

Hello guys, and welcome to the final workshop in our goals, productivity and motivation workshop series. In this workshop, we're going to basically beat motivation. And as odd as that sounds, motivation is something you kind of need to get a hold of. I think a lot of people mistake motivation for something - when the spirit moves them, you know. And really, it's something that you've got to forge out and carve out for yourself. We going to build a plan for getting up early, for going to bed late, you know and sticking to our plan, sticking to our goals; sticking to that productivity plan that we put into were put into action that we worked out in our previous workshop.

The problem is that excitement is at an all-time high after you complete a course or you complete an event, it's really easy to walk out of something like this and maybe you'll stop finishing, stop listening to this audio workshop and you'll go away and think; oh, man I can't wait! I am so excited to do all this stuff. You stay high for a few days - you know - your motivation stays high, you kind of try to stick to that. Those new habits, or those new philosophies or mindsets that you've thought about for a few days. And then it begins to fall down after a week, after a month. We actually call this the trough of despair. It's really, really common in things like diets, in things like joining the gym, trying to pick a new habit, trying to break a habit like giving up smoking. What we do is - when it's going well, things are really, really easy. We even like the sort of sacrifice and martyrdom style of whatever it is that we are doing, we're trying to achieve and eventually our kind of our enthusiasm begins to wane, and we start to think maybe I won't do that this time. Maybe I won't; maybe I'll skip a good meal, maybe I'll go for fast food - you know, burger or something. Maybe I'll skip the gym, or I've bitten my nail that's fine, or I'll have a cigarette just this one time or I'll just this one glass of alcohol...and we begin to justify why it's worth going back to our old habits.

We call that the trough of despair and what we have to do is, we have to stick through the trough of despair. We have to commit to our habits through the trough of despair, and that's when motivation comes in. I talked last time about motivation and discipline, how motivation is doing

something when you want to do it. And discipline is doing something when you don't want to do it. It becomes very hard to stick to a plan in a becomes very, very difficult to stick to a habit or a method, but when you have a true motivation and not just excitement or enthusiasm, but a real, true motivation; it becomes much easier to stick to a plan.

One of the big problems that happens is that new ideas and exciting opportunities come. For example, let's say that we decide we want to lose a bit of weight and we say; right - I'm going on a diet and I could on Atkins or Paelo, or I could become vegetarian, or I can go vegan or pescatarian or whatever is right, whatever your diet is, I could do a juice diet, whatever it is. Around the time of the trough of despair, when we think; 'I can't be bothered to do this anymore' and we quit and we give up. That's because our motivation doesn't outweigh the long-term pain, basically. And a new idea will come along and this happens for all sorts of reasons. A new diet will come along, or someone will suggest a new diet or a new method. Like I said, this happens for methods of running a business in a one minute people are really excited about being a graphic designer. The next thing they hear there's a lot of money on Amazon affiliate sales. The time after that, they go; oh, I hear Facebook advertising is where I should be going. So people keep jumping from opportunity to opportunity, and the truth is that, if you have a true motivation for doing something, you'll stick to your plan and your productivity goals. Far, far, far more likely you're more likely stick to them, and when you understand your true motivation.

There is a misconception and this is that the this is the majority of the reason why we believe that people fall down the motivation stage. The idea of a bigger house will keep you excited. Like people believe that the idea of a bigger house will keep you excited and in truth very quickly, that idea of a new object or a new thing, the excitement for that, or the enthusiasm - that enthusiasm - that will quickly wane. And this is the same when people go; I want to lose some weight and by the time they begin to lose motivation and lose enthusiasm, they start thinking our man like I don't really know why I need to do this anymore. I don't think I need to have a six-pack you are. I was fine. I was happy the way I am. You know, it's

important to have a little bit of body fat. We think about all these reasons, and unless we know the true reason behind why we wanted to lose weight or why we wanted the six-pack or why we wanted a bigger house, we will always stumble at that hurdle - we have to understand our true motivation behind it. That's because the reason is stronger than the object, okay?

The reason for the house is a stronger motivator than the house, okay? The reason behind the house and why you want the house is a stronger motivator than the house itself. There are more and more excuses and reasons to put things off, it becomes almost habitual. Just open up your phone, play a couple of dumb games, mobile games, browse Facebook, then turn on Netflix and just watch your time slip away - as more and more reasons to kind of go for that immediate gratification, rather than the long-term motivation. There is a direct correlation between motivation and income or discipline and income, there is a direct motivation. A lot of people who perhaps think they are motivated or disciplined, but they don't necessarily have a high income, I would argue that there are areas where they are motivated or the areas where they are disciplined, are perhaps not as high as they need to be. They might be very motivated in some areas. I know a lot of guys who have incredibly disciplined diets, incredibly disciplined workout regimes, but their income isn't where they wanted to be and if you don't want your income to be sky high, that's fine. But if you do want your income to be sky high, in the same way that we would say; oh, that person is very, very healthy, that the person is very, very fit because they are disciplined and motivated to eat right and work out regularly - it happens the same with money, if you are disciplined with money, if you're motivated with money and you decide to learn more and do everything you can have good habits with money and of course your income is going up. And it sounds really obvious when you say that, but often people kind of think; yeah, but I really want it. Isn't that enough? And it's not, you have to be motivated and disciplined.

The world will not wait for you, and nor will it change, okay? The world isn't going to change. The world isn't going to wait for you, the world as make things easier. You have exactly the same resources as everybody

else. You have the same 24 hours in a day, you have the same oxygen or the same air you have the same sunlight you've got exactly the same ingredients as everybody else. Jim **Ronan** often said that everyone's got the same wind, what matters is the set of your sail, so when you're sailing and we don't maintain our sails, we don't set in the right direction, you know, we don't use the sail in the right way. If the wind is the same, it's how everyone sets their sails that will allow them to reach their goals and reach their destinations and it might be hard-work, it might be easier just to let your sail kind of flap around the wind, you know, and you'll just kind of drift aimlessly and that's fine. But it is hard work to continually keep that sail maintained continually, keep it clean, free of knots to repair it when it's damaged, and of course keep on point for as long as you can.

I think there's a bit of the preconception for a lot of us when we start these journeys, again that you can have you seen this movie before. And you know how end soon, and it can be really difficult because we can think; look I've tried. I've tried new diets before, I tried new habits before, I tried going to the gym more often. I tried being better with money and it's no - I've never stuck at it. So you see this, you see this kind of movie before you've seen how it plays out and how it ends and that can be really frustrating, particularly when you're going to start something, even occasionally, you know and we have this a lot. We see this a lot - when people go; no no no no, it's different this time, is different this time, I've got it it. The opportunity is different. The object is different. And I would argue that every single reason that that has failed, is because the internal motivation isn't strong enough and perhaps isn't even realised.

Some people work their entire lives, thinking they want a nicer car, want a bigger house, they want to go on holiday when really, internally, their motivation is asking for something completely different and as soon as they begin to really identify with, and understand that true motivation behind what it is that they want to do, then all of a sudden they don't need to become motivated or disciplined because they understand that motivation deep down within themselves. Motivation is not something that you kind of build. Motivation is a learned skill. It's like; a muscle. It

gets stronger the more you use it and but it's only can appear if you spend a bit of time reflecting on and really understanding what's important within your life, because that's what can drive you forward. If you feel unfulfilled, if you feel let down by yourself, it's because you're unmotivated. The problem with, again, when we come to motivation, motivation isn't something that magically springs upon you and you think all of a sudden; 'I get it now'. You know, a lot of people believe that motivation is this epiphany moment, this 'Eureka' moment of clarity, where it becomes clear what their life's purpose is. And it's not.

Motivation comes from self-study and reflection, and reading and sharing. And you know we'll get onto this in some of the exercises, but every day I find more and more motivation for my own work and my own life because I actually share more of the stuff that I learn. I learn as much as I can and it becomes a self-fulfilling cycle where becomes easier to motivate myself to do everything I need to do, because I'm clear on what it is that makes a difference within my own life, and this is not a holier than thou part, and in fact - I used to hate waking up early in a few of the jobs that I've had in the past, absolutely loathed waking up even at 8 o'clock in the morning. It was just so, so difficult. Even when, even when I started my first business and was living back at home, I found incredibly difficult to get up even past 11 o'clock and maybe it was because I was depressed, but looking back I don't think that's the case. I think I was unmotivated, didn't really have enough of a pain or pleasure push for it to make a difference. I hated my living situation, I hated living at home in a tiny little one-bedroom, and I'm very thankful to my mum and stepfather for providing me with a room like that, but the truth is that I was not, I was not happy with that and I wanted to be better, okay? I wanted, I wanted my living situation to be better. I personally wanted to be better and I really struggled to wake up early on and get to work. But I also struggled to kind of go to sleep later and work. And overall it had nothing really to do with the time I woke up or all the time and went to bed. What was difficult was kind of committing myself to the things I know I needed to do. There didn't really seem to be much reason or point behind writing my content. For example, when people say you should write blog content every week or every day, I was like; 'Yeah I

get that, but I really don't see the point'. I understood the physical, literal ramifications and consequences of doing that, I understand that my traffic will go up, I understand I get more website businesses, I understand that I have a repertoire of content, but I really didn't see the point. And I would come up with excuses like; 'I don't know anything' and 'I don't know enough', but I knew I had to do something.

It's kind of like, you know, you know that you need to start going to the gym. Well, not knowing how to use gym equipment is not really much of a barrier to going to the gym because that's the point, you go there and you learn. If you want something bad enough, you will learn about it. It's the same with focusing on priorities, you know, there didn't really seem to be much reason to focus at all. I kind of did some stuff and you know, it seemed to work. I did some stuff and it didn't seem to work. I kind of milled through running a business and it didn't really have much focus, but it kind of, some of it turned out okay and some of it didn't and I just kind of thought, well, that's, you know, that's the way it rolls, right? Some stuff's going to work and some stuff isn't and also something that I used to really struggle with was turning down work and I know that we're all sometimes really stretched for time, we have so many obligations and priorities, and other people keep pressing their needs onto us and not just turning down work, but turning down, you know engagements or going out with people, and you know, parties and things like this because until I had discovered my true motivations and my true obligations, and I mean moral obligations, it was very easy for me to kind of be pulled and pushed around by other people's goals and priorities. Where as soon as I understood my true motivations are my true obligations and they were steadfast within me - they were rock solid.

A lot of the time we talk about values, you know, and value should be something that we we are aware we should be aware of our own values and again I kind of didn't see the point. But when I did come across those values, when I did understand those values, it becomes so much easier to get up earlier. It becomes obvious that, hey, I have an opportunity here to get up earlier, I have an opportunity here to work later. I have an

opportunity here to write content every day. I've an opportunity to focus on my priorities. You know, when people come to visit me and say; 'hey Mike, I'd love to get 20 minutes your time', I go; 'Thanks very much, I'd love to help you, but unfortunately I'm just too focused on two or three of these goals that I've got that I'm just going to have to turn you down'. It becomes much easier to manage your life when you discover your true motivations and your true obligations.

So let's get into the goal structure here and a bit of a solution. As always, I'm going to be telling you when to pause and when to start up again. Bit of a different one. This final one - there's a little bit of coaching in this, there's not as many exercises though the exercises that are here perhaps are, perhaps a little bit longer and perhaps require a little bit more thought, but I think you can enjoy this. What we are going to be doing is essentially creating a plan that discovers motivation within us, discovers our obligations, discovers what it is that we want to accomplish this, also a few exercises that you're really doing every single day, or both at the beginning and the end of the day, and they should just become habits. Luckily, they're very, very simple they're not complicated or difficult ones. And yeah, this is where we can start. So this is the start of our motivation workshop. So first of all; the first exercise is to learn actually how to write goals. When we did one of our first exercises back in the goal setting workshop, we had a look at, you know, what is it we want, what are the things we want over the next 10 years. And I said I want you write down 50 items, ideally, 100. It's really interesting reading back those goals, because a lot of people treat them like bullet points and what I want to look at is the way that we write goals. We're not taught how to write goals properly.

In my opinion, and there is a natural way, and there is a method of structuring the way that you write out the goal that becomes more powerful. It also has a longer term effect on you, but also begins to shape how you're going to achieve that goal. A lot of the time, when we might have a goal of; look I want a \$100,000 a year income and that's; 'I want a \$100,000 year income' that most people are right that or even nice they

were when your goals though to say hundred thousand dollars a year income and we have to learn how to rewrite that to be able to open us up to seeing more of the potential and possibilities for where we're going to be able to make the hundred thousand dollars.

It's kind of like the red car problem. As soon as you buy a red car, you will see more and more people driving them - they will be everywhere. You know, it becomes obvious to you that as soon as you and have something soon as you have achieved something, got something, it becomes ubiquitous you're able to see it everywhere. This is one of the reasons why people say that, you know, whatever you think is your reality. If you see opportunity everywhere, and if you tell yourself that there is opportunity everywhere, and look for opportunities, then, wouldn't you know it, there are opportunities everywhere! If you believe that there is money freely available to anyone and everyone who is willing to exchange the right value for it, then yes, there is money available. And on the same side, you know, the pessimists among us and the negative people - they'll look and they'll say there's not enough money and wouldn't you know, all they will see is examples where there's not enough money in the world.

So, we can rewrite our goal structure and here's how we do it - it's very, very simple. We write out our goals as if we have *already achieved them*, okay? So we write our goals as if we have already accomplished them. So, rather than saying, okay, goal number one is \$100,000 a year income, or I want to hundred thousand dollar income, I simply rewrite that to; I have earned \$100,000 a year, or I have earned \$100,000 this year. Here's why this is important; first of all, by changing the language, it changes the structure of the goal and you're able to finish the second half of this kind of restructure, but also it opens up your mind and some of the later exercises that we'll have - when you repeatedly tell yourself and when you repeatedly affirm to yourself that you have \$100,000 year income, it will become true. Now, a lot of people call this 'the law of attraction' and, you know; prayer, God, The Secret, you know, there's a ton of different things you can call this, I don't think it really matters, frankly. A lot of people just call them their affirmations, but by rewriting 'I have \$100,000 a year, a

hundred thousand dollars a year income' and it instantly begins to open up your mind and will show you more opportunities where you can actually have that. It's much, much easier to begin to make \$100,000 when you're already making hundred thousand dollars. So do believe yourself that you, you do have \$100,000 a year income - that naturally will make it easier for you to be able to start attracting that. As the second half of that, we then write 'because'. So I have \$100,000 year income 'because' I provide \$100,000 a year worth of value to my business, or to my employer or to the world, or to the universe by expanding it with because with then telling ourselves; 'okay, the goal happens for a reason', So I have \$100,000 a year, because I deserve \$100,000. I've hundred thousand dollars a year income because I have given more than a hundred thousand dollars a year in value. And by writing out that sentence, writing out that goal like that, you'll find that you are naturally beginning to put in place a plan on how to achieve some of those goals.

So the first thing that I want you to do, the first exercise, is to take your goals that you've got earlier - because we're going to be rewriting a few of them can become an important habit. You can be a part of it, take your goals and say; okay, I have 'blank'. Okay, so whatever the four goals is that you wrote down earlier in your goal setting workshop, or you go over those again and rewrite them in a way this as I have... 'because'.... So I have run a marathon in every continent and because I've booked those tickets and I've entered those races. Or because I have a larger house 'because' I have, you know, found the right mortgage, and I've got a great credit score. So the reason - so this is important, it's not necessarily the motivation were doing, yet I know earlier we talked about why that was important, why that goal is important to you. That's not what we're writing yet, we were writing what was the cause behind that goal is big, big difference between I've hundred thousand dollars a year income because I sold one house for \$100,000 more than I bought it, or, I have \$100,000 income because I give over a hundred thousand dollars worth of value to my company and I deserve a raise. Big, big difference, so that's the first thing I want you to do. Exercise one. Rewrite your goals in a way that you've

already accomplished them and give a cause behind them. So pause here, and I'll see you on the next exercise.

Okay, so welcome back. Exercise number two is about our obligations. Now, there's a few notes here that I think you need to write out and don't just listen to this, it's important that you write these out, because as soon as we write them out, it becomes concrete within our mind and it becomes easier for us to be able to identify with things that we've written out. The reason journalling is so important, writing out your goals and writing out what's happened to you...you know, the reason I write my blog content so frequently and write books so frequently is because writing it down actually cements it for me.

So, this is where we look at our obligations. It's really important to understand that some of our motivations need to be beyond the material, beyond even our 'self' reasons, they have to be incredibly open and moral, so that with a way that I kind of positioned it is; doctors have the Hippocratic oath. They have an obligation to their patients together provide the best possible care and to never cause harm to another human being. That obligation causes some people to do incredible things, absolutely amazing things within society, within their hospitals, within their practices for their patients. If you are a doctor and you see someone with a broken leg and you know that they are an incredible pain and discomfort; particularly if you've treated children, if you've been around a child who is injured, you know that setting the bone, going through the process of putting a plaster cast on, it can be painful - very, very awkward. It's a six-week process to heal and yet the doctor doesn't say; oh but you if you don't do it, that's fine. No, they will go out of their way to do everything they can, even to the point of sedation, to heal that leg - because they know that, frankly, they know better than you. They have a moral obligation to help you and help heal your broken leg, even if you don't want to.

So, there's a few areas that I believe we have absolute moral obligations in. And the first one is, to earn more. So here is what I want you to write

down. I am morally obliged to earn as much as possible during my lifetime, I am morally obliged to earn as much as possible during my lifetime, and here is why. First of all, the more you earn internally for yourself, you're able to do more things, okay? So you're able to have the best possible life for yourself and the more money you keep, you know you're able to do better things. We all know how fantastic it feels when a bill comes in and we're able to pay it straight away. That in my opinion, is one of the best feelings in the world. Someone has graciously, you know, whether you love or loathe your internet company, your telephone company or gas and electric company or whoever; they have loaned me fuel and energy and heat and light and communicative powers to my house, so I am more than happy to be able to pay them back as soon as I can. So the more I earn, the faster I can pay them back, and the faster I can show my appreciation and gratitude that then - loaning me those resources that make my house safe, make my home safe, warm, well lit and an enjoyable place to live. Then we branch a little bit more for our family, obviously earning more is a huge deal to our family. We provide better for our children and where we give them things that we weren't able to have, we're able to teach them about money. You don't have to be worried about school trips and again for your parents, perhaps they are at the stage where maybe they're retired. Perhaps they still need a little bit of money to help out - how incredible would that be to be able to help them? And I believe again, you are morally obliged to help your family by earning as much as possible.

You're morally obliged to help, you know, your family, friends, as many people as you can by earning as much as possible. Here is where we are going to branch out again. Now tax, like it or loathe it, you know, some places incredibly high. Some places incredibly low. The more you earn, the more you give back in tax revenue to the government and the more that they are able to spend on hospitals, the more they're able to spend on childcare, the more they're able to spend on education, on subsidising energy. The more you earn, the more you are able to give back to people - infinitely. Unlimited time. For every dollar that comes into you, you can share that dollar out hundreds, if not an infinite number of times through the system, such as tax. The more you earn, the more likely you are to

spend on your home. Those products that you wife your home automatically have tax on them, that automatically goes back to the government. The more income tax and profit-based corporation taxes and things, you will pay again, back to the government.

Now, I don't believe that you should be giving everything to the government. I believe that I should be keeping as much as I can myself to be able to invest where I believe it's profitable, but by giving money back to tax, I actually don't have too much of a problem with paying the taxman because they provide so many services to our society that many people aren't in the position to be able to do. We also have an obligation to society as a whole, okay? So you have an obligation, moral obligation to earn more because society benefits when you don't have to take handouts and when you are able to put foundations together, okay? So charities and trusts that help people - when you're able to put together products and courses that help other people. I mean, imagine. Imagine earning enough to be a hire a couple of people, have a small business running, or a large business, or a massive business or enterprise level business, as big as you want earn as much as you want ,as much as you can in your lifetime, okay? And you are able to employ people. Those people can then give money back to their families, they can pay more tax themselves. They can provide to society and those employees then help other businesses earn more money, okay? So, not only are you helping your employees earn money, you're helping your customers earn more money, and those customers have families and those customers have tax and societal obligations and it's better for them; so by earning as much as you can yourself, you are able to pass out infinitely more. That one dollar, that one pound that comes your way, and it is able to circulate through so many more people.

So that's your first moral obligation. Your second moral obligation as a human being, a second moral obligation. Write this down; 'I have a moral obligation to *be more*', okay? than moral obligation to be a better person, to be more of a person, And that can be a better family member, you that could be a better son, better daughter, okay? That could be a better grandson or granddaughter. A family member; that can be a better

mother, could be a better father, that could be a better brother or a better sister. Immediately within your own family you have the potential to be a better person. Even if you have a truly awful family - and we've read some incredible stories of people who have really come from very, very desperate backgrounds and incredibly, they've learnt that through bettering themselves, becoming a better person, they are more content. It's not about getting revenge on their family. It's not about having their family say sorry. It's about becoming a better person themselves. And you can become a better friend, you can become a better friend to infinitely more people and share your time and experience with more people by being a better person. So when you're really thinking; oh man, I just don't know if I've got it in me to continue reading this, you have a moral obligation to become a better person. You've got a moral obligation to be a better manager, better worker or a better CEO. You've got a moral obligation to be a better partner, a better wife or a better husband. Every single day should be a day for you to find opportunity to be better. By being a better person we contribute more.

So therefore, you have a moral obligation to be more and be a better person. That's why education and self-improvement so important. Third point. I want you to write this down; 'You have a moral obligation to do all that you can do'. How often do we look at people and think; 'what a waste'. What a waste of their talent. What a waste of the potential, what a waste of the opportunity and yet can you honestly say yourself that you truly feel that you're doing your moral obligation, your moral duty to do all that you can do? I don't just mean to experience all that you can experience. Or to say; yeah, I want to go on a jet ski and I want to jump out of an aeroplane or go to some amazing restaurants and museums and stuff in a beautiful old cities in Europe. Not just that, but can you honestly do all that you can do for your street, for your immediate local street, okay? Can you do all that you can do? Can you do all you can do to your town or to your local community? What about small schools in the area? Are you able to do everything you can do for that school? Are you able to give to them so that they can afford new equipment for their kids? My mum recently is working in a school for very, very disabled children. Very disabled children, and to

know, you know, that they need support and help and to be able to do all that they can do, to make that child's life easier, to make their parent's life easier. That is absolutely enormous.

And I'm not just talking about doing more charity. Personally, I think, you know, money can be better used - if I'm able to give charity money as opposed to giving my time, but are you able to do all that you can do in any given situation? If it's in an emergency, if it's a, you know, if the power goes out in your local area, you might blame the infrastructure. You might blame the power plant, but ultimately that's your fault you're not doing all that you can do, why aren't you doing more to be able to prevent those kind of power cuts, you know, why don't you have a generator at home or solar panels, or why aren't you able to contribute to the way that people consume energy? Massive, massive, massive, we're getting really big here.

Fourth point. Write this down; 'you have a moral obligation to know more'. You have a moral obligation to know more, you have a moral obligation to know all that you can know. To dedicate yourself to knowledge and I don't mean just academic knowledge, you know if you're to spend your entire life just learning from books and that's fine. But knowledge, true knowledge, knowing all that you can. That means putting yourself in situations where you had to learn, that means failing, it means making mistakes, getting things wrong. It means having successes, achieving your goals. The more you can know, infinitely helps you and essentially compounds the effects that you're able to give.

You know, that the difference between someone who is able to invest \$1000 their first time, and thousand dollars, their hundredth time. Who do you think is going to get a better return? I guarantee you it was the person who is investing \$1000, their hundredth time, because they know more. Knowing more allows you to do more with what you've got, okay? Knowing more allows you to do more. You have a moral obligation to know more, you have a moral obligation as a human, as a member of your country, as a member of your community, as a member of the species - to know all that you can know.

Fifth and final point. We have, as human beings, a moral obligation to share more, to help other people. We have a moral obligation to share more and help others. When you keep your knowledge inside you and when you're able to do more, but you don't share it, would you consider that morally just? Of course you wouldn't. If you're able to do something you should do something if you know something should you share it? Absolutely you should. The more you share, this helps massively with my blog writing and content creation, the more you share, the more you help other people, and you have no idea the consequences you could be setting off. There's a chain reaction of just explaining to someone one very simple idea. I can even tell you that idea. For me, it was the concept of the marketing automation funnel the CVO Funnel. Customer Value Optimisation funnel, the value ladder, depending on who you speak to, that concept completely revolutionised my life. It completely changed the way that I perceived my business and sales, and how I was going help people.

And I decided to know that all I can know, and now I share all that I can share, because I can do all that I can do with that particular model and marketing model, I want to know more and more and more, which allows me to share more and more. Because I am able to do that, I am a better manager. I'm a better marketer, I'm a better family member, I'm a better person, I'm a better a CEO, or CMO in my opinion, in my case. And that allows me to earn more so by sharing more, by sharing more of what you know and helping others, you are changing the world in ways that you aren't even able to fully see. I guarantee there are some guys out there who have taught me one or two things. I bet they had no idea the impact it would have me.

So that's your fifth and final obligation. I hope you've written them down and hope you've begun to understand that there's a bigger picture at play here. The decisions that you make in your life could be affecting potentially millions of people, without even knowing it. So that's your second exercise. Here is the third exercise and this is more of a writing

exercise. I want you to work out and write down who you are working with, and who you are working for. So again, if you've got the worksheet by all means use this section, this is exercise three in the motivation workshop. I want you to write down, it could 5 to 10, it doesn't have to be too many, it could be three. I want you to write down who you are working with and who you're working for. Who are you partnering with or who are you doing this for? Who's in the back of your mind when you're doing any of this stuff? I know exactly who it is for me, I write out exactly who it is that I'm working for. And that's not customers, you know, that's not colleagues, this is ultimately who it is that you're working with or for.

For me, you know, it's not as broad and as bland as customers. It's that small businesses who really, really struggle to get their business in the shape they want it. I also work a lot with my my partner, Liv. Huge amount spent a lot of time with them. I work a lot with Liv and you might even say that I work for Liv because, you know, everything I do is something a part of a bigger journey that I want us to work together and working for our relationship as a couple. If you've got kids, I don't doubt you're working for your children or your working for your husband or your partner or your boyfriend or girlfriend, or whoever. I want you to write down - exercise three, who you're working with and who you working for? Who's in the back of your mind when you're doing any of this stuff, when you are motivated? Pause it here, and I'll see you on the next exercise.

So exercise four, now this is probably going to be the same answers, but I want you to write them down. Exercise four - who will suffer if you don't work? So if you decide to just quit today. You decide to stop working, you decide stop working on your knowledge and your personal development, on your health and your business and your income, all of that. Who suffers? And I want you to really exhaust this list I want you to try and get 5 to 10 ideas of who suffers if you don't work, who can suffer? Who can face the negative consequences if you don't work? And again, that can be very close to you. That can be very personal people, but also longer term visions are into the future of who else isn't going to benefit? Who else is

going to suffer if you don't work. So pause it here, and we'll see you exercise five.

So, Exercise Five. Now I want you to list out your four priorities and the reasons they're important to you. So, earlier on the goal setting workshop, we looked at those four top goals and you've rewritten those, you've rewritten those goals. You said, 'I have' instead of 'I want'. Now, earlier, we also wrote out the priorities, sorry, that the reasons why they're important to you. Is it okay, so why is earning \$100,000 important to you? And you wrote 'because' I want nicer things for my family, or, the goal is to run a marathon on every continent, okay. Why is that important to you? Because I love running and I enjoy it, and I want to prove to myself that I can do it. Fantastic. What I want you to do, is take those reasons and list out why those reasons are important to you. So why is that important going another level deep, okay? So we've got your goal. I don't understand the reason for the goal, and now I understand the reason for the reason. Okay, think even deeper as to why.

I'll give you an example, let's say that your goal is to earn \$100,000, you say, okay; I have \$100,000 a year income, 'because' I give \$100,000 a year value to my employer. Okay, why? Well, because I want nicer things for my family. Okay, why do you want nicer things for your family? Go to another level here, why do you want that thing for that reason? Why do you want nicer things for your family? And in my case, is because they do so much for me and they support me and I want to return, you know, I want to return everything they've given me, I want to return back to them and share more with them. So, were going another level deep, here is another one, another example; so the goal, is to run a marathon every continent. Why? Why is that important to you? Well, because I love running and I enjoy, and I want to prove to myself, I can do it. Okay, why do you love running, why do you want to prove to yourself, you can do it, and the reason for that is because I want to show people that if I can do it they can too. And because running gives me a sense of serenity, that my calm place, as that's where I find peace.

Now all of a sudden we've got a very good, to very powerful motivations there. The sense of peace and the sense of tranquillity and a sense of oneness that someone might get from running or from baking or spending time with their kids, or travelling, or whatever it is - that is the motivation. And when that is obvious to you, that is your motivation. Those are your obligations, so you have an obligation to yourself, to help your family and return the support and kindness in sharing and generosity that they've given to you. You have an obligation to be able to share with other people that they can do it, and this brings up an interesting point - that often when we dig a little bit deeper into our motivations, that you become less selfish.

Very interesting that. We find that a lot that people's goals typically tend to be quite selfish and even if your goal is, you think; 'I want to, you know, completely eradicate polio', it's still centred around; 'I' 'I want to eradicate polio'. I want to do this, I want to do that. I want to have this, I have this, right? And when we look at that first kind of reason why, that first initial motivation - that might be quite obvious to some people, and they might think; 'well, because you you know I want nice things for my family, or because okay, I don't want to see her near people dying from a disease that we could easily, easily cure. Okay, why is that important to you? Why is that reason important to you. When we get the second level deep, and we begin to reveal things that are slightly wider than our initial initial ideas - that they might not even have been things that you think about too much, and they might uncover a few motivations within you, that you were aware of. Those motivations there, are what are going to help you work harder, work longer, work smarter.

All of a sudden now when someone says; Hey, Mike, I was wondering if you're able to, you know, give me some time to talk through my business? I can have to look at those motivations and know will this help me support my family and return back to them or the generosity that they've given? Probably not. Therefore, I'm comfortable and confident turning it down. So, exercise number five; list out your priorities, okay? You've rewritten

your goals. I want you to write out the reasons they're important, and now I want you list out why those reasons are your reasons, okay? I want you to list out the reason to your reasons. Pause here. I'll see you in Exercise six.

So welcome back to exercise six. Now again, finally, I want you to rewrite your goals from the new perspective you found of your two-levels deep reason. So you have your first initial reason and your second reason. You know, the reason for the reason. Using positive goal reinforcement, so using that template or that goal structure of; 'I have \$100,000 income because I give a hundred thousand dollars worth of value to my company'. I do this because I want to give so much more back to my family and support them because they've supported me. So I want you to write another 'because', so you're going to write this for all four of your goals. So you're going to rewrite your goals from the perspective of your two level deep 'why' using positive goal reinforcements.

Another example could be so, so I can give back to my family for the generosity they've shown me. I have an income over \$100,000. I get that I have this, because I know give over a hundred thousand dollars worth of value to my to my customers, to my business. Because on a show people that they're capable of anything. And because it's my place of calm and serenity, I want to run a marathon on every continent. Okay, so all of a sudden I want you to rewrite these, you know, I have run a marathon every continent, sorry. Even I have to get into these habits! So, when you rewrite your perspectives, your goals from the perspective of this two-level deep 'why', using positive goal reinforcements and that structure earlier. So that's exercise six. Pause it here and come back to me on the next exercise.

Okay, so Exercise Seven and Eight, slightly different. Here's what's important. Every single day, when you wake up - and you've only got four goals, and they're only going to be a couple of sentences each, or maybe just one sentence; I want you to read your goals when you wake up, as soon as you wake up - and rewrite them. This is so fundamentally important. I've done a lot of content on this, I've done a lot of interviews on this. The reason that people don't reach their goals, and writing down

their goals is only half the battle - is because they're not constantly in the back of their mind. They don't condition themselves to keep an eye out for those opportunities. They don't condition themselves to seek those opportunities and understand that, that's all that there is, if you were to constantly read, let's say '1984' by George Orwell, over and over over every single day at the morning. That's all, you ready read the entire book, do you think that will change your perspective of the rest of the day? Of course it would. Because you're indoctrinating yourself into a particular way of thinking, in the same way that people get sucked into all kinds of habits and thought processes and thought traps - it's because they are reading those goals, even if it's subconsciously or mentally, internally - when they wake up and they're rewriting them. And when we say rewrite, it doesn't matter if you write the exact same goal out again, okay? So if you write the same goal again, fantastic. That's just going to make it stronger every single time you read it. The first thing I do when I wake up, is I go straight to my goal list. I've got kind of four A4 pages they're now already tatty and worn, worn down, for the year. And I reread them and in my book in my little, just a little notepad, I rewrite those goals. Rewrite those goals to the point where they become habitual to me, and I'm constantly assessing and sometimes I tweak the way that they are worded personifying the most positive way that says; 'I've already accomplished this', so I have \$100,000 a year income because I want to support my family in return for their generosity. I have \$100,000 because I give over a hundred thousand dollars worth of value to the market, or I have run a marathon on every continent, because I believe my moral obligation is to share with as many people, their ability to do everything that they can do, and inspire them to do great things, okay? That's what the goal is here, is to continually rewrite your own goals.

Okay, so exercise seven is when you wake up, rewrite those goals. Read them and rewrite them. Exercise eight, we are done with pausing now. Exercise eight is to, unsurprisingly, read your goals when you go to bed, and rewrite them again. And yeah, you're going to go through notepads, just buy some cheap notepads and write them out. The point is, is that you are writing your own indoctrination. You're writing your own status, as

this goal orientated person's person who has these motivations. Do you know who writes down things every single day, every single night? People who are fanatic and obsessed with something but people who are fanatic and obsessed with something achieve things, whether we like it or not, we have this weird new relationship with obsession and fanaticism is currently demonised as a term. But people who are obsessed and are fanatical, they're the guys who are going out achieving things. They're the women who are going achieving things, because they are indoctrinating themselves into what they believe. They're strengthening their moral resolve, they're strengthening their moral conditioning within their own goal set. And it becomes more and more important to them to be able to achieve those things because they have a sense of moral duty beyond something that is only internal for themselves. It's much, much easier to wake up knowing that you can be helping more and more people every single day, as opposed to thinking; well, I just want to earn some more money, because eventually that's going to run out.

Now, so exercise eight is to start reading your goals when you go to bed and rewriting them again if you're rewriting the same goals. That's fantastic, writing them over and over again. Maybe you want to tweak the language, maybe writing them in a slightly different style, but do this over and over and over and eventually, you will begin to condition yourself into seeing the opportunities that will show you exactly where those goals lie, and how to get to them.

And exercise nine - exercise nine is a longer term plan, as it's, it's a big goal and I don't think it's something that you can achieve overnight. I want you to share your goals. So first of all, find me on Twitter. I'm Mike_Killen, or email me; michael@sellyourservice.co.uk, or find us on the Sell Your Service Private Mastermind group on Facebook and find me online, I'm absolutely everywhere. Share those goals with me. Share those goals with your family members, share those goals with your friends, share those goals with your colleagues, with your peers, with your business partners, with the joint venture partners. Share them with your mentors, share them with people you look up to; the more you share your goals and the

more people you tell your your goals to, the more likely it is that you are going to commit to them. This isn't just a case of, people who share their goals kind of feel that they should do it anyway, because they think; oh, I don't want to make myself like an idiot. It's actually an important kind of society thing that we've been doing for a long time, for hundreds, tens of thousands of years, whereby sharing what it is that we want to accomplish, means that other people are more likely to help us reach those goals. The more likely; the more likely someone is to share, to help you, directly relates to how much they know about you. I find it really important to learn the goals of people that I'm around, people I work with, because it's more likely that I'm going to try and help them. If you really feel that, you know, you've struggled with this in the past - share your goals, and if you're instantly screaming; there is a confidence issue, and you think; oh, I don't want people to put me down, I don't want people to make fun of my goals, well, those, if someone makes fun of you for having those goals, and sharing with them, then that's not someone you need to be around anymore. That's as simple as that - it's not someone you to be around anymore. If someone says that's unlikely, that's impossible; that's not someone that you need to be around anymore.

Interestingly, some of my goals are so massive, so huge, you know, I want to own 600 properties you know, and generate revenue from 600 properties, that's a big goal - God damn big. I guarantee that some people said; 'oh well, you haven't done it now, so why would you have done in the future?' That's really big, that's too big a goal, fine. Absolutely fine. You're more than entitled to have that opinion. But just because you think it's not possible, doesn't mean it's true. A lot of people mistake that, but by sharing your goals and by sharing or posting them out and putting them out to the world, it naturally will attract those results to you. And from that, share what you learn as well. Share as much as you can, as often as you can, what it is you've learnt, what it is your working on, what are the mistakes that you've made. It's a huge, huge huge misnomer that people kind of think that goal setting and motivation is, is naturally an internal process that is very lonely, and it's not. The more you share it out with other people, the more likely it is to return to you. The more confident in

public you are about those goals, the more likely they are to return to you. Rob **Moore** from progressive properties and Rob Moore Progressive - fantastic UK entrepreneur and motivational guide, speaker, all-rounder and business hero. He believes that your 'network' is your 'net worth'. And if you want to increase your net worth, so the amount of money that you're worth, you have to increase your network - and the fastest way to increase your network is sharing your goals with people, even people who don't want to move on a level or aren't interested in improving themselves - as soon as you say to them; one of my goals is to write a bestselling New York Times bestseller book or an Amazon bestseller book'. Even people who are negative, will actually begin to point you in the direction of where you need to go. They might say; 'you know what's really difficult. In fact, I know someone is done that you should speak to this guy', so even people who are negative, when they know your goals, can actually help you get the right direction - and that kind of sums up our motivation workshop.

Well done for sticking with it, because that was a tough one, there's a lot of work in that. I really appreciate you, grinding out other people say, look, I still am unclear on my motivation and his well, I challenge you to do. We have an exercise called 'The Long Walk' and I've been recommending and prescribing this to people for years. A lot of the epiphany moments is that I've mentioned for myself, my own personal journey, have come from this concept of 'The Long Walk' and what I've done is basically headed out the door with this problem in my mind - absolutely no headphones or phone or anything like that, and I've just gone for a walk and I don't stop walking until the answer becomes clear to me. So until I've got clarity on the thing, on the motivation, the reason, the why, whatever - I don't turn around. And as soon as I have got an answer, I'll turn around and I come home and write that down. And I leave that for 24 hours. I don't come back to it for 24 hours.

My sales mentor, Sean Mies he taught me this. I don't touch it. I leave it. It just sits there, I can be safe knowing that I've written it down. I then don't

go to work on it, so this exercise, this workshop might take you a couple of days. I leave it. I come back to it 24 hours later, because I've written it down. I know it doesn't matter if I forget it, but it also takes the pressure off, and I find my subconscious, works away at it a little bit and when I come back to it the next day it becomes much, much clearer to me; it sounds insane, it sounds so obvious - do it. And yet, you might end up going for a two hour walk, but I guarantee you that the time it takes for you to understand your motivation, will pay off dividends when you're able to wake up earlier, go to sleep better and work more.

Something else that helps me is actually writing and creating and sharing more, so the big difference between people who are motivated and disciplined is actually that they create, they don't consume. So, the more you write, and the more you journal...this is why blog posting such a huge opportunity for many businesses and many people; because it gives them the opportunity to publicly write and promote everything out that they would want to do. and they just write, and you know what? Your first few posts are going to be really broad, you're not really sure what you're talking about. Talk about this program, talk about the exercises that you've been doing. Share these exercises - help. Tell other people about these exercises, the more you create and the more you share, and especially, write; over time - it will reveal to you the very core reason why you do this. Eventually you'll see, you know, I get a real kick out of this bit, and the come in and obvious to you why you get a kick out of that certain bit, so create - don't consume. The more you create, the more content you create, more content you share about the journey that you're going on, the clearer it will become to you, your motivations.

And also finally, practice discipline and obligation over internal motivation. So, yeah, you want to earn \$100,000 a year income? Fantastic. I would argue that the disciplines that you need, the habits that help you support your family and return their generosity are more important, and by focusing on that and by, you know, repurposing it like that, you will begin to understand that motivation, but I can't overstate the creating and sharing more and also reading your goals more, on rewriting just how

powerful important that is. Cool, so first of all, you want to go back and rewrite your goals, we'll have a bit of a re-cap. Rewrite your goals and learn to rewrite them from the perspective of; you've already achieved them. Understand those obligations. If you have to go back and listen to that, write out those five moral obligations you've got about; earning more, being more, doing more, knowing more, and sharing more. Exercise three was writing out who you're working with and who you're working for. And Exercise four is writing who will suffer if you don't work - very important. And now I want you in Exercise five to go and list your four priorities, the reasons why those are your priorities and then the reasons those are your reasons, to go two-level deep; and then rewrite your goals again, from the perspective of the two-level deep, view. Read your goals when you wake up, rewrite them, read your goals when you go to bed. Share your goals, share what you learn and do The Long Walk, if necessary, use this workbook.

I want to thank you for getting through these workshops. They're hard work, but what you are ultimately doing is, you're learning how to get more done and enjoy doing it, which is at the core of so much of what we want to do with in our personal lives our businesses, our hobbies, or health - everything. And I am Mike Killen from sell your service. Thank you so much for joining me on this journey and I hope to hear from you soon. Email me; michael@sellyourservice.co.uk with any of your updates and any of your stories, I'd love to hear from you. Tweet me Mike_Killen on Twitter, and I will speak to you soon. Thank you so much.