhelming pain and shame that you feel.

As a result you become dependent on these "quick fix" solutions, which of course are no solutions at all.

Unless you act out of faith and ask for help from God or your fellow neighbor you will lose control of your life to drugs or some other form of addiction. These addictions can perhaps be seen as the difference between your lifeline and death.

If you believe that the only emotion you will experience in the future is pain, you will seriously consider suicide. If you've lost hope for happiness in each of the six key areas of your life then you are headed towards suicide. Hope is more important than food.

If you and I want to survive we must believe the future will get better, in spite of our current circumstances. You can go for months without food. Take all hope away with the promise of nothing but pain and you won't survive even that long.

My personal experience of feeling no other emotion than pain

I remember reaching this stage in my life. I sincerely believed that there was no hope in life. In my heart I saw nothing but pain in the future.

The more pain I felt, the more drugs I did. Then one day I lost hope for life. That was it, I was determined to commit suicide. I rented a room to jump out of, and I chose a room that was high enough above the ground to ensure that I wouldn't survive the jump.

It was the most dramatic day of my life. As I walked around the city that night, I took a deeper more concentrated look at the world. "This is the last time I'm going to see this" I said to myself.

My last prayer was a request to God. "What do I have to lose?" I asked myself. As I was praying, I asked God for meaning. I asked God to give me a sign that he wanted me to live. It was a radical prayer, I had lost almost all hope. My only hope was that maybe God loved me and would answer my prayer by giving me a sign. I was serious about suicide, and God knew it. That day God answered my prayer.

A little over 60 seconds into my request, a stranger handed me a Christian pamphlet. If the pamphlet was given to me five or ten minutes after my prayer, I don't think I would have accepted it as a sign from God. As it turns out, I truly believe it was a miracle.

“Could it be?”

“Is this a sign?”

“Did I miss something important from the bible?”

I had read the bible several times before. But, that day as I was asking these questions it sparked a sense of hope, “that maybe, just maybe, I had missed something so important from the bible, that if I just knew what it was it would totally change my life.” That spark of hope kept me alive that day. Several months later I was restored as a Christian in my church. Several months after that God blessed my life with the love that made life worth living.

The point is if we fail to believe our future will get better we are heading towards a downward spiral that eventually leads to “learned helplessness” or “inadequacy”. However if we not only believe the future will get better, but feel a 100% certain that we are going to achieve our desired goals we are heading towards an upward spiral. As we move in the upward spiral we begin once more to feel excitement, passion, love and joy.

The magic of Action

Is it possible to have ecstatic highs in all six areas of life?

Anybody can be happy and in a state of comfort, ease, health, success, pleasure and joy. And that's the point of this book; To help you measure, monitor and make progress in all six major areas of your life.

To make progress towards our upward spiral of life, we must first understand that we all share the same level of potential. Unless you suffer from physical or mental limitations, you are just as capable of achieving the upward spiral as anybody else.

The path towards the downward spiral in life is to stop learning. If you stop learning you are guaranteed to go down.

Now it's important to understand the value of making right choices. If we are truly willing, we can make major progress in each of the six key areas of our lives. This means that you can be happy, joyful and experience love in your daily life.

But there is a price to be paid for success and happiness, and a lot of people are not willing to pay that price. The cost of success and happiness is the responsibility you take over the forces of pain and pleasure which control you. Unless you take control of pain and pleasure, you will continue doing what you have always done, and you will continue getting what you have always got.

Lighting the path to progress

Once you learn how to be confident in your goals without apprehension, the law of inertia - objects in motion tend to stay in motion - takes over, propelling you forward of its own accord. This is called positive momentum, which is fueled by an upward spiral of action, the only path to happiness and success.

Negative momentum, a downward spiral that slows down your progress, is fueled by fear which then eventually leads to depression.

We will tend to doubt ourselves whenever we've failed in the past. The time to intervene and break the downward spiral is now, and the methods to achieve this are described in this book. You are not a victim to the downward spiral.

In fact it is within your circle of control to intervene and break the negative pattern. There is a specific method to achieve this in each area of your life.

So here is your challenge: Get an estimate of your emotional highs and lows in each area. In order to make progress, you need to know the gap between where you are and where you want to be.

If we want positive momentum in our lives, then we must use the power of motivation to create that result. That means we must reverse the negative momentum already at work in our lives. But it is making the right choice that leads to positive momentum.

Exercise: *How would you like to feel in each area of your life?*

1. Money: (Select an emotion that best describes your relationship with this area) e.g. grateful

2. Positive Events: (Select an emotion that best describes your relationship with this area) e.g. joy

3. Relationships: (Select an emotion that best describes your relationship with this area) e.g. loving

4. Health: (Select an emotion that best describes your relationship with this area) e.g. comfortable

5. Work: (Select an emotion that best describes your relationship with this area) e.g. fulfilling

6. Personality: (Select an emotion that best describes your relationship with this area) e.g. confident

To succeed, we must have a deep understanding of why we do what we do. Why do we sabotage our success? How do we compel ourselves to succeed? In the next chapter, you will learn the answers to these questions. You will learn the psychology of motivation.

3

The Psychology of Motivation

What motivates us to achieve? We first discovered that the secret motive is always happiness. In this chapter, we will take a closer look at the working of the psychology of motivation.

When I was in my early twenties I was eager to learn why people did what they did. I believed that if I understood human motivation I could understand people.

The two types of motivation are as follows; the biological push (internal motivation) and the cultural pulls (external motivation). All motives fall into either one of these types of motivation. By being aware of these motivators we can explain why people do what they do.

Biological Needs: The Internal Pushes

If you want to understand why you do what you do, then you need to understand that your internal drive is biological. Maslow's popular *hierarchy of needs* identifies the structure of both our lower and higher needs. In fact, motivation is nothing but an unsatisfied need.

For example, if your need for water is deprived, your thirst will pre-occupy you. Deprive yourself of air, your thirst will disappear. Your first priority will then become your need for oxygen. As different needs get met, different needs arise and there is a continual process in life of movement from unmet need to fulfilled need.

There is a specific order of needs that fuels our drive. When we succeed at meeting our basic needs, we move up the pyramid in the hierarchy of needs. There is a priority in our lives that is independent of the circumstances of our lives.

Many mistakenly assume that this hierarchy of needs is the structure for all motivation. But this is not accurate. In fact motivation can be as simple as our need to gain pleasure and avoid pain. But in order to understand why we do what we do, we need to see how the hierarchy of needs does not explain all there is to know about motivation.

The true motivators

Perhaps the key to understanding motivation outside of the hierarchy of needs is by giving you a counter example. **For example, it is our belief (feeling of certainty) about what events will cause pain or pleasure which control our behavior.**

The structure of needs (such as the one posed by Maslow) are secondary to these beliefs. But in order to get a clear picture of how this applies to life itself, let's examine some history.

The Power to Overcome Pain

In the first few centuries after Christ's death many Christians were persecuted for their beliefs. Some of these men and women were not only fed to ravenous dogs and lions, but were sometimes grilled alive in red-hot iron chairs or whipped so severely with a lead-tipped cat-o-nine-tails that their entrails would spill out. The torture was absolutely horrendous.

Why would some Christians be willing to endure such devastating pain?

If we want to understand motivation, then we need to understand why Christians would choose pain over pleasure. And the Christians did have a choice. In fact, in order to escape such a horrific experience, Christians had only to renounce their faith. They didn't even have to mean it. Pronouncing the words was enough.

Despite this option to renounce their faith some Christians refused to take the easy way out. Why? **The truth is the love of God compelled Christians to stay faithful. Unless a person is part of God's love, this type of motivation will never make any logical sense.**

Even physical torture couldn't dissuade them. In spite of some individuals being burned alive, boiled in oil, fed to lions and whatever else they would do to make them suffer, they were willing to receive suffering through the courage and love of Christ .

But not all Christians chose suffering. Some did indeed renounce their faith. Why?

Because these individuals linked unbearable pain to suffering now. And they linked pleasure to choosing the easy way out. In fact, suffering a horrible death for one's faith wasn't worth it for these individuals.

After being a Christian for some time, I can honestly say that I would not be dissuaded by fear of pain. The love of Christ is the only thing that I know that beats the pain threshold. If you haven't been part of such love, then you need to get to know Christ.

Aside from the love of Christ, everyone has a pain threshold. And it is this threshold which determines most people's fate.

Once again, the pain threshold is the key to understanding motivation. When you experience unbearable pain, you will indeed do whatever it takes to move away from it. And this is what really motivates people in situations where pain is involved. Aside from the love of Christ, I strongly encourage you to think of a counter example to this claim. If you understand the concept of the pain-threshold then you will see the truth in this principle.

In light of the *pain-threshold* our understanding of human motivation becomes much more clear. Indeed, when we experience pain it becomes the source of our motivation. But if there is no pain, then we will evaluate our choices based on the pleasure principle. This means whatever we believe will mean more pleasure will determine our fate. This pain/pleasure complex cannot be taken lightly. All human beings are motivated by what they believe will lead to more pleasure and less pain.

The power to overcome pain

Your desire for success will only take you so far. It's the power of pain that will take you over the top. Pleasure is a strong motivator but sometimes it's not strong enough to help you make the necessary change.

As powerful a motivator as fear of pain is however, you will want to avoid prolonged periods of enduring pain. Such undue stress is not healthy. Instead of merely *enduring* pain for positive change you will want to *use* pain to create positive change.

Using Pain To Create Pleasure

Will enduring more pain today mean more pleasure tomorrow? For the Christians who did not renounce their faith in Christ the answer was an absolute "yes".

Personally the answer is an absolute "yes" as well. I was willing to use the power of pain in my life to make sure I became congruent with what I teach about success. Do you remember the PDC (Personal Development Consultants) I talked about in chapter one? Not only was it painful to be incongruent (feeling guilty) but I believed my future would be better if I were to use the tools of success that I talked about, instead of wallowing in my own comfort zone.

What goals would you be willing to use the power of pain to achieve? Take the time now to think about these goals and list them below.

List three or more important goals in your life:

- 1)
- 2)
- 3)

Achievement Motivation

If we want to be happy, then we must seek to understand how to satisfy our needs. Once again, we have discovered the perspective of internal motivation - the idea that **not only does our hierarchy of needs motivate us but also our beliefs as to what will constitute pain and pleasure.** These are motives that, unlike hunger and sex, seem not to satisfy any biological needs.

A Study That Supports The Claim

Murray and investigators David McClelland and John Atkinment presumed that people's fantasies would reflect their achievement concerns. When achievement motivation increases they noted so would achievement. A study was conducted by training the businessmen of a village in India to think, talk and act like achievement-motivated people.

By doing this they were able to boost the villagers business performance. Compared with other businessmen from a comparable nearby town, those trained in achievement motivation started more businesses.

They also employed over twice as many people during the 2 years which followed the training.

If you want to produce more results, then you need to increase motivation. When you use the power of pain-threshold to motivate yourself to create positive change you will make significant progress. And this is not to say you can't be motivated by pleasure. In fact, if all that motivates you is pain, you will not enjoy life. But in order to intervene and stop negative momentum, you need to use the power of pain-threshold.

Source of Motivation

So, why despite similar potential, does one person become more motivated to achieve than another does? Theorists speculate that the high achievement motivation displayed in some children is the result of parents encouraging their children by positive reinforcement. **It is speculated that children who become motivated to be high achievers have learned to associate achievement with positive emotions.**

If associating pleasure to achievement causes success, then to succeed we must learn to associate pleasure to what we want. No surprise there. When we couple an *association of pleasure to achievement* with an *association of unbearable pain to failure* we become highly motivated. **This means we are going to be willing to do whatever it takes to succeed.** And this is the secret to achieving success.

If we become dependent on others (our parents) to reinforce our motivation, then we leave it to chance. But if we (through conscious decision) control what we will associate pain and pleasure to, we will become highly motivated individuals.

Frankly if reading this book doesn't create some positive associations to utilizing the material within these pages, you will have wasted the cover price. You will only be motivated to use what you believe in, and you will only believe in something if you have positive associations attached to it.

I strongly urge you to think about the value of this book.

I cannot emphasize enough how important it is for you to associate pleasure to using the tools in this book . But even more importantly, you must associate unbearable pain to not using what you are learning. Once again, if our learning leads only to knowledge, we become fools. But if our learning leads to action, we become masters of our destiny.

In fact, if you want to be happy, then you must have the desire to eliminate pain in your life. And this is the ultimate goal of this book.

Mastery As Motivation

After studying the motivations and achievements of thousands of college students, scientists, pilots, business people, and athletes, Janet Spence and Robert Helmreich (1983) concluded that mastery is essential to achievement motivation.

They also discovered that those who possessed a desire for mastery and work achieved more if they were not highly competitive.

What are five things you will lose if you don't master the materials in this book?

- 1)
- 2)
- 3)
- 4)
- 5)

I remember reading “Unlimited Power” by Anthony Robbins and reading a chapter that challenged his students to leave their keys, wallets and money behind, go to a new city, spend three days there and use the tools of NLP to survive.

After reading this chapter, I made a decision that I too would take on this challenge. It was one of the best decisions I have ever made. Why? Because it helped me to understand what NLP was all about.

Secondly, it forced me to use the tools I had learned to persuade myself and others to survive without normal resources.

If you are going to benefit from what you learn by reading this book, the true test isn't whether you understand the information but instead whether you use the tools of motivation.

You could go on and read another 500 personal development books and not use any of them. **In the end it will always come down to applying those principles of success which you already know.** What will determine whether you use this book or not is how much pain you presently associate to failing and how much pleasure you associate to success. Simply put you are seeking to reprogram your brain. Part of the role of a coach is to help you make these life changing associations.

Why Coaching Is Important

If I wanted to write a book that was going to compel people to take action, then I knew I would have to inspire and motivate my readers. But, how? This wasn't an easy task. Why? Because 90% of people who read books don't apply what they learn. And that is a major problem. It is a problem which can be addressed through coaching. In order to inspire my readers to action, I developed a coaching program. And I strongly urge you to sign-up for this if you want to use the tools within this book to their maximum effectiveness.

If you truly want financial independence, if you want happiness, then the next chapters are critical to your success. Until now, you have learned why motivation is important. And that is a fundamental part of this book. But in the next section you will learn *how* to use the power of motivation to make improvements to your mind, body and spirit.

Section 2:

Using The Power of Motivation

4

The Power of Goals

“ No matter what a man’s past may have been, his future is spotless.”

— John R. Rice

If we want to live a life worth living, if we want success, then instead of wishing it will happen, we have to vividly imagine what that life would look like. Why? **Because everything is created twice. Once in our imagination and once in reality.**

Now visualizing your future is very important, but sometimes people become discouraged by focusing on their dreams. And it’s difficult for a lot of people because we lose heart when the object of our hope is not immediately realized.

What is the difference between people who achieve their goals compared to those who don’t? How can we use the power of motivation to ensure we achieve our goals? The answer is simple. Every single self-improvement book on this planet talks about the power of goals. But if goal-setting was the only ingredient to achieve success, everyone who set goals would live their dream life.

Yet countless people who set goals never achieve them and are living lives that do not reflect their personal aspirations. Does this mean that goal setting is not important? Not at all! In fact it is an absolutely fundamental ingredient of success. It would be like trying to bake an apple pie without apples. You still need flour and other ingredients to bake the pie, but having the apples is critical.

All this is to say that while goal-setting may not be a sufficient ingredient for success, it is nonetheless very necessary. In this chapter, not only will we talk about goal setting but we will de-mystify some common assumptions about goals.

Everyone knows that goal-setting is a prerequisite to success. **And when we fail to achieve our goals it is because we fail to see what else in the process went wrong.**

It is not only important for you to understand the value of goal-setting, but also to avoid some **not** so obvious mistakes.

One of the principles of goal setting is activating your Reticular Activating System (RAS). If you purchased a new car recently, you'll start seeing your car everywhere you look. You never noticed the car before, but now that you own that car it seems like everyone else owns one too, doesn't it? This is what psychologists call the RAS of our psychological focus.

Doesn't your life reflect what you consistently focus on?

The truth is unless you have a plan for your life, you are living someone else's plan. By setting goals *you* take control of the blueprint of your life.

*“ Change your beliefs,
and you change the rules,
change the rules,
and you change your actions,
change your actions,
and you change the results,
change the results,
and you change your life.”*
— Author Unknown —

Mistake #1: Failing to set daily goals: If we want to achieve our goals, then we must measure them daily. In fact unless you can measure your goals daily, you won't be in control of your destiny.

And it is difficult to think like this because we like to have it the easy way. And taking stock of daily accomplishment is certainly not the path of least resistance. It takes some discipline and work. But unless you are willing to pay the price for success, success just won't happen.

When I first started to read self-improvement books I began understanding why it was important to set goals. So immediately I would set one-year goals on my finances, relationships, career and health. Then I would get excited thinking to myself that I would achieve my desired goals.

But when the deadline for these goals would finally arrive I found to my disappointment that I had made little progress.

At first, I didn't understand why goal-setting didn't work for me, but seemed to work for everyone else. But with a little more research I learned that my perception about goal-setting people was not quite accurate.

What I found out was that most people who write their goals actually didn't achieve them. **Goal-setting by itself is not enough.** It's true that goals control your focus, and you get what you focus on. The problem lay in having large global goals without the specific daily objectives in place to make them a reality.

Long term goals are important in providing you with the big picture about where you are heading in life, but they have little power to control your daily focus.

All successful goal-setting must be broken-down to daily goals or objectives. When you set daily objectives, you activate your daily RAS. Daily objectives give you the daily focus that your one year goals cannot provide.

Let's examine this book as an example. The original goal was to write a 200 page book on the power of motivation by November, 2000. I wrote this goal in the month of June, 2000. This is a realistic, measurable and specific goal. But in order to successfully achieve this goal I needed to write specific daily objectives. It was only after these objectives were met that my larger global goal of writing this book was achieved.

Now we said before that setting goals and objectives was a necessary but not sufficient condition for success. What else then has to be present? **The answer is that there must be the necessary motivation.** Continuing with the example of my writing this book, the first thing I did therefore was make sure I had the necessary motivation to follow through on this project.

How did I create the necessary motivation? I advertised and pre-sold the book. By doing this I felt an incredible pressure to do whatever was necessary to write the book.

Next I broke down the book in chapters. Because I set the goal in June and put a deadline of November, I had a total of five months to write. If there are twelve chapters then I needed to write 2 chapters per month.

Then I needed to have an editor, printer, graphic designer and assistant. I wrote in my day timer which day I would write the chapters. When that day came I knew what my #1 priority was.

Did things go according to plan? Rarely if ever do your plans go according to schedule. But by having your goals broken down daily instead of monthly it makes it easier to measure your progress.

Prepare for the Worst but Expect the Best

How can you prepare for the worst? It's easy to expect the best but it's not very easy to prepare for the worst.

One way to prepare for the worst is to anticipate potential problems. *What if things don't go according to plan? What will you do?* It's no easy task to foresee the future. In fact, it's one of the most difficult things to do. But if you want to be prepared for the worst, it is absolutely necessary.

According to goal-setting theory (Locke & Latham, 1990), goals have a content component (what is to be achieved) and an intensity component (level of commitment). Goals are most likely to be achieved when they are specific, when they are difficult (but attainable), when there is feedback showing the extent of progress toward the goal, and when the outcome is regarded as important (Latham, Daghighi, & Locke, 1997).

Mistake #2: Too Difficult and Not Very Believable

According to self-efficacy theorists, what a person believes about their capabilities influences their motivation and, as a result, determines the instigation, direction, effort and persistence of their future actions (Bandura, 1982; Schunk, 1989).

Mistake #3: Not enough motivation

If you have clear, specific goals that are measurable according to your daily schedule, the only thing that can prevent you from succeeding is a lack of motivation.

95% of achievement is linked to motivation, only 5% of success is knowledge

If you don't have the fuel necessary to help you follow-through on your goals, you might as well not even pursue them. Only when you are a 100% committed will you be successful.

Unless we can create within ourselves the necessary commitment, which is the willingness to do whatever it takes, it will be impossible to follow through on our plans. Indeed, a personal commitment is essentially a statement about how far a person is willing to go in order to succeed.

The Evidence of 100% Commitment

The power of commitment is self-evident. The key to making and keeping commitment is linking unbearable pain to not following through. When you are willing to do whatever it takes to succeed then you know you are committed.

Doing whatever it takes doesn't mean doing something that goes against your conscience. The promises of God are much more important than the promises we make to ourselves. Therefore, it is important to keep in mind what it is you want to achieve.

Once again, I believe that there is nothing more satisfying than a relationship with God. Bear that in mind as you make commitments.

Dream Big

If there were ever a time to dare, to make a difference, to embark on something worth doing, it is now. Not even necessarily for any grand cause but for something that tugs at your heart, something that you feel passionate about, something that you have dreamed about.

You owe it to yourself to make your days here count. Have fun. Dig Deep. Stretch. Dream big. Know, though, that things worth doing seldom come easy. There will be good days. There will be times when you want to turn around, pack it up, and call it quits. Those times tell you that you are pushing yourself, that you are not afraid to learn by trying.

Persist. Because with an idea, determination, and the right tools, you can do great things. Let your instincts, your intellect, and your heart guide you. Learn to trust. Believe in the incredible power of the human mind. Believe in the good of making a difference. Believe in working hard. Believe in laughing and hoping. Value lazy afternoons. Value lasting friends. Look forward with anticipation towards all the things that will cross your path this year.

The start of something new brings the hope of something great. Anything is possible. There is only one you. And you will pass this way only once. Do it right.

—(paraphrased from a Macintosh ad in 1991)

Create Your Destiny

What if you *won a million* dollars tomorrow? Would you quit your job? Would you travel the world? Would you start your own business? Would you buy a new house? How about a new car? Would you help your family members? Would you give to the poor? Would you go back to school?

Living your dream life isn't dependent on winning the lottery, it's dependent on using the power of motivation effectively. If you and I want to live our dream life, then we first need to write what it would look like. **So take the time and write down goals for each area of your life. Write down what you want financially, physically, emotionally, in your relationships, and in your career.**

If you're reading this, you should have written goals for each area of your life. You should be able to measure your goals daily. They should be challenging yet believable. As long as you can measure your progress daily, you are focusing within your circle of control.

Congratulations! You have now turned the invisible into the visible. This is the very first step to making your dreams a reality.

5

A Perfect Plan to Wealth

If you want to be responsible, you need to master your finances. Money, or more specifically the lack of money, can cause a lot of pain. Many of us spend more than we earn. And that is a problem that this chapter will identify, demystify and overcome.

How to Grow Rich

If you want to become financially independent, you need to spend less than you earn and invest the difference - then re-invest the profits to create compound interest. That's the principle that wealth is based upon. But the problem for most of us is that our expenses are higher than our income. We will only be free from slavery to money, when we make money work for us, instead of us working for money.

There is no “Get Rich Quick” scheme that works without paying the necessary price. If you are willing, you can use the power of motivation to save money more intelligently. **Your progress towards financial independence isn't only related to how much you make but also on how much you spend.**

How to Use The Power of Motivation To Succeed Financially

The eight steps we are going to talk about in this chapter work. They are specific, measurable and attainable by anyone on the face of this planet. They guarantee success for anyone willing to use the power of motivation to put them into practice.

If you want to ensure you put these eight steps into practice you must be willing to use pain and pleasure to help you follow-through on them. As I already mentioned in chapter one, you must create the necessary leverage to ensure success. When I discovered the power of motivation I created financial penalties for not following through on my commitments.

For example, when I embarked upon these next eight steps, I made a radical commitment to myself that there was no turning back.

I made a commitment in public. I got someone to witness my written commitment, usually a friend that I knew would ask me how I am doing on these eight steps. The power of motivation works when you cut all bridges to everything other than the thing you are committed to.

The power of motivation is that you create a reality in your life where the breaking of a personal and public promise is absolutely unbearable.

The Eight Steps to Financial Independence

If we want to be financially independent, if we want to make money work for us, then instead of wishing to win the lottery, as many of us do, we have to come to a point where making money is not a “should” but a “must”. That’s all there is to it. If we want to make financial independence a must, then we need to use the power of motivation.

By mastering the eight steps to wealth, you will master money, rather than having money master you. And it’s difficult to make money work for you at first. The problem is that momentum is working against you. If you have the momentum of a downward financial spiral, you must intervene, stop the momentum and then reverse the momentum. This is what this chapter is about.

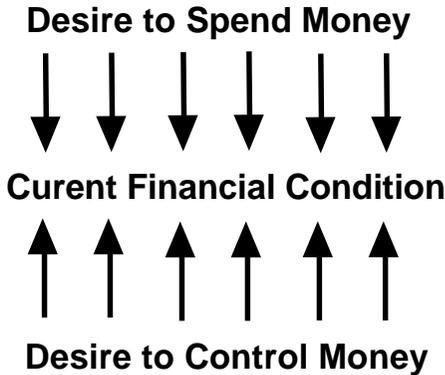
Without these eight steps you will be dependent on the kind of wishful thinking that causes so many people to fail. Don’t let these eight steps lead to mere head knowledge because if you do you will still remain a slave to money. *Apply* these eight steps and claim your birth-right: the freedom to control your resources.

Step 1: Enjoy the Process

“Learn to be happy with what you have
While you pursue all that you want.”
— Unknown —

In the light of the intention to be financially independent, all things become clear. We all want to be able to do whatever we want, as much as we want and as often as we want. The freedom to travel, golf, help the poor, do what you love and enjoy the good things in life are a few of the benefits we could name.

Wanting to be financially independent more than anything else is the key. That means that if your **desire to spend more money than you earn** cannot be controlled, you are going towards a downward financial spiral. In fact, **your desire to save money must be bigger than your desire to spend money**. Whichever desire is stronger will overpower the other.



Remember everything you do is to gain pleasure and avoid pain. If the process of this plan becomes painful, you will fail miserably. How can you enjoy this plan? What can you do to avoid linking pain to the process of doing the activities of this plan? How can you associate enough pain to *not* following through on this plan?

The only way to enjoy this plan is to control pain and pleasure instead of having pain and pleasure control you. You see, the only reason that people don't follow through on the financial plans that they know would lead to success is because they associate pain to doing it. If we want to enjoy the financial plan, we must increase the desire to gain pleasure. But the real leverage happens when we increase the desire to avoid pain. The forces of both pain and pleasure working to your advantage is what will reverse the momentum of a negative financial spiral.

Here are some practicals as to how to enjoy this plan:

- 1. Start by saving only 10% of your income*
- 2. Find alternative ways to enjoy yourself.*
- 3. Focus on natural highs of life.*
- 4. Measure your progress visually.*
- 5. Take local vacations, it's cheaper.*
- 6. Prioritize your expenses and continue to spend on those things that are a priority.*
- 7. Purchase second hand and save on the taxes.*
- 8. Purchase what you need, not what you want.*
- 9. Earn money on the side and dedicate this extra income to enjoyable activities.*
- 10. Reward your progress.*

Lastly, you must associate enough pain to not following through on saving 20% of your income. How can you do this? People will do more to avoid losing what they already have than to gaining more. Therefore use the power of motivation to create leverage for yourself. If you want to save 20%, commit that if you don't follow through, you will lose something of value. This painful consequence will compel you to follow through on your plan. Believe me, as I shared with you earlier, I am speaking from experience, this method absolutely works.

If you progressively expand your comfort zone and enjoy the process, you will rapidly become financially independent and take control of your finances. Baby steps will lead eventually to quantum leaps.

STEP 2: CREATE A PERFECT PLAN

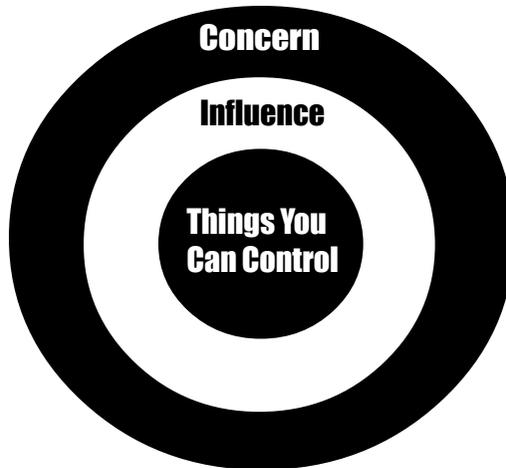
If you want a full-proof financial plan, if you want a plan that will guarantee your success, then you must focus on your circle of control, not your circle of concern. It's so easy to deceive ourselves. It happens when we go to the casino, buy a lottery ticket or invest in speculative stocks. It's so rare when a person doesn't depend on luck for his financial success. Unless we focus within our circle of control, the odds are working against us.

You can't force your boss to give you a raise. You can't control the stock market. The one thing you can always control are your own personal decisions.

By focusing on your circle of control, you empower yourself to master your finances. To understand the circle of control is to understand the difference between luck and power.

Things you can control:

- Your expenditures
- How much you save
- Your monthly budget
- Your education
- Where you invest
- How hard and intelligently you work



Not only is this plan a 100% full proof but applicable to anyone, anywhere. By focusing on things within your circle of control, you empower yourself to succeed. I strongly encourage that you never focus on the circle of luck.

As you explore the next seven steps you will realize why the circle of control is so important. All will become clear - the difference between wisdom and ignorance, freedom and bondage, success and failure.

When financial independence is seen from the perspective of simplicity, the future begins to look much brighter. But don't get too excited yet. Unless you follow the other steps you will only enjoy limited success.

Don't undervalue any of the steps because they are all equally important. Instead act on each of the eight steps to ensure you will create the financial success you desire and deserve.

STEP 3: EXPAND YOUR COMFORT ZONE

I strongly urge you to pay attention to the amount of money you are going to spend today and tomorrow. I cannot emphasize enough how important this is. The desire to spend money can be stronger than lust. Unless you can overcome the desire to spend more than you earn, you cannot follow this plan successfully.

As I said before, the formula for success is: Spend less than you earn and invest the difference. How do you spend less than you earn? Make living within your means a *must*, not a *should*. The first principle to achieve this is to pay yourself first. If you control pain and pleasure, you could save enormous amounts of money. The more you save, the more you quickly you can become financially independent.

*“ He who loses money, loses much;
He who loses a friend, loses more;
He who loses faith, loses all.”*

— Author Unknown —

What prevents you from saving large amounts of money from your income? Your comfort zone. You have become accustomed to living a certain lifestyle. **It’s your current lifestyle that causes you to be a slave to money.** *The way to transform your slavery into freedom is by stepping out of your comfort zone.* But that is the problem. To succeed, you must learn to expand your comfort zone not only today but tomorrow as well.

“The quality of your growth is a direct reflection of how much discomfort you can comfortably live with”

Anthony Robbins

Many mistakenly assume that how they feel today, will be the same feelings they will have tomorrow. But nothing could be further from the truth. **Your comfort zone today is not going to be your comfort zone tomorrow.** You see, you can get all excited about these steps today, go through the process of this plan and then experience the pain of discomfort several weeks from now and justify your way out of this plan.

If we want to be comfortable with this plan, then we must make it extremely painful for you to break this plan. Unless you make breaking this plan very unbearable, you will be compelled to reach for pleasure when times get tough. It is the presence or absence of comfort that determines the success of this plan.

As you get more comfortable with saving 20% of your income you can then expand your comfort zone and save 30%, 40%, 50%, 60%, 70% and finally 80%. You can master your finances comfortably if you take control of pain and pleasure towards this area.

STEP 3: Invest Intelligently

If you want to make your money grow, if you want to see significant progress, then investing in a **GUARANTEED SUCCESS COACH** is the first and best investment you will ever make. **To be successful financially, you can learn from your mistake or other people's costly mistakes.** You see, a coach can help you to save money, increase your income and help you to profit from your money. Not because they are more intelligent than you but because they have already achieved what you desire.

If I gave you the option to choose one of the following: 1. double a penny for thirty days or \$10,000, which would you choose?

When I ask this question to the average person, they always choose the \$10,000. And it's difficult at first to understand the value of compound interest. But when we do the math it becomes evidently clear that this is the way to financial success. We will be free from slavery to money when we make money work for us.

If you chose the penny this is what would happen to you after seven days: you would have 128 cents. After fifteen days: you would have \$327.68. After twenty days: you would have \$10,485.76 (already surpassing the other offer). In thirty days: you would have a whopping \$10,737,418.24. That's ten million dollars. Which do you want now? The penny that will double for thirty days or the \$10,000 dollars?

The easiest possible way known to compound your money quickly is in business. If I gave you the \$10,000 dollars and asked you to go and make money with it, I'm sure you could come up with some ideas, couldn't you?

Within a year, could you bring back \$20,000? Or, would you bring back \$2,000 of the original investment? A lot of that depends on your business knowledge.

However with some coaching I believe anyone could make 50-100% profit on their capital investment.

The Secret: Don't invest in intangibles.

For example when you go and get a loan from a bank for business, they limit where you will invest their money.

In fact, banks will rarely lend you money for marketing, offering consulting services or any other intangibles. Instead they lend you money for inventory, assets and other tangible assets. This helps the bank secure their investment in you. If your business doesn't work, they still have tangible assets with which to secure the loan. They can use these to cover their loss.

In the same way, this part of the plan requires you to think like a banker when you invest your savings. Invest in inventory assets, not intangible services. If you follow this advice you will make your money grow five to ten times quicker than the average investment available out there.

Some ideas:

- Buy used cars, fix them and sell them at a profit.*
- Invest in houses or property.*
- Start a part-time business leasing cars.*
- Purchase a yacht and charter it.*
- Write a book and self-publish it.*

If you want to secure your investment, 90% of your capital must be invested into inventory. It's important to understand this because it could mean the difference between success and failure. When we invest our money into tangible, high-demand and easy to sell items, we will increase our chance of success. The problem is people don't want to work at their investments. They want to let some expert take care of their money.

If we want to compound interest at 50-150% a year, then you need to put a little work into your investments. And it's difficult at first to begin doing this because it's not within your comfort zone. But if you want to compound your money yearly instead of each seven years, you need to do the work yourself. It will not only grow your money ten times faster but give you the peace of mind that comes from taking charge of your financial well-being.

What type of business ideas can you come up with?

- 1.
- 2.
- 3.
- 4.
- 5.

It's important to understand the difference between yearly compounding (meaning doubles each year) and seven year compounding. If all you have is \$10,000 that doubles yearly, in seven years you will have \$1,280,000. That's over a million dollars. On the other hand with a \$10,000 investment that doubles in seven years, you only have \$20,000. You must understand that the number of years that it takes for your money to double is the key to everything. Only through some kind of a business vehicle will you be able to make investments that are significant, and not just trivial.

STEP 4: Increase Income and Lower Expenses

The only way to spend less than you earn and invest the difference is to lower your expenses or increase your income. If we are not increasing our income, then we are staying within our comfort zone. Without being aware of it, we will allow our comfort zone limiting our financial progress. Indeed, the comfort zone is the power of motivation working against you.

As you can see, Step Three (expand your comfort zone) is a prerequisite to Step Four. Without breaking out of your comfort zone you can neither increase your income nor lower your expenses. In fact, increasing your income or lowering your expenses are both within your circle of control. That means your financial progress is not limited by luck. It's so important to be focused on your zone of control because it determines your success.

By using the power of motivation there is no reason why you shouldn't be able to increase your income by 10-90% annually. And when you start asking for ways you can increase your income, you begin to get answers. I cannot emphasize enough the importance of asking good questions. But you have to discover this for yourself.

Which is easier? Increasing your income or lowering expenses?

For most people lowering their expenses is easier. **The best decision you can make is to budget your expenses. Without it you have no road map, no sense of where you are going financially.** Secondly, and more importantly, is the need to track your expenses daily. Make sure no funds are spent without recording it. This enables you to track how well you are following your financial plan. It also holds you accountable for your spending and will cause you to be aware of expenditures which might later prove to be trivial or unnecessary. By keeping close tabs on your expenditures and your budget you will ensure that you meet your savings goals.

The Envelope method

One of the easiest and most recommended ways to control expenses is to use the envelope method. The envelope method simply requires you pay yourself an amount of money for each area of your life. You pay yourself once a week. For example you could limit \$100/week for food, \$50/week for entertainment, etc. What you do is you put the money dedicated for each expense into an envelop. When the money is gone, you consider yourself broke and manage with what you have. The problem is that you may want to reach for your savings account and give yourself more money.

To succeed with the envelope system, you need to do it weekly. Secondly, you need to commit to never spending more than the money you have put into the envelope.

But the moment you mismanage the money is when you will need to control yourself not to spend even more. If you “fall off the wagon” you will screw up the entire system. In fact, this has happened to me a few times, where I mismanaged the envelope system and had to eat crackers for a couple of days. But the pain I experienced from my mismanagement helped me to do a better job of it in the future.

How can you save money?

- 1. Lower the entertainment bill.*
- 2. Sell your car.*
- 3. Cancel cable*
- 4. Rent instead of paying a mortgage.*

If you want to be in control of your money, then you need to list your expenses in order of priority. But this so easy to do that a lot of people overlook the importance of such activity. That’s when you need to do what the failures are not willing to do. List your expenses in order. Why? When times of crisis come, and believe me they will come, you will be ready to let go of some of the least important expenses, without jeopardizing your financial plan.

Once you prioritize your expenses, you can eliminate the ones that are the least important. Doing this will lower your monthly expense by 30-40% a month. Unless you are already living on a tight budget, you will find plenty of opportunities to lower your expenses.

The other method of increasing savings is by increasing your income. Obviously, once you have mastered the art of saving (paying yourself first) you will then need to increase the inflow of funds to make significant progress towards your financial goals.

How can you increase your income? To succeed in increasing your income, you need to stay focused within your circle of control.

If you are unwilling to control your opportunity for higher income, you are limited to your present circumstances. But that isn't a real problem if you spend less than you earn. It just means your financial progress will take more time. Here are some ways to increase your income:

- 1. Increase your education.*
- 2. Get a second job.*
- 3. Work more intelligently.*
- 4. Work longer hours.*

STEP: 5 Monitor Your Progress

If you want to stay motivated, if you want to stay committed, then you need to monitor your progress. Why? Unless you can see progress, you will lose sight of the consistent reinforcement that is necessary to fuel your goal.

Only if we truly want to be successful financially, will we be willing to follow-through on this step.

This means unless you are willing to do whatever it takes to succeed, you will not follow the steps within this plan. But if you got this far in this book you are one of the few who is willing.

Step 5 entails setting up a graph where you can see your income, expense and interest rate on your investments. When you create this graph, please make sure it is large enough to last you a few years. To create it copy the exact graph contained in this book. Again, coaching is something I would recommend when you begin to do something you have not done before. Often when we begin doing something new, we give up after we discover it takes discipline. This is why a coach becomes handy. A coach helps you stay accountable to these steps.

Your daily goal is to spend less than you earn. If you earn \$100 per day, than you should be spending no more than \$70 if you are saving 30%. As you continue hitting your daily goal, you'll make significant progress. What will happen eventually is your interest on investment will surpass your expenses. When you arrive at that point you are financially independent.

STEP 6: Expect the Best But Plan for the Worst.

What happens if your business suffers a down-turn, or if you are employed, what happens if you lose your job? A perfect plan must adapt to worst case scenarios. This is the part of the plan where you might be tempted to ask 100's of "What if?" questions.

What if there is an emergency that requires \$1,500?

What if someone steals \$2,000 from my assets?

What if one of my investments goes bad?

What if I get sick?

What if I lose motivation along the way?

What if the worst happens and my business ideas don't work?

The majority of these problems can be solved by having an emergency fund (I recommend something in the order of three months of salary). This way, even if you get sick, lose your job, get robbed or lose on an investment, you are prepared to handle the challenges at hand. Having \$6,000-\$10,000 in emergency funds can give you real comfort. In fact this should be your first financial goal. But you are not going to do it unless you give up the idea that everything will go perfect. When you accept the fact that problems do occur, you are on your way to being prepared for the worst.

The only question that we haven't handled yet is "What happens if you lose your motivation?" This is the next step.

STEP 7: CREATE AND MAINTAIN YOUR MOTIVATION

If you want to guarantee your success, if you want to ensure long term commitment, then you need to understand how motivation prevents people from achieving financial independence.

In fact as you are reading this book, there are literally thousands of people who have done all the previous six steps successfully. But they lack one singularly important skill: self-discipline. That means they will eventually give up doing what they know they should do to be successful financially.

The one way to ensure you don't lose your motivation three months from now is to create it in advance. How? If you associate pleasure to following this plan, and pain to not following it, you will make consistent progress until you succeed. It's that simple. But it's not something you can do one day and forget about.

Only when you condition the association of pain and pleasure to your daily life does the motivation last for the long term. If you haven't conditioned the motivation within yourself then you will simply slip back into your old habits of money mis-management.

Since, you already associate pleasure to making money, how can you associate pain to not following through?

Think for a moment about what comfort, joy and sense of gratefulness you will lose if you don't do this. If you have children, will they model your plan? If you have a spouse will he/she always worry about money?

Where will you be five years from now? What will you say to yourself if you don't change five years from now?

I used to think these questions were enough to create the necessary leverage to succeed. However today I realize it is not. The problem with the mental pictures you make as I ask you these questions is that they are temporary images that will disappear three months from now.

If you want motivation to last long term, then you need to have consistent reminders of why you are doing this. Unless the benefits of financial independence are crystal clear each day, you will lose your motivation in a short period of time. But if you receive daily reminders about why you want financial independence, you will sustain the motivation that fuels this plan.

What are some of the compelling reasons why you want to be financially independent?

- 1.
- 2.
- 3.

What penalty are you willing to give yourself in order to help you follow through on this plan?

- 1.
- 2.
- 3.

Do this one thing and you will succeed - I promise

If you want these compelling reasons to last long term, then you must make them real. One of the ways to make sure you follow-through on your plan, is to have a friend who holds you accountable. It doesn't necessarily take a coach to hold you accountable but someone who desires making sure you follow-through on your plan. Why is this important? The power of justification will overpower your mind (more about this is the chapter on the power of justification).

When someone else, other than yourself, measures your progress, you have the power of leverage at work. If you give yourself a financial penalty (and I highly recommend this) then make sure the other person is holding on to the money. **If you want to stay accountable, you must show your friend or buddy proof that you've done what you said you would do.** The progress must be visual. If you can't prove to your buddy that you held yourself accountable then the person will penalize you for not following through.

For example if you commit to saving 30% of your income, the person holding you accountable must see the bank account statement . You must tell him the exact amount of money you are committed to saving and on which date. For this purpose you should have a separate bank account. If you get paid twice a month, then you need to show him the bank statement twice a month.

Eventually if you can't prove to your buddy that you have been diligent it will become self-evident. Eventually if you don't save consistently, you will not have enough money to prove to him that you have done what you said you would do. In fact, after a year it is going to be next to impossible to show proof that you don't have.

Now the reasons I am asking you to do this should be obvious to you. But from experience I have learned that many people simply don't understand how strong the power of motivation can be when it is working against them. From experience I can tell you that you will not hold yourself accountable to your goals unless they are measured and monitored by another human being. It is very important that you recognize the truth about motivation. **By nature motivation is not your friend. In fact it is your enemy waiting to make your life a living crisis. It is up to you to turn this enemy into an ally.**

Time and Matter

If you want to take control of your motivation, then follow these steps: First, find someone who you trust and will hold you accountable. Secondly, measure your progress according to time and matter. Time meaning you have scheduled dates for you and your friend to monitor your progress. Matter meaning you have something tangible to show your friend. Third, give the financial penalty (money) to your friend who will hold on to it until you are done.

Fourth, ensure that your friend will penalize you no matter what you say to him. In fact, use the contract form within this book and give him a copy of it, so you are both clear about the conditions of the agreement.

Now you have covered all your bases. Unless you are willing to follow through with the above steps, I wouldn't be willing to coach you. Why? From personal experience people overestimate their abilities. If motivation was so easy everyone would be financially independent. But the problem is that motivation is the most difficult thing there is to master.

The Daily Motivator

If you want to be motivated daily, then you must make the pain of not following through real. For example, when you choose the financial penalty (money you will lose), you must give the money to someone. But one of the biggest mistakes is to give the money to someone you love.

Instead what you want to do is give the money to someone who doesn't deserve it. In fact if it's someone you really dislike, even better. Secondly, you must have a picture of that person posted on your wall, which will remind you daily about the pain of not following through. If you don't have a picture of the person, find someone else.

Finally, along with the picture of the person you don't like, post up the compelling reasons you wrote down. This will ensure that you associate both pain and pleasure, ensuring that you have the power of motivation working for you. And make sure you read these compelling reasons at least once a day.

What happens if you lose the money?

If you don't want to lose the money, then make sure you have a big enough amount. This means you must associate enough pain to losing the money. For example, losing \$1,000 for me is unbearable. Especially to someone I don't necessarily like. I know that this \$1,000 would be enough to make sure I follow through on my goals daily. What about you? How will you feel if you lose \$500, \$1,000, or \$3,000? How does it make you feel when you think about losing that money? **Is losing the money more uncomfortable than the effort necessary? If it is then you have a winning strategy for motivation.** In fact if you follow this plan accordingly, you should **never have to pay** the financial penalty.

Now you have a perfect plan for perfect motivation. Nothing can stop you from making real progress towards your goals. You are on your way to financial success. But if you don't follow step number 8 in this plan you are leaving your financial future up for chance.

STEP 8 HIRE A PROFESSIONAL RESULTS COACH

This is a 90-day commitment that will change your life. If you believe in the strategies within this book, then hire a coach. A coach will use the power of motivation and personal experience to help you make quantum leaps. More about coaching in chapter 10.

Are you starting to feel confident about the benefits of following these eight steps? As you start doing them, your feeling of certainty of success will increase and so will your excitement about this plan. But unless you hire a coach, there is no guarantee you will understand the perfection of this plan. One little mistake can be quite costly. And that's why I recommend you invest in a coach.

One last statement about coaching. I can honestly say that you can't afford not to hire a coach. You will do better financially than you would not hiring a coach. Think of it as your initial investment. An investment that will yield profits of 30-400% more than your initial expenditure.

Financial Evaluation

- 1) What is your annual income? (Both net and gross)

- 2) What are your monthly expenses?

- 3) What is your net worth? (Assets minus liabilities)

- 4) If I gave you US\$10,000 to invest in business, how much profit could you create for me? (30,50,200%)

- 5) How much tax do you currently pay?

- 6) What do you believe are some of the unnecessary expenses in your life?

- 7) Do you currently have any RRSP's

- 8) Do you invest in stocks?

- 9) Do you have any business experience?

- 10) What do you do for a living?

- 11) What financial goals do you have?

6

The Diet Solution

Natural Hygiene is the Science of Health. It is a philosophy and a set of principles and practices based on science that lead to an extraordinary level of personal wellness and happiness.

If we want to experience full joy then we cannot ignore the importance of energy. The truth is energy is what sustains life. If we want energy, then we must use the power of motivation to apply the science of health in our lives. And when we do we will experience the joy we are after.

If you want to know if something works in your life, then you must put the principle to the test. But the problem is a lot of us have conditioned beliefs about diet and exercise that prevent us from even trying. Of course I don't expect you to believe everything I say, especially not about food. But unless you try to apply the principles in this chapter you will not know the value of them.

The Three Fundamental Laws of Health

1. Diet: Eat lots of whole, natural, plant-based foods consisting of large portions of uncooked vegetables and fruits, with the addition of enough steamed vegetables,

potatoes, grains, legumes, and raw, unsalted nuts, to maintain healthy weight and energy levels.

2. Lifestyle: Secure plenty of rest, sleep, vigorous physical exercise, fresh air, sunshine, and pure distilled water. Develop your self-esteem and social skills, form meaningful relationships, learn how to manage stress, and live a productive life.

3. A few basic concepts: Health is the normal state; healing is a biological process and is not something you can buy; health and disease are a continuum—the same physiological laws govern the body in sickness and in health; nothing that makes a well person sick can make a sick person well; physical, mental, and emotional health are inseparably linked; personal health, environmental health, and community health are parts of a whole.

Natural Hygiene is for people who are looking for the good life. And by this I do not mean just a pretty good life, I mean a *very* good life. It offers you the opportunity to live the healthiest, happiest life possible.

Natural Hygiene is based on the idea that all the healing power of the universe is within the human body; that nature is always correct and can not be improved upon. We experience problems of health (e.g., excess weight, pain, stress) only when we break the natural laws of life. (H. Diamond, 1985)

Principles of Natural Hygiene

1. GOOD AIR

2. PURE WATER (distilled)

3. COMFORTABLE BODY TEMPERATURE (97-99 F)

4. INTERNAL CLEANLINESS

Free of poisons & pollutants. Eat a nonpolluting diet (indigestion indicates this principle is lacking).

5. SLEEP - regenerates nerve energy.

6. PROPER FOOD

Eat foods of our biological adaptation.

7. EXERCISE - at least 3-4 times per week - preferably 7 times.

Aerobic (cardiovascular) activity - at least double the breath and pulse.

Resistance activity - weight training or isometrics.

You cannot be healthy unless you are physically fit, and you cannot be physically fit without training your body through exercise.

8. SUNSHINE - an essential of life. Minimum of 20-30 minutes daily, or 2-3 hours per week. Before 10 Am or after 4 PM in summer, anytime in winter. Sunshine is necessary for bone formation.

9. PLAY & RECREATION - have some down time to do what you enjoy.

10. REST & RELAXATION - Meditation & Cogitation

11. MENTAL POISE - maintain equilibrium & do not become emotionally upset.

12. SECURITY OF LIFE AND ITS MEANS - take steps to make sure you feel secure in your physical safety and finances.

13. CREATIVE WORK - think of your work as a means of self-expression.

14. SELF-MASTERY - you will lose self-esteem if you lose self-mastery.

15. PEER INTERACTION - group interaction, allow the social mirror to reflect back on you.

16. EXPRESSION OF REPRODUCTIVE INSTINCT - you may not have children but the instinct to be with others for the purpose of reproduction is basic and should be given some form of expression.

17. LOVE, APPRECIATION, ESTEEM - both give & receive these.

18. APPRECIATION OF BEAUTY - take the time to admire those things, people and art forms you find esthetically pleasing.

19. NEED TO BE INSPIRED & MOTIVATED - you must have a purpose in life which will fuel your present activities with inspiration.

AM I EATING WELL?

“A food can start off as a ‘food’ but by the time it is cooked, pasteurized, synthesized, extracted, homogenized, adulterated with additives, and devitalized by processing for commercial use and storage, it is rank poison.”

Dr. Sidhwa

Optimal health and weight-loss are only possible when the majority of foods you consume have a **high nutrient-per-calorie ratio**. The most nutrient-dense and healthful food you can eat is **leafy greens**, such as lettuce, kale, collards etc. The more of these you eat, the more weight you will lose. If you consume a diet that contains 90-100% nutrient-dense food, you can practically disease-proof your body. (J. Fuhrman, M.D., Discover The Health Equation, 1999)

FOOD COMBINING

The animals in nature experience a much higher level of health than we do - not only eating high-water content food, they are also properly combining their food. That's the beauty of it. They eat one food at a time. We eat anything we can get our hands on, including them! And as you start experimenting with the proper combinations of food, you will come to realize firsthand what a truly marvelous tool proper food combining is in the quest to lose weight.

(H. Diamond, Fit for Life 1985)

Traditional hygienists have asserted that food combining doesn't hold up under scientific scrutiny. The reason they assert this is because they fail to understand that it is not how you combine your food that makes the difference, it is the overall quality of the food;

the nutrient/calorie ratio etc. Individuals with poor digestion may need specific dietary recommendations, but generally speaking, food combinations are almost never needed for most people. (J. Fuhrman, M.D., ANHS conference 1998)

Dr. Bass

Dr. Bass states: “I have tested this principle thousands of times on myself, patients, and friends for over 40 years, and each and every time I reversed this order, problems arose in digestion.” (S.Bass Ph.D.: Ideal health through sequential eating)

PROBLEMS WITH TOO MUCH FRUIT ON ALL-RAW DIET

*Fruitarian*s say that white sugar is poison, but that fruit sugar is good. However, the body doesn't distinguish between fruit sugar and natural sugar..... I don't care how natural, how pure, how organic the fruit, if you take too much of it, you'll overactivate the pancreas which could produce low blood sugar, and eventually diabetes.....People think if you eat natural foods you're going to do no wrong, but it's not true. (S.Bass: In search of the ultimate diet)

FACT

Obesity is far less prevalent in China than in the US, even though they consume about 30% more total calories.

- In China, animal protein intake is roughly 1% of total calorie intake as compared to an average of 10% of calories in the United States. This difference in diet is associated with a remarkable 17 times higher incidence of deaths from heart disease of American men than Chinese men.

Conclusions reached: evaluating two years of testing

Experiments are still continuing, but here are my conclusions from my experimenting with this diet over the last two years. The most important foods are

No.1: ***grains and legumes***, raw, soaked, sprouted or cooked are even better. They should be complemented with each other.

No.2: the ***green vegetables***, especially lettuce, including Romaine, outer iceberg leaves, and others.

No.3: ***nut and seeds***, which are closer in importance to grains. But you must realize that even nuts have to be complemented. They don't contain all the amino acids, but they're approximately as good as grains. Grains have a slight edge over the nuts because nuts are high in fat.

No.4: *eggs or egg yolks* represent the best of all the proteins for semi-vegetarians. Next best is cheese. For non-vegetarians, of the animal proteins, fish is the best after eggs because of its high mineral content, easy digestibility, rapid assimilation, and high utilization. After fish comes poultry. Red meats come last.

The **ideal diet** consists of the foods listed above - approximately 75-85% *raw foods* with 15-25% *cooked*, consisting of *steamed vegetables* (including tubers), *cooked grains* and *legumes*, these to be eaten *in correct sequential order*. The correct amounts of each item should be properly proportioned in one to three meals daily.

USING THE POWER OF MOTIVATION

If we want to improve our health we must apply these ideas. All you have learned is useless if you don't follow through with eating well. We must enjoy the healthy, nourishing and natural foods we eat today to enjoy good health tomorrow. So, to begin the momentum of positive energy, you may need a push to step out of your comfort zone and experience a little pain before you experience pleasure.

It's important to realize this is a book about motivation, not health. If you truly want to study the science of natural hygiene, then I recommend books like "*Fit for Life*" by the Diamonds. In fact you don't even need to purchase the book. Instead you can go on-line type the keyword "Natural Hygiene" within a search engine and get free information about the science of health.

Of course, the science of health becomes meaningless if you don't use it. But by using the power of motivation, you can begin eliminating negative habits and begin exercising on a regular basis. And when you begin doing that you will feel much better.

How to Give Up Poisons

1. Coffee is a poison causing a temporary energy boost. However consumption over the long-term can lead to many problems.

Leverage: I am committed to put \$_____ to help me stay accountable to stop drinking coffee until (Date)_____.

2. Salt and Sugar are poisons leading to serious problems with illnesses like heart disease and diabetes

I am committed to put \$_____ to help me stay accountable to stop taking in salt and sugar until _____.

3. Red Meat

I am committed to put \$_____ to help me stay accountable to stop eating red meats until _____.

How to Commit To Exercising

Most if not everyone understands the important of exercising regularly. When I couldn't get myself to exercise regularly, I committed to myself a \$300 penalty for not following through on it six days a week.

I am committed to put \$_____ to help me stay accountable to exercise ____ days a week until _____.

Once again, when you learn what you should do to improve your health, then you must use the power of motivation to make sure you do it daily. But this requires an effort on your part. You must be willing to use pain to create positive change in your health.

When you are willing to make changes in what you eat and how you exercise, you will become more happy. Physiologically endorphins will be released in your body which will boost your morale. Psychologically your self-esteem will skyrocket because you have taken control of a vital area of your life.

SNACK ATTACK: Try this

1. Keep baby carrots in the fridge.
2. Have on hand some Pre-washed lettuce. Plus ready-made dressing. (Eat Romaine leaves by hand.)
3. A few nuts rolled in lettuce leaves.
4. Celery stalks, cherry tomatoes.
5. Nut-butter or almond-butter on celery stalks. (Possibly peanut-butter.)
6. Have a baked potato ready in the fridge, microwave it, and top with salsa.
7. Whole-wheat tortillas (frozen organic taste best), fill with salad mix and salsa. Or spread avocado on pre-cut vegetables. Roll. You can use a red cabbage leaf instead of tortilla.
8. Ready-to-eat sushi rolls, made with rice and raw vegetables. Plus a little tamari soy sauce.

If you have a SWEET snack attack:

1. Frozen grapes.
2. Blend frozen bananas with other fruit, to make a smoothie.
3. Fruit - cut in pieces.
4. A cup of warm decaf tea, with some dates or raisins, or non-fat crackers.
5. Put a nut or (homemade) nut-butter in center of a date, on a piece of celery-stalk.
6. Slice a date, roll in pieces of lettuce.
7. Raisins, roll in lettuce leaf.

TIPS FOR HEALTHY DINING OUT

1. Choose a vegetarian restaurant. This is perhaps not possible if your spouse is a meat-eater, but try to find a restaurant that has a good vegetarian selection.
2. Choose a restaurant with salad bar, or a large selection of salads.
3. Choose an ethnic restaurant with vegetarian dishes, e.g. Middle Eastern or Indian. Watch out for hot spices. In TexMex restaurants, everything is usually covered in cheese, and have hot-hot sauces, so try asking the waiter for assistance.
4. Choose a salad from the menu. Watch out though - in Texas that may mean chicken salad, taco (meat) salad or shrimp salad. Even a vegetable salad usually is covered with cheese and bacon bits. Specify that you want vegetables only.

5. Bring your own healthy salad dressing in a tight container. Most restaurant dressings are oil-based and contain vinegar, eggs and artificial ingredients.
6. There may be a fruit salad on the dessert menu, that you can have as main meal.
7. Ask for a selection of the vegetable side dishes on a plate. Or ask for a certain dish, but without the meat. There are so many vegetarians now, that the waiters often know a good solution.
8. A plate with grilled or steamed vegetables may be available. Perhaps with pasta or rice.
9. Enjoy yourself! Make the best choices you can, but **don't make a big deal of it**. What counts is how you eat every day at home and the occasional blunder in a restaurant is not going to destroy your over all diet.

THE GREATEST SECRET - ATTENTIVE EATING

To begin with, we should eat only when hungry. This ensures our maximum enjoyment and causes us to relish the food we eat. We should first enjoy the sight and aroma of the food and feel gratitude.

Then, as we put the food in our mouth, it is best to close our eyes to help us concentrate our attention on the taste of the food and to shut out all distractions. Be total in eating with no other thinking. Do not read while eating, or listen to T.V. or converse with anyone. To do so will be to draw most of your attention away from the sensual enjoyment of the food.

When I eat with total attention to the taste of the food it is almost impossible for me to gluttonize - I would literally have to force myself to eat more than 60% of what I usually eat when not paying attention .

For those who practice meditation, the use of eating as a meditation is the easiest of all meditations to master.

It's important to understand the importance of energy in your life. It is also, I believe, the foundation of any teaching of living life to the fullest. That means that unless you have a high energy level you will not experience the full joy of living. **And remember that what you assimilate, you must eliminate.**

That is the principle of natural hygiene. And if you don't eliminate what you assimilate, you will get sick and perhaps even get cancer.

Now, you know how to achieve wealth and health. But what is the key to success. I believe that if you are truly willing, you can achieve any desired goals. When we look at people like Thomas Edison, inventor of the light bulb, we cannot help but want to learn more about how people like Edison achieve what they achieve. In the next chapter, you will learn the secret to achieving anything.

7

The Key to Success

*“ Yesterday’s failures are today’s seeds
That must be diligently planted to be able to
abundantly harvest tomorrow’s success.”*

— Pete Zafra —

This chapter talks about the basic underpinnings for success. In fact, you will learn what Thomas Edison, Albert Einstein and other geniuses all have in common. But before you can truly appreciate their strategies you must understand the value of desire.

A long time ago, there was a very, very wise man. In fact, people would often travel thousands of miles by foot just to get his advice. When they finally arrived they would ask the wise man about the secret to abundance and success. The wise man would take the head of the student, put it in full immersion into water, then wait until the student would run out of air. When it was time, the wise teacher took the head out of the water and said: *“When you want to learn as much as you want air then the teacher will appear, your questions will be answered, and you will know the answer to your questions”*.

The truth is unless you really want the answers more than life itself, you will not learn. In fact, you could read this chapter learn the keys to success and still ask the same question: “*What is the key to success?*” But then five years from now, you go to a seminar, your life has come to a ruin, the teacher tells you the same principles you will read in this chapter and Voila, you finally get it.

The difference is not the teacher but the student. “*When the student is ready the teacher will appear*”. But instead of waiting until you get ready, you can use the power of motivation to help you increase your desire to want the answers to success. If you are willing to motivate yourself now, instead of waiting for life to bring you to a painful threshold, you can save yourself a lot of pain and suffering.

The key to success has four specific steps

“Where the determination is, the way can be found.”

— George S. Clason —

- 1. Know what you want.**
- 2. Take massive intelligent action.**
- 3. Notice what’s working, and what isn’t.**
- 4. Change your approach until you succeed.**

The above four steps are a success system that never fails. I could end this chapter right now being fully satisfied you know “How” to achieve success in anything. If the key to success is so simple, why don’t most people take “Nick’s” advice and just do it? I will say it again, unless the student is ready, the student will not understand the lesson. You alone can control your desires, therefore your learning curve.

*“ Being defeated is often a temporary condition.
Giving up is what makes it permanent.”*
— Marilyn vos Savant —

Success is very simple, but motivation is not.

Motivation is what determines how well you will follow the 4 steps to success, not the possession of knowledge. “There’s one sure way a quitter can succeed in life: If the quitter finally quits quitting. And starts doing what it takes to win!”

*“ No, try not,
Do or do not,
There is no try!”*
— Yoda to Luke Skywalker in the movie
“Star Wars”

This 4-step to success concept could be taught to a 5 year old child.

The fact is that “know-how” has little to do with success. In fact, unless you are willing to do what ever it takes, you are not going to follow these four steps to the end. But that doesn’t mean that these four steps don’t work. On the contrary, the four steps to success will always work if you use them to the end.

From Sleeping in a van to BIG success

I have a friend who wanted to be successful in business. Unfortunately, like many people in the world he lacked both money and business knowledge. But what he did possess was an abundance of motivation. And as you have already learned motivation is everything.

My friend owned a van and a business called “*Spirit Express*”. His business was the delivery of “*wine & beer*” to people who did not own vehicles. The 1st month in business, my friend, Al, slept in his van, running his business from a cell phone. To advertise, he hand delivered flyers around the neighbourhood where he lived. Within a couple of months the business he operated from his van, moved into an office. My friend lived in his office for a year. After a year, he moved into an apartment.

Today “Spirit Express” has several locations. My friend has several people working for him and enjoys the financial independence he initially desired. Could my friend have achieved such success without the power of motivation?

I suggest that if my friend lacked sufficient motivation, he would have quit after the first night of sleeping in his van.

Those who succeed have an abundance of motivation. The fact is that motivation feeds desire to change your approach until you succeed. But if you lack motivation, you lack persistence. If you lack persistence, you lack the willingness to change your approach until you succeed.

“ Life is learning - from our mistakes as well as our successes. The only real mistake in life is the mistake not learned from. “

— Unknown —

Failure is failing to realize all goals which require a 100% commitment to change your approach until you succeed.

You better count the cost because you could begin something you may not finish. And that is not something you want to do unless you have unlimited time and money. But for most people failure isn't something they anticipate when they set goals.

So if you want to guarantee your success be willing to make a real commitment. And as Tony Robbins would say; “that means cutting yourself off from any other possibility except the thing you are committed to.”

THE POWER TO CHOOSE IS YOUR GREATEST POWER

“ At anytime, you can decide to alter the course of your life. No one can ever take that away from you. You can control your own destiny; Make yourself do what ever is possible, Make yourself become whatever you long to be. You don’t have to buy from anyone. You don’t have to work at a particular job. You don’t have to participate in any given relationship. You can choose. The choice is yours. It is always your next move.”

— Author Unknown —

The Four Steps to Positive Momentum

Remember in chapter two we talked about the downward and upward spiral. We will explore all the necessary steps to stop and intervene the downward spiral towards depression. If you want to make positive progress in your life, then you need to think about how to apply these four steps.

1. Begin believing you can change.

Often we try improving our physical, financial and emotional circumstances so many times, without success, that we are afraid of trying to change again. This naturally leads to skepticism. People are not skeptical by nature, people are skeptical as a result of past failures.

It's impossible to stop and intervene into your present downward spiral unless you believe you can.

Aren't there people who seem to have everything in life going against them, who have nevertheless intervened and stop the momentum of a downward spiral? Of course there are. I know, because I am one of them. The truth is that you can change anything you want if you have a BIG enough why. And this is the first step to intervening in your downward spiral. Begin by using the power of pain-threshold to cause motivation in the area you want to change.

2. Get Confident

If other people have changed the momentum of a downward spiral then so can you. *How do you go about stopping and intervening the momentum of a negative downward spiral?* **Focus on your circle of control.**

When you feel you are in control of your life, then you are more likely to have confidence in yourself.

In the introduction of this book, I mentioned that there are only three commonalties worldwide. We all have 24/ hours per day. We are all motivated by pain and pleasure. We all have free-will (the ability to make choices). All interventions into our downward spiral require three things:

1. New goals.
2. A plan we believe in.

3. The necessary motivation.

All three of these steps are within your circle of control. All progress requires some level of control. Control breeds confidence - confidence that you *can* do it, then confidence that you *will* do it.

The truth is if you follow all these three steps, along with the key to success, you will get positive results. In fact I can guarantee it. Unless some circumstances outside of your circle of control stops you, you have the power to achieve your desired goals. You will be able to intervene and turn your downward spiral into one that shoots for the moon.

3. Get Excited

If you believe your future finances, relationships, career and all other areas of your life will get better, you will get excited. This excitement is what fuels you for the next necessary step of positive momentum. But before you can experience the benefits of your excitement, you will need to feel uncomfortable.

4. Get Uncomfortable

All worthy progress on the upward spiral of success first requires that we get uncomfortable. And this is the problem. As you learn in this book people don't want to get uncomfortable. But to reverse the negative spiral, this is a prerequisite.

And I will say it again, unless you control pain and pleasure, you will not be able to pay the price necessary to succeed.

The Two Discomforts and How They Control Your Success

Positive momentum requires a necessary push. This requires effort. Effort requires motivation. Once momentum gets going, you won't require so much motivation but until then you need to push hard. Pushing hard means getting uncomfortable. You won't push hard unless you get the necessary motivation and get a 100% committed. This is the first type of discomfort. This type of discomfort works against you.

The other type of discomfort is the one that compels you to follow through on your goals. It's uncomfortable to work, achieve goals and work your plan BUT it's more uncomfortable quitting. If you've used the power of motivation effectively then quitting will be unbearable and extremely uncomfortable. Quitting must be more uncomfortable than the effort necessary if you're going to achieve any worthy goals.

After discomfort comes...

4. Joy, Love and Peace

After discomfort comes joy. As you achieve financial independence, good health, great relationships, a great career you begin feeling the joy, love and peace of these achievements.

The goal of this book is to get you to succeed in all seven major areas of your life. And when you get positive momentum working in your life, you begin to feel happiness.

How to Use the Power of Motivation

Now, you know how to use the power of motivation to succeed. In fact you have all the tools necessary to achieve anything you want.

What will you do?

Do want to achieve financial independence?

Whatever you want, you now have the power at your fingertips to get it. But this is just the beginning. In fact there is still a majority of people who will read this book without doing anything about it. But I entice you to hire a coach. If you want to guarantee your success, you can hire me as your coach to help you make sure you achieve what you want in life.

The truth is I am so excited to have the ability to help people live the life of their dreams. And you can bet that if you hire me as your coach, I will help you succeed. Why? Because I live and breathe this stuff. Teaching “*The Power of Motivation*” for me is as easy as teaching someone to drive a car. Of course, at first, you will struggle with the gears. You may even break the clutch. But if you don’t give up, with the right teacher, you will learn to eventually drive that car.

And with the driving come all of the benefits, one of them is the ability to get from where you are now to where you want to go.

I hope I have exposed you to enough possibilities that you have begun asking yourself a question. What if? What if this power of motivation really can do all it says it does?

If you have already asked yourself that question than I hope you have already answered “YES”. This is my invitation for you to join me in the state of joy, peace and love. When you apply the strategies in this book you will live a life worth living.

In section three, after you have reversed the negative momentum in your life, you must examine the power of motivation a little closer. What impact does motivation have in your life? How can you use motivation intelligently? What is the purpose of motivation? These are deep questions that the next chapters will answer for you. Discover the impact of motivation on your life starting today.

Section 3:

The Impact of Motivation

8

The Effects of Motivation

“ Faith is like a light bulb. You turn it on when you can’t see.”

— Janet Henker —

We have more power to create or to destroy than we can imagine. *Why do some people seem to destroy their finances, relationships, health and well-being while other people live constructive lives?* In this world there are only two types of people: the people who create and the people who destroy.

This statement might seem extreme, but I believe that everything a person does is either a process of building up or tearing down. And those whose basic character is to build, create and contribute are sharply differentiated from those whose energies are primarily directed towards negativity, criticism, and tearing down. People who destroy, tear down the world, bring down other people in their lives, and also hurt themselves.

We are destroying our rainforests, oceans, the ozone layer, and many more natural resources. Why?

Because we consider the **fulfillment of our desires to be more important than the negative consequences of our actions**. It's not an issue of whether we are capable of doing the right thing; it's an issue of sacrificing our desires for the right thing. The goal of this book wasn't just to motivate you, but also to inspire you to become a light where there is much darkness.

Why do people smoke, do drugs, drink alcohol when they are fully aware of the destructive consequences of those practices? Why do we overeat when we know it will destroy our health? Why do we spend more than what we earn, creating a bigger national and personal debt? Why are there still more than 10,000 children dying every single day in third world countries? Why is it that we have abundant resources yet fail to help our neighbours?

The answer: Desires.

The final teaching on motivation I want to reveal to you is the concept of **constructive desires**. This concept can be juxtaposed to what is talked about in the Bible as the "sinful nature". It can also be explained as the teaching of Karma. But the point remains the same. Our desires can be constructive or destructive.

Examples of the actions of the sinful nature are everywhere: President Clinton's infidelity towards his wife. People cheating on their taxes, lying to their friends and neighbours, and not taking responsibility for their children.

People being undisciplined about their finances. Two out of three marriages end up in divorce today. There is more crime, cruelty and general destructiveness today than in all of recorded history. The fact is that it is within our nature to be destructive.

Do your desires destroy or create? Even as I am writing these words to you, I know I have at one time or another used my desires improperly, therefore destroying the things around me. I believe at one point or another we make errors that we learn from. And all of these life lessons point to one solution: **Responsibility.**

“Ask not what your country can do for you, ask what you can do for your country”

John F. Kennedy

The power of motivation isn't just a book useful for material gain but also a book to help us become men and women of good moral character. Should we try to justify the consequences of our choices because of our desires? If not, what can we do to ensure that our natural desires don't overpower our desire to do the right thing?

You can use the power of motivation to become a multi-millionaire. You can use the power of motivation to get a raise. You can also use the power of motivation to become a leader. I wrote the power of motivation to educate you about the powerful force that lies within you, the power of motivation. By controlling this force intelligently you can have anything you want.

The power of motivation is like an awesome machine that can be used to create or destroy. In fact I believe your desires are like electricity, you can use electricity to kill someone or you can use electricity to light up a whole city. But if your desires are like electricity, they can be both dangerous and wonderful at the same time. The truth is a lot of us are not controlling our desires effectively.

By being aware of the powerful motivating force within you, you can do amazing things for this world. You can leave this planet in a better place than how it was before. Your challenge is to consider the consequences of your choices. Will your choices lead to negative or positive consequences? That will all be dependent on how well you practice the techniques of controlling your motivation.

So this is your invitation to use the electricity of your desires to give light to the world. Join me in the endeavour to give more than what we take from this planet. Do it for the children that will inhabit this world after us.

Remember that everything we do is to gain pleasure and avoid pain. The power of motivation was written to encourage, inspire and motivate you to take charge of the forces that control you. You either master the power of motivation or the power of motivation masters you. When the power of motivation masters you, you become its slave. In slavery you have no control. Don't allow that to happen.

Take control of your life, not only so you won't be a slave to pain and pleasure, but so you can do your part to take human kind to a higher level of evolution: The evolution to a higher intelligence and a more compassionate soul.

Now, the important thing about our desires is not only that they are like electricity, with the potential for good and evil BUT that they can lead to illusions. When we let our desires lead to illusions, we pursue a lie. But if we can navigate between illusion and truth than we have more power available to us. Then we will be free of illusion and be able to live in the power of now.

In the next chapter, you will learn about the final motivation, the secret to being free from illusion.

9

The Final Motivation

So, to where does our inner motivation lead us?

If we look very deeply into our experience, we find that the truth is that those times in our lives when we have experienced the greatest happiness, which means the deepest sense of peace, are those moments when we have ceased to want. In those moments you feel like there is absolutely nothing else you would rather be doing than what you are doing at that very moment.

The world we live in equates happiness with having everything and being in want of nothing - money, intimacy, marriage, luxury cars, sex and fame - only when we achieve these do we count ourselves as fulfilled. It is our desire for pleasure - the wanting of this and the wanting of that - that generates excitement, anticipation and intense longing.

It's important to realize that when we associate happiness with money, intimacy, marriage, luxury cars, sex and fame, we feel intensely alive, and it excites us. And it is this excitement that distorts our perceptions. It is easier to understand the emotional significance of what I am talking about if we look into what it means to want money.

When we strongly desire money we make money something more than what it actually is. For example we imagine being rich, we find the mere idea of being independently wealthy intoxicating. To imagine what we would do with millions of dollars is a truly mesmerizing experience. Whether that intoxicating desire is money, a car, a relationship, it is still the same mesmerizing experience. You will love everything about it. Just thinking about what you want causes you to feel excitement.

Seeing More Than What is Actually There

But interestingly enough, after we become rich, it seems impossible to sustain that same level of intoxication. We may still find money attractive, we still perceive tremendous value in having money, but that special something, that magic, is gone.

What I am trying to bring to light is that certain objects in our consciousness can often appear to be more than they actually are. And when certain objects in our imagination appear to be more than what they actually are, it means **we are seeing more than what is actually there**. We are seeing the car, we are seeing the money, but because both are objects of our desire, we are seeing more than what's actually there. And that means what we are perceiving has very little to do with the object itself

If we look very deeply we see for ourselves that in fact what we are seeing comes from our imagination. What we are imagining is what we are adding to the object. And it is what we are adding to the object that makes our nerves dance, our hearts beat faster and makes us feel excited. In truth it is our imagination causing us to create an illusion.

This is the source of motivation within all human beings - a promise that when we finally get somewhere, when we finally achieve financial independence, we will be completely happy.

So when that magical something happens, when suddenly the car is not just a car but “the car I want,” or when the individual is not just a person but “the man/woman of my dreams”, in that moment, and in all the moments that follow, we are pursuing a product of our imagination, not the actual object itself.

To be able to see clearly, to be able to see things as they are, free from illusion and self-deception, is something that most people, even the most sincere seekers of truth, struggle with constantly.

The Truth Shall Set You Free

Only the individual who wants to be free more than anything else, only the individual who wants to know the truth more than anything else, will find himself being able to see things as they are, not as he wants to see them. Most of us won't be able to achieve this clarity.

Why? Because without being aware of it, we will be too invested in the intensely intoxicating experience of wanting. You see we don't want not to want. And this is what the problem is.

A lot of people say, "*I just want to be happy, I just want to live a simple life.*" But that assertion cannot be true, because to experience true happiness, we have to abandon the *wanting*. It's only when the *wanting* diminishes that we begin to feel the fullness of the moment. And it's only in the moment that you can experience true joy, peace or love.

The Challenge of Motivation

So the great challenge in all this is to find the willingness to renounce the thrill of wanting. When there is nothing else you would rather be doing than what you are doing at the moment then you know you are happy. This is the purpose of motivation. To help you live in the moment. When you live in the moment, then you are free from the intoxication of wanting, free from illusion, left with only the reality of moment. In the next chapter, on the condition that you are willing to let go of illusions, you will learn how to live in the moment using the law of Karma to create enlightenment — the final transcending of desire.

9

The Power of “Cause and Effect”

“Do not be deceived: God cannot be mocked. A man reaps what he sows.”

Galatians 6:7

To begin with, it is necessary to understand the meaning of the word KARMA.

It is appropriate to state that the word itself means “Law of Cause and Effect”. Obviously there is no effect without a cause, or a cause without an effect. Any event in our life, whether good or bad, has its consequences.

MORPHEUS: Do you believe in fate, Neo?

NEO: No.

MORPHEUS Why not?

NEO: Because I don't like the idea that I'm not in control of my life.

MORPHEUS: It's that feeling you have had all your life. That feeling that something was wrong with the world.

You don't know what it is but it's there, like a splinter in your mind, driving you mad, driving you to me.

MORPHEUS: The Matrix is everywhere, it's all around us, here even in this room. You can see it out your window, or on your television. You feel it when you go to work, or go to church or pay your taxes. It is the world that has been pulled over your eyes to blind you from the truth.

NEO: What truth?

MORPHEUS: That you are a slave, Neo. That you, like everyone else, was born into bondage... kept inside a prison that you cannot smell, taste, or touch. A prison for your mind. Outside, the WIND BATTERS a loose PANE of glass.

MORPHEUS: Unfortunately, no one can be told what the Matrix is. You have to see it for yourself.

NEO: How?

MORPHEUS: Hold out your hands. (In Neo's right hand, Morpheus drops a red pill).

MORPHEUS: This is your last chance. After this, there is no going back. (In his left, a blue pill)

MORPHEUS: You take the blue pill and the story ends. You wake in your bed and you believe whatever you want to believe. (The pills in his open hands are reflected in the glasses).

MORPHEUS: You take the red pill and you stay in Wonderland and I show you how deep the rabbit-hole goes.

MORPHEUS: Remember that all I am offering is the truth. Nothing more.

The Truth

Without being aware of it, most of us are convinced at the very core of our being that something is terribly wrong. And it's this one fundamental conviction that keeps us looking for the answers to life's challenges.

If we are seeking truth, if we want to be free from pain, we have to be ready to question our thinking. Because the same level of thinking that got you where you are today is not going to get you to the emotional STATE OF BEING you are motivated to achieve.

The difference between happiness and sadness is completely dependent on your willingness to understand where motivation is taking you. We need to know where the motivation is taking us before we can begin with the end in mind.

Without knowing it the motivation in our lives is taking us towards one fundamental truth: "*The cessation of pain and towards the absolute sensations of pleasure.*" The problem is most of us don't see our motivation to be as simple as it really is.

We have to be willing to see clearly before we can acknowledge that all we really want is to enjoy the present moment. We have to be willing to unconditionally let the present circumstances be as they are before we can truly enjoy life. What does this mean?

It means that unless you are able to achieve satisfaction, your desire to gain pleasure, without knowing it, will always cause you to pursue the promise of perfection.

“The Law of Desire”

Everything we do is to gain pleasure and avoid pain. When we let everything be this way, we realize all decisions of all human beings are motivated by this powerful force. No one can say that they have chosen to do something for their desire to avoid pleasure and the desire to gain pain. Since this is impossible, the truth becomes self-evident to us.

By self-evident truth we mean that the opposite of our assertion is impossible. Beyond time, beyond the world of opposites and differences, where nothing ever happened, what the ultimate truth is, is a mystery. But in the world of opposites and differences, where “the law of non-contradiction” overpowers human opinion, truth becomes self-evident. And this is the truth I want to entice you to accept.

If we want to be happy and seek the freedom through the knowledge of what is ultimately true, than we must realize that all motivations have positive intention. We must sincerely ask ourselves: Is that conviction ultimately positive or negative? And once we’ve answered that question, then we must ask ourselves: How deep is the experience that this conviction of truth is based on?

How deep does the rabbit hole go?

"The Law of Responsibility"

For many of us the idea that we are a 100% responsible for our life is not easy to accept. The logical outcome of such a statement means that we are the cause of everything that happens to us, and unless we change the cause, we will continue to have the same effects.

So if we want to have joy, peace and love we must address the issue of what "causes and effects" are in motion in our lives. If the effect of our life isn't "happiness" then we must understand that the cause is wrong.

Now it's important to understand that the cause set in motion either leads to happiness or sadness. A cause will carry into effect either a desired or undesired emotion.

If we want to become happy, then instead of wanting many things, as most of us do, we have to come to the point where we want only one thing. That's all there is to it. If we want to be free, if we want to experience the state of being joyful, the way to the attainment of such desire can be found simply through ceasing to want many things and wanting only one thing.

If we want only one thing and that is truth alone, then our goal becomes clear and distinct and our attention becomes very focused. Why? Because we only want "truth" and that is very different from wanting money, relationships or cars.

You see when you want many things it's very easy to get confused. But if we want one thing, and this thing never changes for any reason at any time, we will discover a hitherto undreamed-of clarity of being.

It's important to realize that our life is nothing but a reflection of the consistent decisions we have made over our lifetime. The law of Karma is simply this: **Every decision you make has negative consequences, positive consequences, or both.** You see the decision-makers are completely responsible for the results they currently have. Neither God nor your neighbor is responsible for the choices you and I make.

The truth of the matter is that all your suffering is the result of the laws of "*cause and effect*".

What I am speaking about is the foundation of the teaching of motivation. It is also, I believe, the foundation of any genuine teaching of enlightenment. The path, the goal, and everything in between, begins and ends with this and this alone.

For any motivation to lead to extraordinary transformation, we must be deeply grounded in the desire to begin with the end in mind.

Is it possible to only experience complete happiness? Is it possible to achieve the “enlightened state” that most people dream of?

“The Law of Negative Choices”

In light of the intention to be happy today without having pain tomorrow, all things become clear. *Clarity of Intentions* is the most difficult path out of deep confusion. The intention to gain pleasure now, tomorrow, and for the days to come, is indeed, the only reason we exist.

But if we are not true to the urgency of this call to Liberation, if we allow ourselves to get distracted, if we allow ourselves to believe that anything else could ever be more important, we lose sight of this clarity of intention.

What can we do now, that doesn't cause pain in the present or the future BUT instead only causes pleasure now and the future as well?

Profound questions yield profound answers. It's so easy to deceive ourselves. In fact, it's the easiest thing to do. Most people do it all the time. What is ignorance? Ignorance is a state of constant self-deception. It's so rare that a human being actually wakes up for more than a few moments. Unless we become one-pointed towards clarity of intention, we are not going to make it.

The forces of motivation are so strongly working against us that unless we control these forces we become slaves to them.

The second truth of life itself is there are only positive and negative choices. There is no alternative to this assertion. A person either makes a positive or negative choice. A person cannot make a positive and negative choice at the same time. When a person makes a choice that leads to pain, he has made a negative choice. **When a person makes a choice that leads to pure pleasure, he has made a positive choice.**

What do you want now, and will continue to want for the rest of your life?

The answer: *Pleasure*

The reason that we suffer incessantly, the reason that the painful experiences of life are so constant for most of us is because we don't make the right choices. Why don't we make the right choices? Due to a state of ignorance, we don't know any better.

What are the wrong choices? You see, **the first negative choice is choosing to sacrifice the present for the future.** All such choice is moving away from what you want most now. Indeed this is a sacrifice, especially if when you finally arrive to the end goal you realize that you were putting your hope in an illusion.

The Sacrifice of the Cross

In order to have a relationship with anyone it is first required that you love that person as yourself. This wasn't only a message that Jesus preached, but one that he commanded people to live by, or they couldn't truly call themselves his disciples.

The truth is no one lives up to being successful at relationships. We all fall short of loving our neighbour as ourselves. We don't deserve relationships with others because of our "sins."

To save us from our "sins" Jesus, the son of God, died on the cross, as a sacrifice for all. This was the ultimate symbol from God to demonstrate his love for us.

The power of love is enough motivation to demonstrate the willingness to experience pain for someone else. Aside from love, sacrificing pleasure doesn't make any sense.

If you truly want to know the truth, then you cannot overlook the ultimate sacrifice that Jesus demonstrated by his love for us.

Anyone committing to being in a relationship without a Christlike love is aiming for mission impossible.

The second wrong choice is sacrificing the future for now. All such choices bring negative consequences in the future. The future will surely come. Getting drunk today can often mean pain tomorrow.

All choices fall in three categories. The third category is how you want to measure all the choices you make.

The only positive choice is the one where choosing to gain pleasure now does not cause pain in the future. For example, enjoying your favorite form of exercise today can mean better health tomorrow. Enjoying learning about your favorite subject today can often mean working the job of your dreams tomorrow. Working the job of your dreams today can often mean good financial reward tomorrow.

Applying the Law of Cause and Effect in All Six Areas of Life

If all choices bring negative or positive consequences, then how do we make the right choice?

Rules of Karma in Finances:

1. Enjoy learning.
2. Enjoy your work.
2. Enjoy spending less than you earn.
3. Enjoy making money work for you.
4. Enjoy spending your money.

Avoid Negative Karma in Finances:

1. Never get schooling just for the sake of making money.
2. Never work for money if you are not going to enjoy the process.
3. Never spend money on things you don't need.
4. Never spend more than you earn.

*"The entire law is summed up in a single command: "Love your neighbor as yourself"
Galatians 5: 14*

Do you like it when people participate in the following behaviours toward you?

1. Lying.
2. Stealing.
3. Criticizing.
4. Judging.
5. Hating.
6. Being Angry or bitter.
7. Looking down on you.
8. Ignoring you.
9. Being Jealous of you.
8. Cheating behind your back.
9. Saying bad things about you.
10. Or anything else which causes you harm.

If you don't like it when people do the following things to you then don't do it to other people. Your goal is to avoid negative karma with people. **Your relationship is dependent upon how well you love your neighbor as you love yourself. And it is also dependent on your ability to forgive others, the way you want to be forgiven.**

The Highwayman Story

There was once a highwayman who would rob and kill the travelers who came his way. One day a wandering *rishi* came by who had no possessions but his wisdom. He asked the robber why he lived in that wicked way; did he not know what sins he was committing? The robber replied that it was the only way he had, to feed his parents, wife and children.

Then the sage wanted to know if the robber's family knew just how he earned his livelihood. No, said he, they thought him a merchant. “Well, go to your family,” the sage told him, “and tell them how you live, and ask them if they are willing to share the bad karma you are making through these evil deeds. I promise to wait here.” (*Karma* means action; what sometimes is called “sin” in the bible can also be called bad karma. Karma just emphasizes how actions bring its own punishment.). “*Surely they will,*” said the robber; but he went home and asked his parents if they knew how he had been supporting the family all this time.

They were horrified. So were his wife and children. They said, "*It is your duty to support us, but you have done this in an unacceptable manner*" None were willing to share his guilt.

This opened the robber's eyes. He totally changed his way of life, and eventually became the poet Valmiki. Each man must bear the effect of his own karma, good or bad. My future fate will be the effect of my action today; my fate today was caused by my action in the past. Through following this Law you can make good karma.

Karma is a subject that I never lose interest in. You will remember how the New Testament expresses the thought: "*A man reaps what he sows.*" (Galatians 6:7) That is just what karma means — it is a Sanskrit term used in Hindu and Buddhist philosophy to signify 'action' followed by reaction. Every religion has stressed the doctrine of moral responsibility. Muslims speak of Kismet as representing one's individual portion or lot in life.

The ancient Greeks had their Nemesis or goddess of retributive justice; they also personified past, present and future as the three Moirai or Spinners of Destiny. So too those born in the Jewish faith are familiar with the Mosaic injunction: "an eye for an eye, and a tooth for a tooth." All of these are different ways of describing the universal law of harmony and balance, which ensures that every cause set in motion will, some time in the future, bring about its corresponding effect.

The “power of motivation” is a raging fire of pain. Pain that consumes every thought, emotion and behavior. Pain fuels the fire that burns wildly within you as you try to achieve worthwhile goals. But be aware that one day you will need to put this fire out. That is why ending the “power of motivation” and its control over you, is the ultimate goal of this book.

The truth is that living moment to moment is a hard task. Indeed, only if you are a 100% committed to this goal, will you succeed. If you want to be free from unnecessary pain, then you need to control your karma. But this is sometimes a long process and only a few people will reach this point.

In the next chapter, you will learn about an opportunity to become a coach yourself. When you free yourself from unnecessary pain and achieve your dream life, then you will be able to help others do the same.

9

Become a Coach

“ You can teach a lesson for a day, but if you teach curiosity, you teach for a lifetime.”

— Anonymous

If you want to be a coach, if you want to help others live the life of their dreams, then you first have to achieve your own goals. Secondly, you must learn to have the proper motivation for helping other people. When we love the people we want to help as ourselves, then we are truly ready to coach. But only a few people know how to truly love themselves. And that is a barrier to becoming a great coach.

This book was inspired by a desire to learn how to be happy and then help others do the same. For a long period of my life, I was desperate for answers about living a life that was *worth* living. Everyday it seemed I lived a life filled with frustration, fear, discomfort and feelings of being overwhelmed. It seemed nothing I did to improve my life was working. I didn't find the answers to happiness until I finally discovered the answers you discovered within this book.

Now, I have the privilege to helping people all around the world. Not because I'm so intelligent but because my search for answers finally produced results. My questions about life and happiness produced answers. Answers that filled the gap between depression and happiness.

Early on, I figured if I could **truly learn how to live a happy life**, I could then spend my life helping others do the same. And that is what my purpose in life is about. But this is not an easy task. The truth is I need people to join me in my cause.

“ Who is the richer?

The one who tramples over everyone to become successful and wealthy

Or the one who gives a bowl of soup and a blanket to a homeless child?

Who is the winner?

The one who races to the finish line

Or the one who stops to help a fallen opponent?

Who is the happier?

The one full of hate and memorized grudges

Or the one who forgives and understands everyone who wrongs them?

Success and happiness are attainable most readily

When they are not taken but given.”

Lori Hard

Career Opportunity

If you have the ability to motivate yourself and others, if you love helping other people, Guaranteed Success Strategies is looking for you. But you must have a proven track record of success. And you must also be able to communicate clearly the tools of “*The Power of Motivation*” to potential clients. Secondly, you must absolutely believe in “*The Power of Motivation*” strategies. If you possess these qualities, if you want to be a coach, then send your resume to Guaranteed Success Strategies.

“People don’t care how much you know until they know how much you care”

Zig Ziglar

Get a PHD in Results

If you are going to get an education, what is better than learning how to coach others to excel in their potential? Guaranteed Success Strategies is committed to teaching you to become a coach. If you are willing to be taught, then you can get a PHD in results. You will learn to apply the strategies in this book to your life.

The truth is you can’t help anyone with their problems unless you first deal with your own.

If you want to become a coach, then Guaranteed Success Strategies will have an opening for you. As the author of this book, my schedule is limited to about twenty clients. That means I have to train, coach, and teach other people to apply the information in this book. If you believe you would enjoy coaching, then first sign-up for coaching. After you have applied the strategies in this book successfully, you automatically qualify to become a coach.

Finally, you have arrived at the beginning of a long journey. In fact reading this book was only the beginning. This means you have to consistently apply the strategies in this book in order to succeed. But congratulations for making it this far. What this means is you want more out of life. You want the promise of success this book is offering you.

Remember, unless you master pain and pleasure, learning leads to only to knowledge. If you want to be intelligent, then *apply* the strategies in this book and make your life a masterpiece. But don't put this book down until you have made a commitment. And by this time you should know what it means to make a true commitment. The end.

POWER OF COACHING

90-Day Coaching Program with Michael L. Bolduc

My goal for coaching is very straight forward. To help you achieve your desired goals.

How do we close the gap between where we are and where we want to be? You will learn the answers to this question by understanding the value of crystal clear goals, a perfect plan and perfect motivation.

Within the next three months you could measurably transform your life. **How?** With *the power of coaching*. No matter how much willpower we have, we all need a coach who cares and who has the essential skills to take our lives to the next level, whatever that is for you.

Throughout my life I have searched for a coach who could help me make measurable, beneficial and successful progress. I've searched for a coach who could help me save time, energy and frustration. I have also used coaches to help me stay accountable to the commitments I have made throughout my life. All these I was able to achieve through the benefits of coaching, Eventually I become a coach myself.

Turn the Invisible into the Visible

Everything is created twice. Look around you - the chair you are sitting on, the room you are in, the car you drive. Everything you see was first imagined before it was created. Six years ago I was writing in my journal the events of the day;

Today I'm in my car, while it's raining in the park. I realize that I only have \$20 to my name. I'm just wondering what someone does when he has no money and no income? April 24, 1994

At that time of my life (6 years ago), I was wondering where my next meal was going to come from. At the time I was sleeping in my car. I did that for 30 days straight until a police officer knocked at my window asking me to leave the park. I had the desire to be a success, I just didn't know how or where to start. I thought I must have been crazy to write goals like...

Write a book.

Become financially independent.

Own my own business

Travel around the world.

Make a difference to the poor around the world.

Who would have thought that a 20-year-old kid with nothing but a grade eleven education would achieve such goals?

Today I'm the author of "*Anthony Robbins Life Story*." I run a successful business that provides employment for others. I still haven't traveled the whole world yet, but that's next on my list.

The Value of Crystal Clear Goals

Your life is nothing but a reflection of your consistent thoughts and focus. You can't control the environment, the economy or other people, but you do have control over your decisions.

The First Step to benefit from Coaching: Write Specific, Measurable Goals. *Why is it important to write goals?* I have asked several hundreds of people if they write their goals. Very few people actually write specific, measurable goals, let alone measurable specific plans that go with those goals.

The real value of writing goals is the power of focus that they create. By imagining what you want you turn the invisible into the visible. Without measurable goals it's difficult, if not impossible to make real progress. *What Does a Coach Do? When I ask people what they think a coach does, I usually get the following answers:*

"Helps me succeed"

"Teaches me stuff".

"I don't know".

"Shares his experiences".

Whatever might be your concept of a success coach some will be accurate; some will be a misconception. What does a coach really do for you?

Basically a coach communicates with you in order to help you achieve certain results. But its more than just talk - a coach doesn't just have a conversation with you. A coach helps you identify goals you desire. He helps you create a perfect plan. He helps you understand what might prevent you from getting it. A coach helps you prepare for the worst yet helps you expect the best. A coach helps you stay accountable to your commitments.

McClelland (1978) Study

“By training businessmen in a village in India to think, talk, and act like achievement-motivated people, McClelland and his colleagues were able to boost the villagers’ business successes. Compared with other businessmen from a comparable nearby town, those trained in achievement motivation were 200% more successful and employed over twice as many new people during the ensuing 2 years.

Are you personally willing to do whatever it takes (W.E.I.T.) to achieve your goals?

When people answer “yes” to this question I get excited because I know I have a winner. I’m hesitant to work with anyone who answers “no” to this question because they lack the necessary drive to succeed. W.E.I.T doesn’t mean breaking the law. Neither does it mean consciously violating your values or acting immorally. It simply means not letting your comfort zone prevent you from getting what you desire.

A Perfect Plan

In coaching you will first define exactly what you want with crystal clear clarity. You will then evaluate exactly where you are right now — to define the gap between where you are and where you want to be.

Next, we will identify the *patterns, neuro-associations* that sometimes keep you from getting what you want — and then we will create a game plan that not only works, but also is enjoyable.

Finally, you must take *massive, intelligent* action to achieve the results you desire. With power coaching you will be empowered with the extraordinary leverage of accountability. You will schedule coaching sessions so you can *measure, monitor, manage* and ensure you keep your word to yourself.

According to these four steps, if you have crystal clear goals, there are only three things that can prevent you from getting what you want: **(1) Not identifying the gap (2) Not having a perfect plan (3) Lack of motivation.** In coaching we ensure that you overcome these barriers so that you can take the four steps necessary for success.

At this point, as you are reading this, you should start feeling confident about coaching. Only one thing will guarantee your success in this coaching program: **PERFECTION.**

You must have perfect goals, perfect plans and perfect motivation. A coach, who walks his talk, (they are rare) aims at perfecting these four steps. The only reason I wrote "*Power of Motivation*" was to ensure these four steps would be taken perfectly.

Testimonial

This is a testimony about using "The Power of Motivation" system created by Michael Bolduc.

First, I have to congratulate Michael for his system because he went through so much, spent so much money and time on this system.

When applied in someone's life "The Power of Motivation" can literally make you do what you never thought possible.

The Confidence rose in me when I heard Michael say that it is a plan guaranteed to work. When I saw what he meant by the motivation then I knew I could achieve anything I wanted. Success was just around the corner.

With “The Power of Motivation” I made changes in my life AND had such impact on my life that when I told another friend of mine what I did he was blown away. With “The Power of Motivation” I was able to make personal changes instantly, in spite of my past failures.

The ideas in “The Power of Motivation” were unlike anything I have ever heard before. I am excited about this system because “The Power of Motivation” has helped me make quantum leaps in my finances, relationships and personal life.

*More specifically I can expect to be financially independent within the next seven years. I’m excited to say the least. No matter what goals you set before you “The Power of Motivation” will help you achieve them. If the goal is perfect, the plan is perfect and the motivation is perfect then you are set to let “The Power of Motivation” work in your life. If I can do it, so can you. **Sincerely, Kris Szigeti***

What You Will Lose if You Don't Invest in A Coach?

When I ask people what they will lose if they don't hire me as their coach, they often don't really understand what I'm asking them. You can't lose what you are never going to try. However as a coach I promise three specific results:

- Earn more money than the coaching investment.*
- Achieve the (three-month) goals you set for yourself.*
- Become fired-up, excited and motivated about your life.*

If you are willing to do whatever it takes - If you want more *money, happiness and success* - If you are willing to spend thirty-minutes with me, four times a month for three months, then this coaching program is for you!

Any Change Requires the Necessary Motivation

Have you ever made a change that was hard to do? A change that required the necessary motivation to be accomplished? Maybe it was quitting smoking. Whatever it is, a difficult change requires the necessary motivation to make it, doesn't it?

In this coaching system we want to make sure the motivation, drive or desire is working for you, not against you. When I created this coaching system, I realized that only one thing could prevent people from not doing what was necessary in between their coaching sessions: **Lack of instruction.** “*The Power of Motivation*” is a 160 page book necessary to make this coaching system work. You receive this book when you sign-up for coaching.

The book includes:

- The necessary information to help you succeed.
- The forms to help you write down specific goals.
- The commitment forms you will use to be accountable to your word.
- Questionnaire to help you understand what might prevent you from succeeding.
- Sample plans that have worked for others.
- Information about the power of motivation to help you follow through on your plan.

What Is All of This Worth?

Can you put a price on this coaching system? If we do everything we talked about, what is this coaching system worth to you? Is this coaching system worth \$5,000, \$20,000, \$100,000 or millions?

For hourly coaching I usually charge \$250/hour. In the next three months I will spend 30 minutes, once a week talking about your goals, plans and motivation.

This coaching program doesn't cost my normal \$1,500 fee. For the next 30 days, or until my schedule is full, I am accepting 50 new clients at a one time coaching investment of \$495 (plus shipping and handling).

You are guaranteed, to be fully satisfied, beyond your expectations. You will achieve every one of the goals you write and commit to within the next three months. This coaching investment will increase your financial resources, not lower them. All of this is guaranteed, risk-free to happen in the next three months.

Try this system for a full 90 days. **If you don't achieve every single (three-month) goal we'll take "The Power of Motivation" back, and send you a complete refund.** Your investment will produce a profit - or it costs you nothing!

In as little as 90 days you will have created, and be profiting from, a Super Strategy that's designed specifically for you. You'll see dramatic improvements in each area of your life. Your finances, health, relationships and well-being.

Remember, never before has there been a coaching system like this. This coaching system is focused, measurable and sustainable for a life of success. Act now and get what you desire and deserve.

To happiness and Success,

Michael Bolduc

About Michael Bolduc

Michael is the author of *The Life Story of Anthony Robbins*. After writing these books, Michael has spoken to thousands of people in North America, and served as Power of Motivation results coach.

Michael is also the former Vice-President of Anthony Robbins & Associates.

History of Motivation. What are the things that actually motivate us to act? Throughout history, psychologists have proposed different theories to explain what motivates human behavior. Some of these major theories of motivation include: Instincts. The instinct theory of motivation suggests that behaviors are motivated by instincts, which are fixed and inborn patterns of behavior. Motivation is important in almost every aspect of human behavior. When you make a decision, your choice is certainly influenced by your motivational state. When you study mathematics, your motivation to study mathematics clearly affects the way you learn it. Motivation and learning. If you are motivated, you learn better and remember more of what you learned.