

## **Find the Motivator that Creates Hunger: Passion**

In order to successfully motivate others or yourself—or to get someone to internalize motivation—you have to create a deep hunger or thirst. On your persuasive journey, you will find that people tend to get motivated for the short-term, that they lose steam, and that they then fall back into the rut they were trying to pull themselves out of in the first place. As a persuader and motivator, you have to understand what pulls people away from action and into inaction. What causes them to lose excitement, vision, and energy? Our research at the Persuasion Institute has found that these are the most common reasons:

- *No passion.* They are going through life using desperation as a motivator, or they haven't yet found anything that really inspires them.
- *Poor attitude.* They have habitual negative attitudes. Their expectations and beliefs are not congruent with their goals.
- *Diminishing intent.* They have previously been on the right track but they've now lost their drive. They have forgotten the real reasons why they were motivated in the first place.
- *Indifference.* They just don't care anymore. They have lost the ability to express concern or to care about making a difference in their own life or in the lives of others.
- *Creatures of habit.* They have not replaced their previous bad habits and have fallen back into old ones.
- *Lack of persistence.* They have given up too easily and have gotten stalled at the first obstacle.
- *No sense of urgency.* They have set no time frame for achievement. The pain of not changing doesn't hurt badly enough to act right now.
- *Peer pressure.* The people around them are more motivating than themselves. They have not found the support they need to resist their friends and peers.
- *Lack of vision.* They have sacrificed long-term success for short-term pleasure.
- *Lack of knowledge.* They don't know how to make the necessary changes in their lives or they are not making them correctly.

- *Lack of confidence.* They don't have the confidence that comes only after action, knowledge, and success have been achieved.
- *No game plan.* They are overwhelmed or waiting for everything to fall into order. They have no action plan.
- *Don't really want it.* They don't want to pay the price. Their goal is only a dream and nothing more. They are using external desperation as their motivator, or they are living their lives the way others want them to.

***Motivation Formula: Find the Switch and Turn Motivation On***

Great persuaders systematically eliminate or overcome obstacles that stand in the way of their audience. You can apply the Motivation Formulas to learn how it applies to each particular person.

The Motivation Formulas looks like this:

$$\frac{(\text{Want} \times \text{Reward}) + \text{Tools}}{\text{Difficulty} - \text{Time Frame}} = \text{Degree of Inspiration}$$

$$\frac{(\text{Fear} \times \text{Consequences}) + \text{Tools}}{\text{Difficulty} - \text{Time Frame}} = \text{Degree of Desperation}$$

How do you maximize the motivation formulas? Look at the first element of the Inspiration Formula: want. This concept is easy to understand. In order to successfully tap in to your audience's motivation, one of the first things you have to understand is what they want. "Want" also includes what they need, what their goals are, what they are trying to accomplish, and where they want to go.

The second part of the Inspiration Formula is reward. In other words, is it worth it to your audience to take action? What is their reward for doing so? What are they going

to get from such action? What's in it for them? Is it something they can fully understand the value of? Can they feel it, touch it, or taste it?

When you look at the first part of the Desperation Formula, it starts with fear. Yes, sometimes fear and desperation are necessary to motivate people. Fear is something they are running away from. What are their concerns, what scares them, or what are they worried about? Panic, anxiety, and what makes them nervous also fall into this category.

The second part of the Desperation Formula is consequences. What is going to happen if there is no movement or motivation? What is the penalty? What is the cost of not changing one's ways? What is going to happen in their lives if they don't take action? As a persuader, you have to make the worst-case scenario come alive in the mind of your audience.

The rest of the formulas are the same for both inspiration and desperation. The next part of the formula involves tools. Does your audience have the necessary tools to perform the task you are asking of them? Do they have the competence to get the task done right? Do they have the knowledge or intelligence to put your call to action into motion? Do they have the necessary resources (for example, transportation, finances, relationships, or self-confidence) to accomplish the task?

Now we move to the bottom half of the formulas, where things get a little tricky. How difficult is the task you are asking of your audience going to be to perform? Or, more importantly, how hard does your audience perceive it to be? Will they perceive it to be more difficult than it's worth? Can they see themselves performing this task you are asking them to do? Is it worth their effort?

The last part of the formulas deals with timeframe. Can your audience fulfill your request in the period of time you are asking them to do it? Will a long timeframe cause them to lose focus and discover more obstacles to justify not completing the task you are

asking of them? Do they feel that your deadline provides them with enough time to complete your request? Do they have the drive to stay on task until it is completed?

With these formulas in your persuasion toolbox, you can analyze your audience. When you can understand each aspect of the formulas in regard to your audience's motivational level, you can customize your proposition so they will be motivated to take action every time.

© 2009 Kurt W. Mortensen