

Finding “Motivation”

In this quick report, I want to talk about finding that elusive “**motivation**” that I hear students often mention to me.

If you’re like me, then you have come to learn that waiting for “**motivation**” is a **deadly trap** that will see us doing nothing, feeling worthless, and stuck in a never-ending cycle of failure.

I admit I catch myself falling for this trap still, even after all these years.

I might sit around and wait until I feel “*motivated*” to write a sales letter, video, or eBook. I might put off recording a sales or training video...

Waiting for the “perfect moment” when I feel like getting started.

Even as I write this, I recognize the futility in this approach.

The way to get started is to **get started**.

You will never find motivation on the surface.

It **does not** come in a can.

You **cannot** buy it on amazon.

Yet you can **discover it** by doing what you are supposed to be doing.

Motivation is not real. It is intangible.

It is, however, a state of being and state of mind.

So, you can **become motivated** by taking a few steps.

The following are the tricks & tips that have helped me over the years.

I know they will help you, but only if you put them into practice.

Get On A Routine

One of the most critical aspects of consulting, business, and heck – even modern life itself, is having a routine.

We humans are creatures of habit.

We do things in regular cycles.

Break the cycle or deviate from a routine and we tend to get *a little crazy, unsure of ourselves, and even depressed!*

It is important that you stick to a routine.

Doing so gives you a degree of **certainty**, allows you to plan, and keeps you organized.

Set A Schedule

Naturally related to routines, one of the most **beneficial** things you can do is set working hours.

Without setting these hours, we are *aimless* in our approach and can even trigger a form of depression that will deprive us of success and happiness.

I encourage you to do 1 hour a day to start.

Work on this project *at least 1 hour a day*, 5 days per week, and then take 2 days off providing you have full time availability.

Some of my students have full time jobs and just work this and other business model in the evenings when they get home.

That's ok.

Other students just work this on the weekends for a few hours.

The **key** is doing it regularly.

It actually doesn't matter how many hours you put in so long as they are 'effective hours'

This is one of the **greatest secrets** of successful people and critical to getting started.

It is also the easiest slight change you can apply to your life today.

Just start with this one hour per day. Take action. Make a movement without worrying about getting "motivation" ...the latter only coming on the heels of taking the first step, and each step after that.

Have Goals

Another critical facet of getting started is having a goal.

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You cannot go through this model being aimless.

Your first goal should be setting the schedule we already discussed.

Just do one hour a day to start. If you can do more, great!

...just ease into this with the one hour a day and go from there.

The next goal you should set is the number of outreach events you do each day.

Aim to get a minimum of 5 to 10 outreach events per day.

An outreach event is any effort you make to reach out, follow up, and submit a proposal to a client.

Next, set a goal of doing follow up (each day) for any prospects who did not respond to your initial outreach event.

Many of the deals I've booked were from people who initially ignored or missed my first response to their gig post.

Think about it: business owners are busy people.

Sometimes they simply forget to respond to a proposal they liked.

A follow up can get you more deals than just sending out emails once to each post.

Lastly, set the bigger goal of three clients a month.

This is entirely possible for anyone, even if you have little to no experience.

Build Relationships

Relationship building (sometimes called networking) can provide other benefits and it can open doors for you.

Opportunities you cannot even possibly imagine.

And I'm not just talking about LinkedIn, Facebook, and other online networking sites.

I'm including in-person networking and offline business groups like a Chamber of Commerce, industry associations, and even small non-specialized business groups.

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One of the best sources are these small groups, often formed by accountants and lawyers to get new clients.

These groups are helpful, not only for **clients**, but for **peers** who can lift you up.

Each member of the group will have a specialty and feeds each other business.

There is no better way to get referrals and continued business than being part of a regular networking group.

Now, do you want to step in and tap this opportunity to make a real living by servicing this clientele?

If so, then from this moment forward, you must make a choice:

Choice 1: Do nothing (and end up changing nothing)

Choice 2: Do something and follow this plan (and change everything)

Which choice are you going to make?

At this moment, if you're still reading this book, then you've chosen #2 and have chosen wisely!

Following **a proven plan** is the way to make progress, and *small* incremental progress is what will get you to where you want to be.

And now that you've made that choice to do something, I expect nothing less.

Just make small steps, every day, even if it is just one single hour per day.

That progress will compound and deliver big results.

If you need help finding motivation, you won't find it.

I won't be able to help you **find it**.

Remember: motivation is not real. It is intangible.

You can **become motivated** by doing what you're supposed to do.

-Andrew Clayton