

Motivation is Persuasion

Motivation is a call to action. It inspires change, movement and focus. It is what makes the world turn. The Art of Motivation is a must for Master Persuaders. How do you motivate in such a way that you prompt people to take the actions you want them to take? How can you plant the seeds of motivational encouragement in your prospects? As a persuader, I have found that one of the keys to success lies in motivating yourself and others. We have all had days when we did not feel like doing the things we knew we needed to do. Similarly, it is useless to persuade others to your point of view if you can't get them to take action.

I have given success psychology and persuasion boot camps all over the world and I've met wonderful people at each one. People frequently come up to me afterward and tell me enthusiastically how they're ready to take action and make positive changes in their lives. They often seem so fired up that you could light a match with their energy. After talking to them, I feel convinced that nothing will stand in their way. But then an interesting thing happens. When I follow up with them a few weeks later, nothing has really changed for many of them. Their motivation initially seemed high, but just a brief passage of time often finds them totally unmotivated again. Several of these occasions have made me begin to wonder why it is such a natural tendency to lack the motivation to actually do the things we really want to do, even after we've made strong commitments to do them. I then naturally began to wonder how one would take want and turn it into action. That is, how could one become a Master Persuader who could motivate people who are naturally inclined to resist it to take action?

If you were to ask a random group of people off the street if they want to be financially independent, if they want to lose weight or if they want to have better relationships, most everyone would say yes. While we all desire these things, what are we doing about getting them? We know what we want, but what are we doing to actively turn those wants into achievements? When encouraged, most of us start to generate sparks, but we just can't seem to get the fire started. We want to make proactive changes in our lives, but we can't motivate ourselves enough to actually do anything about it. Why? Because

change involves work and energy. What's more, most of us don't understand the science of motivation. We live in a world where we want everything *now*. We want a quick fix. We want instant gratification and quick results. Not only do we want instant gratification, but we also want it with minimal effort. Through extensive research, study and observation, I have found the secret to motivating others and ourselves. I'm about to share that elusive secret with you.

© 2009 Kurt Mortensen