

Motivational Formula: Find the Switch and Turn People On

When determining how to eliminate or overcome obstacles that stand in the way of one's taking action, you must analyze the Motivation Equation and learn how it applies to that particular person. The equation looks like this:

$$\frac{(\text{Want} \times \text{Reward}) + \text{Tools}}{\text{Difficulty} - \text{Timeframe}} = \text{Degree of Motivation}$$

How do you “salt” the motivational quadrants? Look at the first element of the Motivation Equation: want. This concept is easy to understand. In order to successfully tap into your prospects' 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, what turns their crank, where they want to go, etc.

The second part of the equation is reward. In other words, is it worth it to your prospects 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, taste it—crave it?

The third part of the equation involves tools. Do your prospects 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 equation, where things get a little tricky. How difficult is the task you are asking of your prospects going to be to perform? Or, more importantly, how hard do your prospects perceive it to be? Will it be perceived by them as 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 equation deals with timeframe. Can your prospects 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 so as not to have to complete 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 this equation in your persuasion toolbox, you can analyze your prospects. If you can understand each aspect of the equation in regards to your prospects' motivational level, you can customize your proposition so they will be motivated to take action.

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