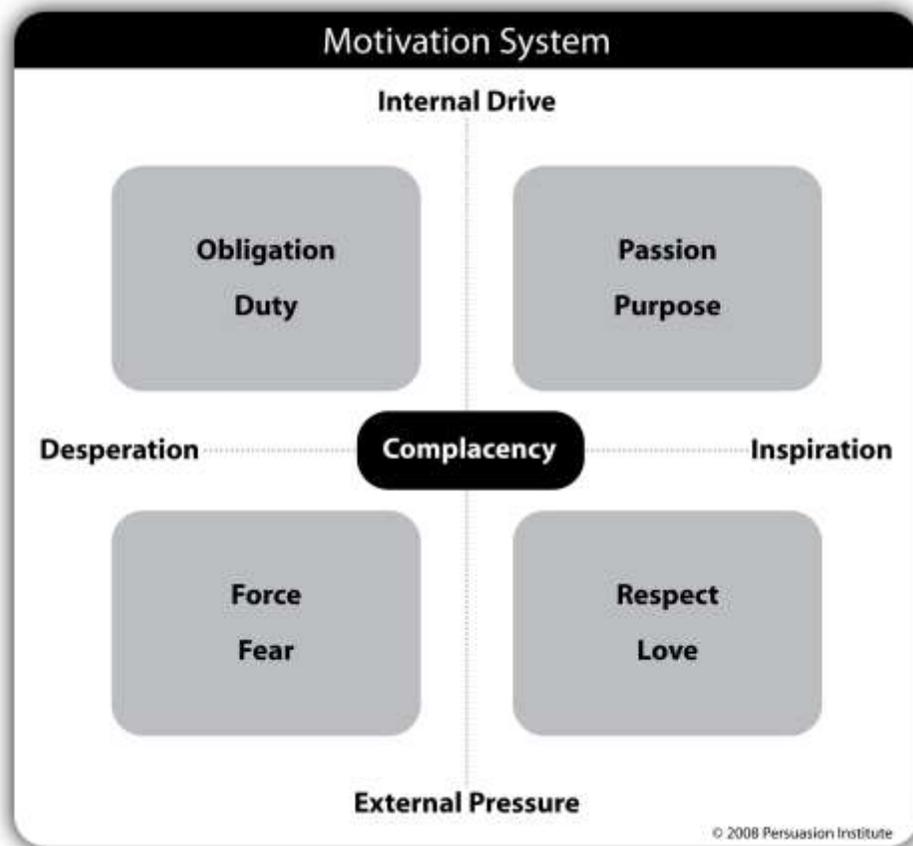


The Motivation System

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 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.