

Inspiration vs. Desperation

There are only two things that motivate us in life: inspiration and desperation. We either move toward that which inspires us, or we move away from that which fills us with despair or discomfort. Most people only use desperation's motivational energy. Any persuader can motivate an audience with desperation, fear, and worry. The problem is that motivation spurred by desperation does not last. People who are moved by desperation or fear are typically so preoccupied with what they're trying to get away from that they can't think of anything else.

If you want personal motivation to last, you need to rely on inspiration, which is rooted in our emotions and vision. The positive results that come from using inspiration as a motivator are obvious. And, inspired people don't need a carrot dangling in front of them to get something accomplished. They are self-motivated and don't wait for external factors to drive them one way or the other. Motivation is not stagnant; we all will require different types of motivation. Every day, every hour we will require a different form of motivation. Great persuaders know when, how, and what type of motivation to use not only as a persuader but also in their personal lives. It is also critical to know what which combination of motivation to use in each persuasive situation.

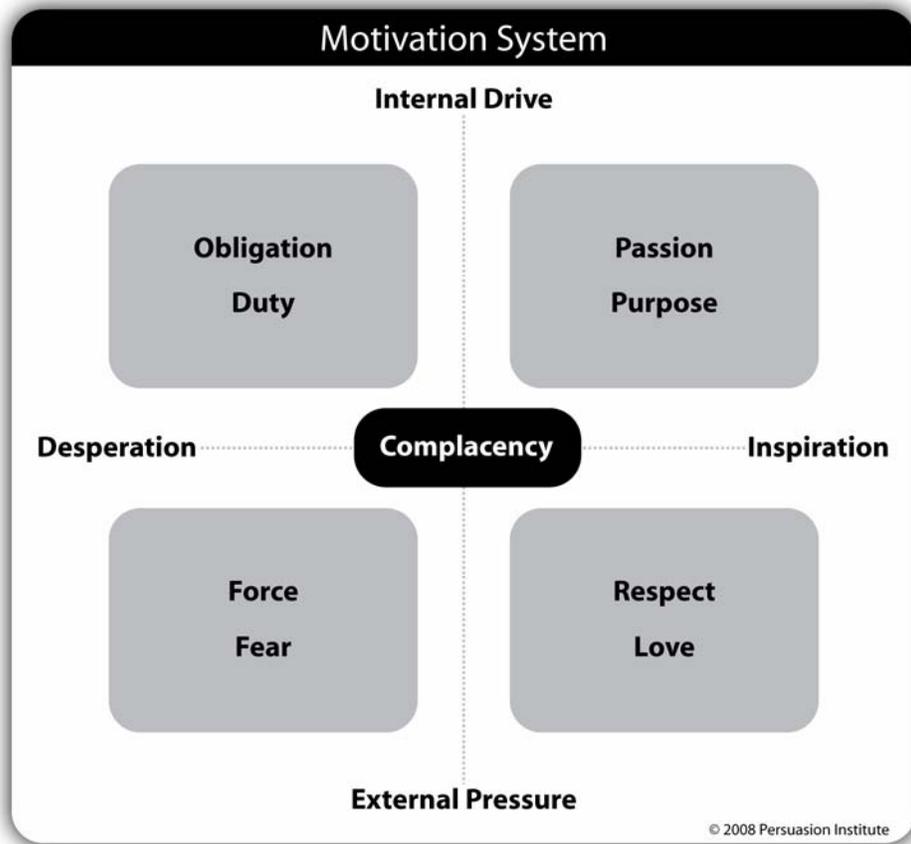
Motivation is a fire from within. If someone else tries to light that fire under you, chances are it will burn very briefly.

—STEPHEN R. COVEY

The Motivation System

Great persuaders have mastered their ability to motivate different people with different methods. I am going to go deep here to help you understand what exactly motivates people (including yourself). What do great persuaders do to motivate their audience to action, and motivate themselves, even when they don't feel like doing what needs to be done? Let's talk about the science of motivation. Notice that motivation (or desire to change) does not exist in the center of the motivational system. This center point

represents our comfort zone, where we experience complacency. How do you persuade yourself or someone to move out of the center?



Let's start with the lower left quadrant, where we find external desperation. This area can be used for short-term motivation. Anyone can be motivated when she is in this area of the grid. When you are experiencing fear or feel forced to do something, this will trigger desperation. Let's say you hate your job. You don't want to go to work and you only do so because you feel like you have to. This external (pressure) desperation tells you that if you don't go to work, you will lose your job, you'll have no income, or you'll lose your home. This area of the quadrant is where most people reside. That is, they do things because they are forced to or they have to. True fear is four times more motivating than discomfort.⁹ Fear is a powerful tool of persuasion, but it should not be your only tool. There is a time and place for the use of fear in persuasion. Great persuaders have learned how and when to use fear and what amount to use

Moving to the upper left quadrant, we discover internal desperation. Again, you don't want to go to work, but the internal desperation you feel convinces you that this is what needs to be done, that this is what you are supposed to do. In other words, you feel a duty or an obligation to go to work. You're only going through the motions because you have to. You might feel obligated to show up at work because of a particular project you are working on. You might also feel a sense of duty toward your manager or co-workers to be there and to help out with the workload. You still go, even though you don't want to be there. Your logic wins over your emotions. Watch and you'll find that the people who use desperation to motivate themselves are invariably unhappy. You will never be a true master of your destiny nor will you ever achieve the success you want until you emerge on the other side of the Motivation System.

Next, let's take a look at the lower right quadrant, external inspiration. Here, you feel moved by outside sources that inspire you to do what you need to do. Remember that inspiration is rooted in your emotions. Once you tap into your emotions, you will be able to propel yourself and others toward long-term, permanent motivation. When your logical mind says you can't do it, your emotional mind takes over. In this area of the Persuasion Institute's Motivation System, you do things out of respect or love. That is, you go to work to provide the best for your family. You apply yourself to your job because you want to send your children to the best schools or you wish to buy a new home for your family. You are motivated to go to work by the external things around you.

The best type of long-term motivation is found in the upper right quadrant, internal inspiration. Internal inspiration is what we also know as passion. You have found your purpose in life. During persuasion, if you can get others to tap into their internal inspiration, then you will bring about pure long-term motivation in them. Using the previous job example, when you are passionate about your career, you are excited to go to work. Rather than seeing your job as a chore, you view it as doing what you love to do. You are changing the world and serving people around you. What's more, you are dedicated with the passion to share your message, product, or service with the world. Great persuaders know how to use motivation. When you are persuading and you use the

wrong motivation at the wrong time, it will backfire on you and produce the opposite results from what you intended. Study the PI Motivation System until you understand it well, for it can be adapted to every persuasive situation.

The royal road to a man's heart is to talk to him about the things he treasures most.

—Dale Carnegie

How to Implement Motivation

Great persuaders use every quadrant of the PI Motivation System to persuade and influence. The four different areas of this system can guide you in tapping into the logic and emotions that will motivate yourself and each member of your audience. Some people can only be motivated in the short term, so you have to use desperation with them. When you tap into someone's passion, you have uncovered somebody who will fulfill your long-term call to action and who will willingly do what you ask him to do. He will be excited about your message and will comply with your requests. Great persuaders are able to read vocal, word choice, and body language to see if their audience is in inspiration or desperation.

One study had groups of college students spend about three hours learning complex neurophysiology material. Half the students were told that they would be tested and graded after their study session. The other half were told that they were going to put the material they had learned to use by teaching it to others. After the three study hours were up, the students were surveyed. It turns out that those who believed they were learning so they could help teach others were more internally motivated than those who believed they would be tested.¹⁰ Believing they would be doing good for others allowed them to internalize the desire to perform the task.

Motivation is the art of getting people to do what you want them to do because they want to do it.

—DWIGHT D. EISENHOWER

