

INSIDE OUT BUSINESS SOLUTIONS PRESENTS

Motivation 101:

Five Steps to Activate Your Potential in Any
Economy

By Jerry Kennedy

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Hello! My name is Jerry Kennedy, and I'm the owner of Inside Out Business Solutions. Welcome to "Motivation 101: Five Steps to Activate Your Potential in Any Economy". This program will discuss the five steps you can take to keep yourself motivated as a sales person, even in tough economic times like the ones we're facing right now.

First of all, I'd like to thank you and congratulate you for making this investment in yourself. As a fellow sales person and entrepreneur, I know how frustrating it can be to try to stay motivated and on task when it seems like everywhere you turn, you're only hearing bad news.

All around you, people are saying, "Gas prices are too high! The housing market has tanked! Nobody is buying! We're in a recession, headed for a depression!!"

This isn't to say that these issues are not of real concern to a lot of people right now; they certainly are. At the same time, though, incessant worry about them can be the first symptom of Fear Fever. Fear Fever is that mental dis-ease that starts out as a little nagging worry about the state of affairs, maybe showing up as the obsessive need to know the current price of crude oil futures or how the stock market is behaving. Left unchecked, this little worry can turn into a big problem: eventually, we become so worried about the economy or the world around us that we become immobilized. We stop doing the very things that could help to solve the problem. Eventually, it can lead to complete paralysis and the death of your sales career!

So right now we're going to talk about how you can inoculate yourself against this Fear Fever. I'm going to outline five simple steps that will keep you on track and moving in the direction of your goals, dreams and aspirations.

Before we get started, though, I'd like to take just a few minutes to talk to you, the entrepreneur and sales professional, about why I have so much respect for you and what you do. You see, I believe that the sales people and entrepreneurs of the world have the great privilege and responsibility to help the economy to *recover* from its current slump. That's right: while the talking heads and politicians are trying to sort out what to do and who's to blame for the current state of the nation, you are out on the front lines of business creating the true solution.

You're doing that by helping people to buy. You recognize that the only road to recovery is to restore the confidence of the average consumer so that they will continue to consume. That isn't to say that you try to sell people things they don't need or can't afford; that kind of behavior is what got us into this mess to begin with. Rather, you try every day to match the real needs of the public to the products and services you sell. The old wisdom is true in this case: nothing happens until something gets sold! Rather than buy in to the collective worry and concern, you're on the offensive.

That's why I created this program: I respect what you do, I know how hard you work, and I know how difficult it can be to keep up your good sales habits in the face of the prevailing negativity. I want you to succeed, and I know that one of the best ways for you to do that is by staying motivated to achieve your goals.

I'd like to be clear about one thing: the ideas I'm going to be discussing in this program are not new or original. In fact, I'd venture to guess that they are things you've heard before. What I want you to think about, though, is not whether you've heard all this before but whether you're *doing it now!* I like this quote from Gordon Dickson: "Some people like my advice so much that they frame it upon the wall instead of using it." I don't want for you to be one of those people;

rather, I want for you to take these ideas and put them into practice right now, today, so that you can participate in creating a better future.

The Buddha gave his followers the following bit of advice, and I'd like to pass it on to you: "Do not believe in anything simply because you have heard it. Do not believe in anything simply because it is spoken and rumored by many. Do not believe in anything simply because it is found written in your books. Do not believe in anything merely on the authority of your teachers and elders. Do not believe in traditions because they have been handed down for many generations. But after observation and analysis, when you find that anything agrees with reason and is conducive to the good and benefit of one and all, then accept it and live up to it." This is my wish for you: that you would take the ideas presented here and, if they agree with your reason and you find them to be conducive to the good, that you would accept and live up to them.

So, are you ready? Great! Then let's get started with...

Step #1: Ask Why!

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Asking why is the critical first key to staying motivated because it helps you to uncover the reason behind your motivation! It all comes down to your goals. You've heard time and again that having specific, written goals is the best way to keep yourself on track. That is certainly true; and finding the why behind those goals is even more critical.

You see, having written goals that are specific and that have a timeline attached to them gives your brain something to focus on, and a focused brain is one of the most powerful forces in the universe. Your brain is a goal-seeking machine, and once locked in on a target, nothing will stand in its way. There is a limitation, however, and in order to really understand it, we need to talk about the difference between your conscious and unconscious or sub-conscious minds.

You probably already know that your conscious mind is where all your thinking takes place. It's where you formulate plans and ideas and where you make sense of the world around you. It is the part responsible for your ability to form sentences and do math and all the other things you get done during the day, and it's the part of your brain where you create your goals. Some call it the "logical mind".

On the other hand, your unconscious mind is where everything else gets done. It's the part of your brain that regulates your heartbeat, your breathing, and all your other vital functions. It's also the part of your brain that handles all the things you can do on auto-pilot.

I like to use the example of driving: when you first learned to drive, your conscious mind was in charge. It was actively involved in all the things you had to

learn, from steering to braking to accelerating and everything in between, and you couldn't do anything else but drive.

As you practiced and got more accustomed to driving, though, your unconscious mind started to take over the basic functions and your conscious mind was able to do other things: holding a conversation with a passenger or changing the radio station were now in the realm of possibility. And now that you've been driving for many years, almost all of the functions of driving have been assumed by your unconscious mind and your conscious mind can handle complex tasks while driving. Of course, I'm not advocating distracted driving; I'm simply highlighting an important point, that your unconscious mind is where your power to get things done really lies.

That's because your conscious mind can only handle a few tasks at a time, whereas your unconscious mind can handle an almost infinite number of tasks simultaneously, even while you sleep.

What does all this have to do with goals and asking why? Just this: pursuing a goal with your conscious mind is very powerful, but it is limited by the capacity of your conscious mind, which can be easily diverted from the task at hand when it perceives something more important has come along. On the other hand, pursuing a goal with your unconscious or subconscious mind is exponentially more powerful because your unconscious mind can work on achieving your goal *and* do a thousand other things at the same time, *even while you sleep!*

And this is where asking why comes in. You see, while having a definite goal appeals to the logic (located in your conscious mind), knowing why you want a particular goal appeals to the emotions (located in your subconscious). To move your goal from the conscious to the subconscious requires finding the why behind the goal.

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For example, let's say you have a specific, written goal of making \$150,000 in income per year. Ask yourself: why do I want that? Another way to phrase this might be to ask, "For what purpose?" Will I use the money to get out of debt? To buy a particular car or house? Will it go towards putting the kids through college? Let's say for the sake of this example that you want that level of income to pay off all your debt. Again, ask yourself why? Why do I want to pay off my debt?

What you're trying to do is get to the emotion behind the goal, so keep asking yourself the Why question until you get an answer that starts with "because it will make me feel...(a certain way)." For example, the person who wants to make \$150,000 per year in order to pay off all her debt may want this particular goal because then she would *feel* like she had achieved something worthwhile. Or perhaps then she would *feel* financially secure.

Once you've identified the emotion behind the goal, I want you to go back and re-write the goal and this time, include the emotion. In this way, "My goal is to make an income of \$150,000 per year" becomes "I will make \$150,000 per year in order to pay off all my debt and feel like I have achieved a measure of financial freedom and security."

Taking the time to find your why will supercharge your motivation. Once you understand the why behind your goals, nothing will be able to knock you off course because your subconscious mind will be on task full throttle. You will have engaged one of the most powerful forces in the universe to work on your behalf.

So I want you to do the following exercise: I want you to get out your list of goals and get a blank notebook or sheet of paper and something to write with. If you don't have a list of written goals, start with that, but let's assume for now that you do. Have everything? Good.

Are you excited? Are you ready to put these ideas into action? Then let's take a quick moment to review and put together a plan of action that will take you everywhere you want to go.

Step number one was to Ask Why. If you haven't already done so, now would be the time to get your list of goals out, select the most compelling one, and start asking Why? Keep asking why until you get to an answer that begins with the phrase "Because it would make me feel..." Next, craft a Why Statement that has a specific goal, a specific timeline and a compelling Why, and make sure you phrase it in the present tense.

Step number two was to Stay Focused. Have you committed to one week with no news? And have you selected the space in your home where you'll do your focus exercises? Great! Remember, you're going to spend 10 uninterrupted minutes, three times a day, focusing on your Why statement and enjoying the feelings of accomplishing your goal, and you're going to make this a lifelong habit!

Step number three was to Get Passionate. What is the one feature or benefit of the product or service that you sell that you can't wait to tell the rest of the world about? Have you isolated it yet? If not, now would be a great time to do that. Make the effort to get passionate about what you sell, or find something else that you can get passionate about.

Step number four was to Choose Optimism. This means taking conscious control of your reactions to the input you receive from the world around you. It also means taking responsibility for those reactions, recognizing that you have the

power to choose! Therefore, you will consciously choose optimism in each moment of each day.

Step number five was to Keep Moving. This is where you break your Why statement down into manageable, daily activities that you *can* achieve! It's also where you make the decision to start moving in the direction of your dreams and, when the momentum gathers, to never stop until you've arrived! Take advantage of the law of inertia, and always keep moving!

I want to thank you again for taking the time and investing in yourself by listening to this program. Remember, though, that the information you've heard here is only as good as the application you make of it. I know you have the ability to achieve everything you can dream, and my hope is that this program will be of assistance to you along the way.

Thank you again, and, until next time, happy sales to you!

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Motivation 101:

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Thank you again for your purchase of “Motivation 101: Five Steps to Activate Your Potential in Any Economy”. I hope you’ll find this program will contribute to your lasting success. It *can* do that, but only if you *use it*.

That’s why I’m providing this workbook as a supplement to the program. My hope is that as you listen to the program, you’ll stop after each section and complete the exercises found here. Doing so will amplify the effects of completing the program exponentially.

My recommendation is that you print out a copy of this workbook or purchase a notebook or journal where you will write out your answers. You’ll want to save this so that you can refer back to it from time to time. You’ll also want to re-do these exercises from time to time as you progress through your success journey.

Enjoy working through these exercises...if you do them with a positive, excited approach, you’ll find them to be much more effective in helping you activate your full potential.

Thank you again,

Jerry Kennedy

Step #1: Ask Why!

Exercises

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Asking why is the critical first key to staying motivated because it helps you to uncover the reason behind your motivation!

So here is the exercise:

1) Write the specific goal you want to work on first in this space:

2) Ask yourself, "Why do I want to accomplish this? For what purpose?" Write whatever comes up in the space provided below:

3) Next, ask yourself the “Why?” questions about what you wrote in response to #2 and write the answers in the space provided below:

4) Continue to ask yourself “Why?” for each subsequent answer until you arrive at an answer that begins with “Because it will make me feel...” You’ve now arrived at the “Why Statement” for this particular goal. Next, re-write your goal in the present tense, including your “Why Statement”:

5) Repeat this process for each goal that you want to work on. Write your new goals and “Why Statements” on a sheet of paper or in a journal that you can refer back to during the exercises for Step #2.

I want to congratulate you for taking the time to complete these exercises. You will benefit greatly from keeping this completed workbook in a safe place where you can refer back to it from time to time and update your answers on an annual basis.

You've now taken the first step to activate your full potential. I hope you are feeling inspired and motivated to drive your results to higher and higher levels. If you have any questions, comments or feedback about this program, please forward them to me at jkennedy@inside-out-solutions.com.

Thank you again for your purchase, and make it a great day!

Jerry Kennedy