

# **The Entrepreneur's Power**

*A practical guide to get energy for yourself and motivate others. Proven tips to unleash your full potential.*

by

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# Motivation

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## **What Is Motivation?**

Motivation is defined as the reason for behaving in a certain way. So when we think about the motivations behind our behaviors, we need to look at the real reasons for the actions we take. What gives you that push to take an action? What makes you get out of bed in the morning and do things you would rather not? Knowing your reasons why will help you to take the action needed to get you one step closer to your goal.

## **How to Unlock Your Motivation**

There are a number of ways you can increase your motivation, but ultimately it boils down to starting where you are today. Forget about waiting for the correct conditions or until you're good-looking enough/fit enough/rich enough. The longer you wait to take the first step, the harder it will be to find motivation.

Think about what you want to accomplish in life. There was a reason you picked up this book, something you hope it will help you to achieve. Think about what you want to do and then put this book down and take one small step towards it. Press pause if you are listening to an audiobook, I'm not going anywhere. It doesn't need to be a huge step. Even the smallest step will create forward momentum.

Now think about who inspires you. This may be people in your life or celebrities and public figures. Write down what you admire about them. What personality traits do they have that you admire? There is no reason you cannot have what they have. You have these personality traits inside you, too; you just need to nurture and develop them. This is what will get you to the next level.

## **My Motivation Story**

When I think back to my motivation for why I do a lot of the things that I do, I'm immediately taken back to when I was eight years old. I think back to when I started my first vending business. I started with one soda machine, and I knew the exact outcome that I wanted; I could envision it in my head. I saw myself walking into the record shop with a handful of money, and I was buying the latest CDs and DVDs, at the time. I wanted to be able to have the freedom to buy the things that I wanted to buy and to be able to do the things that I wanted to do without asking my parents for any extra money. I saw this vending machine as an opportunity for me to be able to create an income for myself while I was in school taking that spelling test in first and second grade.

So I created this plan to find a way to create financial independence for my young self. It seems laughable now, looking back at my young entrepreneurial aspirations, but I created what I thought was a business plan at the time. I remember typing it up on the old Windows 95 computer and printing it out on the Xerox paper. I had found a machine that I would like. The cost of the machine and the amount of inventory I would need was a whopping \$250. I had done my research, and I found the amount of soda that I would need to fill each slot within the six slot machine. I had a prime location, and it was near a spot where many kids were walking back-and-forth to school. Because I was a kid myself, I knew my audience and what flavors of soda that I liked the best, often times the ones with the most sugar. I saw my location, and I saw that there were many kids walking back-and-forth each day, and I figured if each kid were to put \$.50 per day into the machine, I would soon have that stack of cash, and I'd be able to buy that latest record at the record store.

I showed my father, also an entrepreneur, the flavors that I wanted for each six of the slots, and I also showed him the machine that I had found. Fortunately, he was on board with this idea, and we moved forward with it. We loaded up the truck we went we picked up the machine and, and we went to our local Walmart, and we picked up all the different flavors of soda, and we were there late into the night. We were there much later than I should've been as an

eight-year old on a school night, but we got the job done and I still remember the glow of the machine when we plugged it in and the front lights came on. I remember going back there that weekend and counting but the amount of soda that has sold and looking and figuring out my profit and thinking how much I needed to make. Within the first couple of weeks, I was able to repay that loan, and I was able to start generating a profit. I was so motivated thinking that while I was in school, while I was doing things with my friends while I was hanging out at home while I was working on homework, I was making money. This was the biggest motivating factor and driver for entrepreneurship for me being able to have the freedom to do the things that I wanted to do but also have free time. This has been a large motivating factor in every aspect of my business life.

When I turned 18, I was drawn like a magnet to e-commerce. I saw that you could have a store and sell things without interacting with the customers in person. You could sell something in Florida while you were located anywhere else in the country. You could connect with these customers anywhere in the world, and you didn't have to see them in person or have a physical storefront. I thought they were retail locations near me that were making more money in e-commerce than they were in person because they were able to be open for maybe 8 to 10 hours per day, but then they were making money and e-commerce for 24 hours a day. This excited me; it got my enthusiasm up. I wanted to learn everything I could about e-commerce, about entrepreneurship, about any topic I could learn about. So, I started researching. I still had my vending business, but I decided to go to school for sports and fitness management and exercise science.

I started learning about how I could be my own boss as a personal trainer and, and this was right around the same time that Instagram and social media started taking off, and I saw there was an opportunity as a social media coach. There was an opportunity to create products, to create coaching programs and create all these things that reminded me so much of e-commerce where you didn't need that physical storefront; you didn't need to have that one on one and spend hours of time with a person. You could give them a coaching program, or you could give them a protocol, and it would

work in the same way that delivering a product that would work. I found that this was not always the case and that some aspects of health and wellness would need a more tailored approach than a soda vending machine business, so delivering products online is not always the same. After I finished up my degree in exercise science, I decided to pursue a business pathway, and I was once again emerged in the world of e-commerce. I had connected with several people that were deep in the trenches of fitness and e-commerce, and I decided to take both of my passions and put them together and create an online apparel and fitness brand, and I found by motivating myself, I was able to motivate others in the process.

So looking back at my story, I can see that what has motivated me is having the freedom to not only help myself get to where I want to be back to help others get to where they want to be, and that is my hope with this book and the time you're investing in it is that you find where you want to be what motivates you what your reasoning behind where you want to be where you're going to go, and I hope that I can help you get there. Let's have some fun!

## **Know Your Reason Why**

A lot of what kept me going during my vending machine business and various forays into e-commerce was being acutely aware of my reason why. That reason why is what will get you through early mornings, late nights, and a lot of hard work.

For me, it was having my own money, so I could buy CDs and other things I wanted without having to ask my parents for extra money. The more I earned from my vending machine business, the more freedom I had to buy what I wanted. That was my reason why. And every time I didn't feel like going to Walmart to pick up more soda and lug it over to restock the machine, I would think about what CDs I would buy with the profits, what snacks I would get. For me, this money was freedom; I could purchase whatever I wanted. I could go to the movies with friends and not have to ask my parents for money. I could even get away with doing fewer chores because I didn't need the money for it.



## **Keep Your Reason Why Front of Mind**

If you find it difficult to take the action you need, then write it down somewhere you can see it. Look at it in times where you find yourself procrastinating. Really break your reason why down into the effect it will have on your life.

For example:

- Extra money to spend on CDs/candy without having to ask my parents
- Money to go on a family trip to Disneyland
- Financial security – all expenses covered by extra income

These reasons may also be non-financial. They could be things like:

- More time to spend with your loved ones
- Quit the job you hate

If your goals are not business or finance-related, then it could be things like:

- Be fit enough to run around after the kids
- Feel comfortable in my body
- Build strong communication between my partner and I
- Create a relaxing home environment
- Build a strong career and be excited to go to work in the morning

# Finding a Coach

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A coach can really help you to stay on track with your goals. Find one who specializes in the types of goals you have, like a career coach or a fitness coach, or a financial coach. They will have the industry knowledge and will be able to help you with specific processes and answer questions. However, not all coaches are created equal. Do your due diligence to find the person who is right for you. This chapter will cover the types of things you should consider when choosing a coach

## Find a coach who has a coach

No matter what type of coach you are looking for, you need to find a coach who has their own coach. Don't be afraid to ask the question of a potential coach. The reason you should find a coach that has their own coach is that you want someone who is also growing and developing. You want a coach who knows that they do not know everything and have someone to discuss specifically difficult issues with. This will ensure they are constantly getting access to new tools and methods that will help you along your journey too. The advice you are receiving is more fully formed and well thought out by two different coaches.

## Find a coach who has overcome some of your struggles

Look at the coach's story and find out what things they have overcome in life. Listen to the stories of the people they have helped and find coaches with experience dealing with the issues you are struggling with. You are looking for a track record specific to your experience, which will indicate that they have the tools and knowledge to really help you. They will also have a deeper understanding of related issues and the psychology behind why you are struggling with these things.

## Look at the information they share online

Look at their blog and social media and the advice they give out. Is it helpful? Is it delivered in the right tone? This will help you get a good idea of what their coaching style is and if it is helpful to you. Some people appreciate bluntness and a kick up the bum. Other people prefer a gentler, nurturing coaching style. You need to find a coach that will help you in a way that is suitable for you.

### Do they have a team?

It may not be completely necessary, but it is beneficial to have a coach with a team. Whether this team is other coaches or even just administrative support, this frees up their time to concentrate on you. It means that you will receive resources and follow up in a timely manner.

If they do not have other coaches on their team, then make sure they have a strong network. You want them to be in touch with new techniques and industry news. You also want them to be able to refer you to other coaches if there are other areas that need help or you outgrow their capabilities and need a coach to take you to the next level.

### Ask for a referral

Ask around friends and people you know and find out if they have worked with coaches that they found really helpful. Give greater weight to friends who have similar issues to you and work in similar ways to you. Ask them how the coach helped and what they found good and bad about working with that specific coach. You can trust your friends and family to be brutally honest and let you know whether they found that specific coach helpful or not.

Do remember that people have different learning and motivation styles and go into coaching with different expectations. Discuss what sort of things you need from coaching or issues you have and ask if they think the coach would be beneficial for you based on those things. If you get a yes, then add them to your shortlist.

### Are they in your time zone?

While the internet makes it unnecessary for the coach to live in your local area, it is still important that the coach lives in your time zone or a time zone that is close to yours. This means that you can book times that work for you and your life, and you won't end up trying to sit through a coaching call at 1 am in the morning!

Research their time zone, and be sure to talk to the coach about the days and hours they work during your free consultation. You need to make sure the times will work for you. Remember, your brain will always favor the path of least resistance, and you don't want to give your brain a chance to think that coaching or organizing coaching is too hard.

## **Take Advantage of Free Consultations**

Most coaches will offer free exploratory sessions or consultations where you can get to know each other and discover if you will be a good fit. Narrow your shortlist down to 3-5 coaches and book a session to get to know them.

You must prepare for these sessions to ensure you have a good idea of whether you want to work with them or not.

Firstly, prepare a list of your biggest struggles and what you are looking for them to help with. List how these problems affect your life and what your goals are for coaching.

Next, create a list of questions for the coach. These should be a mix of questions about their qualifications and questions that are important to you. For example, you might ask them about their communication style, how hands-on they will be, and what support they will provide you.

To establish their credibility you should also ask about:

- Their accreditations
- If they have a coach themselves

- How they stay up to date with industry practices and general coaching
- What type of clients they have the most success with
- How they measure success in their program

# Taking Small Steps

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There's an old saying that goes, how do you eat an elephant? And the answer is one bite at a time. When we start a new habit, we understandably get excited about it. We often want to jump in headfirst. If our goal is to lose weight, we go all in. We start that new diet, and all of a sudden there are no junk foods in our home, and we are not thinking about anything but exercising. We're going seven days a week, or we're not going at all. We are either 100% in or we are 100% out. This is why so many people are not able to stick with those goals and move forward.

## **How to Prevent New Habit Overwhelm**

Start small. Look for 1% steps rather than jumping in 100% from the get-go. Otherwise, you will become miserable and find it hard to keep up after a few days.

So if you want to reduce the amount of junk food in your diet, pick one thing to cut out to start with. For example, if you're partial to some biscuits with your cups of tea, try reducing it to one biscuit instead of two with each cup of tea. Try looking for healthier alternatives to start off with and then slowly reducing them from your diet.

If your goal is to exercise, then start with 5 or 10-minute workouts and increase your exercise from there. Remember, even baby steps are better than nothing. Forward momentum all counts, and you should not underestimate the cumulative power of baby steps.

If your goal is to save more money, start with \$10 a week instead of \$100. Or cut out something small that you are unlikely to miss. This will help you to stick to it long term. If we go cold turkey, we are more likely to freak out and go back on everything. Your brain wants to go back to what is comfortable and what it knows. This is why New Year's resolutions are really hard to keep up after

the good intentions of the first few days or weeks wear off. Instead of creating resistance for your brain, ease it into your new habits. Let your brain see that it is not so bad.

## **How I Apply Small Steps to My Life**

When I created my business, I looked for that 1% progress. If I was in a creative mood, I would brainstorm business names. At the start of the week, I would create a list of all the things I needed to do in the business during the week or month and try and cross off one thing every day.

I would set a timer of 15 minutes to begin with and just work on my business for those 15 minutes. Once that became easy, I increased that time. If I went all out and tried to do 8 hours of business work or instantly worked on it from the time I got home to bedtime, then it would have been too much. Even though these steps may seem so small and insignificant, they really do add up. You make more progress than if you went hard for a week and then gave up.

Once you have plodded on with 1% steps, then you can slowly increase it to maybe 2% progress. Do not put a timeline on this; it is about when you are ready. Once the 1% feels really easy and fits naturally into your life, then slowly increase it. You may set a timer for 25 or 30 minutes and work on your business until the timer goes off. Or you might increase your workouts to 15 or 20 minutes. You might decide to increase the intensity instead. The amount of work you are doing does not necessarily have to be doubled; just add as much as feels doable.

By the end of the year, I think you will be surprised how much progress you have made and what capacity you are operating at.

## **Children Take Small Steps**

Think about how children tackle their goals. They take a few steps towards their goal and are happy to stop and try again another day.

There is a young kid in my neighborhood who has a lemonade stand, and I stop by every day I see him out there. I stop because he is the most motivated person I have ever met, and it reminds me to keep going. He has set himself a goal of selling \$20 in a day, and he would track how much he had left to make after every sale. He would express this out loud to his customers. “Only \$19.50 more to make, Mr. Poyle.” Of course, he far surpassed his goal and was able to make a donation to a charity of his choice with the extra profits. I enjoy stopping to talk to him and hearing about how his goals are going, it really brightens my day, and I think many of the adults who are his regular customers feel the same.

Apply this to your own life and learn from children. Say you have a goal to work out three days per week, every week until your beach vacation in eight weeks’ time. It seems like a huge goal, but three times a week for eight weeks is only 24 workouts in total. Every time you go to the gym, you are 4% closer to your goal. When you put it that way, you can see how every action gets you closer to your goal. If you miss a week of workouts for some reason, you are still 88% of the way there! Count out your progress, whether that is counting down or up; seeing your progress in numbers like that will keep the motivation strong. Enjoy the steps along the way and the accomplishment that you feel, and you will find it easier to keep the forward momentum.

## **How Can I Apply This to My Life?**

Break your overall goal into smaller chunks and steps towards the overall goal. Put a realistic timeline on the goal and work out the percentage of progress each step represents. That will help you feel the impact of the steps that you have taken.



For example, you might set a business goal to launch a new website. Write down the actions that will bring about that goal. These could be things like finding a business name, writing an About Us page, planning your products and services etc. List out all of the smaller steps, and this will be your list of tasks to choose from when you are working towards your goal.

# **Incorporate It Into Your Life As a Consistent Habit**

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Work on your goals on a regular basis for the best results. This will help you to create good life habits that help you along the way to your goal. When I was growing up, my mom was constantly on diets and trying out new exercise fads to try and lose a little bit of weight. The main problem was she would go all out in preparation for summer and not be able to maintain it. After years of being unhappy and struggling with her weight, she finally lost weight and kept it off for life. Her secret? Consistent exercise time. Mom made exercise a part of her daily routine, and it helped her overcome her mental blocks.

What my mom did was to put aside ten minutes every day to exercise. That is all she had to do, ten minutes. It could be yoga; it could be a walk around the block, it could even be dancing around while she got ready. Even if she wasn't in the mood to work out, she could just do ten minutes and then that was her done for the day. At the start, she did just do ten minutes at most each day, but after a few months, she ended up going for long walks or doing Zumba classes on days where she was in the mood for it. But no matter what, she was moving her body for those ten minutes, and that meant she got in daily exercise. No matter how busy or tired she was, ten minutes was enough to say she had exercised. This meant that she didn't break the habit when on vacation or around the holidays, it also meant that a long day of work didn't get in the way.

The thing Mom said she was most surprised about was how much she actually enjoyed the exercise and how much she looked forward to those ten minutes. Once the routine was established, she said she looked forward to that time because it was her time. It helped her to clear her head and reenergize, and more often than not, she ended up exercising for much longer than the ten minutes.

This story from my mom just blew me away. And when I really thought about it, I realized that actually, it was so much easier to do things when they were part of a routine, no matter how much you dislike the thing. If you wake up a certain time every day for work, it is much easier to wake up and get ready for work if you get up at the same time every day. If you do shift work, it is harder because you are not in that routine and your body clock and daily routine are all over the place.

I took Mom's findings and applied them to my life. I ended up setting aside regular time for my business, regular time for my fitness, and regular time for my relationships in my life. This is how my daily routine looked:

- 15 minutes of fitness every single day
- 30 minutes of business work every weekday
- 15 minutes of self-development every day
- 15 minutes of maintaining relationships with friends and family every single day

There were a number of things I could do under these categories, and I allowed myself the flexibility to pursue what I felt like on any particular day. I did not want to force things and make myself dread them. I just wanted to make sure I slotted these habits into my daily routine so my brain knew that I would be doing something related to these things every single day. I would call a friend and have a conversation and catch up to see how they were for at least 15 minutes. Sometimes I would just spend 15 minutes sending some friends funny videos that I thought they would like and would brighten their mood. My relationships were closer and stronger because of the regular contact, and while a conversation may have started off with a funny dog video, sometimes it would open up a dialogue about how a friend may have been struggling that week.

As for the business time, this time was for non-admin tasks; it was put aside solely for things that would make me money or get

me closer to business goals. These are the times where I worked on my email funnels, where I planned out new social media strategies, where I brainstormed and implemented new products and services. This time was invaluable to my business growth, and I had previously struggled to fit these tasks into my schedule. Before this, I felt like I was on a never-ending treadmill of answering emails and doing client work. Within a few months, my business was flourishing because I was setting aside a couple of hours a week to do these important tasks. Also, once I realized how valuable my time was if I was working on my business, it made hiring people to complete client work a no-brainer. It really helped me to loosen my grip on the reins and build a business where I was able to take days off.

My first long period away, it actually felt really weird to go a day or two without doing business work or be talking or interacting with friends and family in any way. I was still doing some fitness and self-development because they were things that I really enjoyed and actually became relaxing. So I would do 15 minutes of exercise, whether it was in the hotel gym or just walking around the grounds. I would read my self-development books or just meditate while on breaks. I loved both of those time slots; they were my time away from my friends to just relax and get a little peace and quiet.

## **Implement This Into Your Life**

Pick the three most important goals in your life. This could be anything; it could be building a stronger connection with your partner, exercising, business, and finances, whatever. Pick three to start off with and build them into your regular routine. Start with ten or fifteen minutes for the first month or two and then you can evaluate and increase the time as you see fit.

Later on, once these habits are established, you can add a few more. But finding time to complete five or more habits will leave you feeling overwhelmed, and some will just fall by the wayside. You might even decide to start with one or two habits, you need to do what works for you.

Make a list of things that you might do during those ten minutes. Set some easy ones, some medium ones, and some difficult ones so you can pick depending on your mood. This will help prevent overwhelm and indecision when it is time to get stuck into your habit. What may be easy for others might not be easy for you. Your easy list should be activities that you can do easily, but also enjoy. These are for days when the motivation is low. If you really don't feel like doing it in the first place, you might be more inclined to put on music you love and have a dance party than you are to go and do a full weight training session. But then again, maybe you love weight training but have two left feet, so the opposite may be true for you. Tailor this practice to you and your life. If you try and tailor it to what you wish your life is or what works for other people, then you will struggle to stick with it.

Most of all, go easy on yourself. That ten-minute minimum is there to ensure you can cut yourself some slack. It helps you to do something on days when you really don't feel like it. This helps your brain to see that actually, it really wasn't that bad after all and will help your motivation in the long term. Many times you will end up doing more than the ten minute minimum because you actually enjoy it once you start, but if you don't, that is okay too. Allow yourself to tap out after ten minutes if you're really not in the mood.

# **Overcoming Syllabus Syndrome**

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## **What Is Syllabus Syndrome?**

Everyone remembers the first day of college classes. You wear some new clothes (soon to be replaced with sweatpants), you find a good seat, and you wait for the lecture to begin. The professor begins by going over the syllabus, and the panic sets in. Four exams. Sixteen discussion boards. Three group projects. A comprehensive final exam. It doesn't matter if the exams and projects are equally weighted; hearing about the sheer volume of work all in one go is a lot!

Looking at everything at one time causes panic and overwhelmed feelings. When you realize you have a full semester or year to complete everything on the list, there is a feeling of relief. So many of us reach the end of a project or semester and forget about some of the projects that took place in that timeframe.

Taking this same approach to any area of life is important. We may have many things we wish to accomplish, but looking at the big picture can be overwhelming. Create a plan where you take small and manageable steps each week, and you will quickly see that these steps are adding up.

## **How Does Syllabus Syndrome Help With Goal Setting?**

When you look at the full goal, it can seem too big, to the point where it may even seem unattainable. Say you had a goal of making \$1 million. That is a biiiiiig goal! But if you break that down into smaller chunks, it can seem more realistic.

Think of it in terms of SMART Goals:

**Specific** – Be really specific in your goal. What will it look like when you achieve it?

**Measurable** – Break it down to numbers. Figure out how you will measure progress.

**Attainable** – Do not set a goal that is so far out of your reach. Make it a little outside of your reach but still able to be achieved.

**Relevant** – Make sure it is relevant in the grand scheme of your life and the rest of your goals. There is no use setting goals that contradict each other or hamper progress in your other goals.

**Time-bound** – Set a date that you want to achieve your goal. If you want to achieve it in a year, you will take a different approach to a ten-year goal.

So if we look again at the goal of \$1 million, then ask the following questions.

- **S** – Is the \$1 million your personal net worth, your savings? Is it business profit or revenue?
- **M** – Work out the specifics and how you will measure the numbers. In terms of this goal, it will be important to know how often you will look at your goal. Money can fluctuate a lot day to day as money comes in and out of accounts.
- **A**- If you are currently on minimum wage, then your \$1 million goal may not be attainable unless you plan to give yourself a long time frame. If you are earning \$80,000 and want to achieve \$1 million in 10 years, then that is only 25% extra you need to find each year. It's still a big goal, but it's not completely out of reach.
- **R** – Does your goal work well with other goals and your lifestyle. If you want to achieve a \$1 million goal but want to take more vacations or buy yourself a designer item, then those goals do not go together. However, if you have a goal to buy a house and your \$1 million is net-worth related, then those goals go together.

- T- What is the end date of your goal? Set a target date and be specific. If your goal date is 2030, do you want to achieve it by the start of 2030? The end of 2030?

So to use a SMART goal to overcome syllabus syndrome, you need to break your SMART goal into smaller steps. Set yourself a plan of when you want to hit certain milestones. For your goal of \$1 million, write out when you want to hit a quarter, half, and three-quarters of a million. Those will be your big milestones. Then write out a plan for the next two years. Where do you want to be at the end of this year and the end of next year?

From there, break it down yet again. Say your goal is to make \$100,000 by the end of this year. How much is that per day? It is \$274. This seems much more attainable. If you just need to find \$274 every day, that is much easier than thinking about \$100,000 in a year.

Once you have a daily goal, then look at what you can do to make the money. What is one thing you can do every day to get you one step closer? Does that mean you have to pitch a certain number of clients per day? Do you need to sell a certain amount of products per day?

## **Take Some Guidance From College Syllabuses**

A college syllabus will give weighting to every project and exam. Do the same when you are creating a list of tasks that will help you get a step closer to your goal. If you are starting a new business, then launching your business website might have a high weight. Pitching clients might also have a higher weight. There are so many little tasks to be completed when undertaking something so big, but some will represent more progress than others. This doesn't mean you can ignore some tasks; it just means you might choose tasks that get you a lot more progress when you need that boost.



## **How to Apply This To Your Life**

Break your goals down into smaller chunks, so you do not get overwhelmed too easily. Weight different steps and milestones to help you to track your progress. If you respond well to rewards, then set rewards for big milestones or big progress percentages.

# Accountability Partners

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## What Is an Accountability Partner?

An accountability partner is someone who helps motivate you to do something. For example, say you are creating a business logo, but you keep procrastinating and find it really hard to sit down and do it. You can set a deadline with your accountability partner where you will show them the finished product on a certain date. This deadline will make you more motivated to do the work.

## Who Can Be An Accountability Partner?

Anyone can be your accountability partner. If you have a coach, they are a fantastic accountability partner as you see them regularly. They can help give you tools to complete the tasks and also give you valuable feedback on the finished product. Often because you are paying them a lot of money, you want to work hard on the tasks they give you.

An accountability partner could also be a friend or family member. It should be someone who will hold you accountable and not tell you, “oh, you tried, better luck next time.” They should be someone you don’t want to disappoint and who is similarly motivated, so they understand their role. Ask them to perform regular check-ins with your progress to light a fire under you if you have been putting the task off to the last minute.

## What Makes a Good Accountability Partner?

There are a number of personality traits you should look for when picking your accountability partner.

- **Support** – Your accountability partner listens to your goals and struggles; they will hear what you need and follow

through. They will conduct regular check-ins if needed and will share their goals with you too.

- **Encouragement** – Your accountability partner will give you credit where credit is due and hell you to celebrate each milestone. They will help you to see how far you come and that you have already made a lot of progress.
- **Toughness** – While you need encouragement, you also need someone who will not let you quit. They will be stern when you miss deadlines and enact any penalties that you have discussed. Your accountability partner needs to be tough enough that you do not want to disappoint them.

## **What Does an Accountability Partner Do?**

An accountability partner might do a number of things to help you, depending on your needs. They might be someone who is there just to cheer you on and check-in with how many times you worked out this week. You might compare your struggles and learn from each other if you have similar or the same goals.

You might take an accountability partner a step further and introduce a punishment or “fine” aspect to the practice. If you miss a deadline, you get penalized in some way, whether monetary or in tasks. I use these penalties often with my accountability partners as I find they work really well for me.

When I was younger and working a retail job, I decided that I wanted to go skydiving. I had a number of regular customers who would come into the store once a month who I really enjoyed chatting to. These customers were highly motivating. They were personal trainers; they were fitness enthusiasts, and I knew that they would drive me to get to the next level, and they would motivate me, and they would hold me accountable. I told these customers “when you come in next month, I will show you proof that I have booked a skydiving trip or I will give you a \$100 bill.” There were five of these customers, and I was going to pay them each \$100 if I didn’t book a skydiving trip. The cost of skydiving was \$300. So, I created

a situation where the risk of not going skydiving was much higher than the risk of actually going. When those customers came in that next month, I was able to show them I had booked the skydiving trip, and the fear had gone away because my fear of losing the \$500 was much higher.

You can tailor this to your own needs and goals. You might take a more advanced step if you want to give something up. Say you want to give up smoking. Talk to someone who is around you and ask them to help you with your goal to give up smoking for a certain period of time. This may be a week, two weeks, or a month. Give them something valuable of yours or a check, and if they see you smoking during that time, they get to keep it. You might also decide that every time they catch you smoking, you have to give them \$100.

Your brain will always take the path of least resistance, so by making it too expensive to give up the habit, your brain will find it easier to drop the bad habit.

Now, this is an advanced strategy, so if you don't feel like you are ready it may be best to try it on your own first without this step. Because it can get expensive if you're spending \$100 per cigarette, and you're not quite to that point yet. Once the habit is no longer automatic, and you're able to think about whether or not you want a cigarette, this is the best time to try this strategy. You might have a tough day and really want a cigarette, but do you want it so badly that you will spend \$100? Is it really worth that much?

Another way to do this would be having that person make a donation to a cause that you may not support or a political party that you may not support. Just knowing that it is going against something that you stand for or something that you care about can be really motivating. When I have done this in the past, I have asked my friends to flaunt whatever they buy with the money in front of me as extra motivation. I am very goal-oriented and very focused, but I would not recommend this because you may start to have some resentment for your friends showing off their new watch that they just bought with \$100 because of your lack of willpower for your changing your habits.

## **My Tips For Working With an Accountability Partner**

- Make sure your accountability partner is someone you don't want to disappoint. This will be motivating as you will not want the person to think less of you if you do not complete the task.
- Make sure your accountability partner will actually hold you accountable. Partners or parents are often bad accountability partners because they will cut you slack. You need someone who will be tough on you.
- Set regular check-ins so you can tell them about what steps you took towards the goal this week. This might be how many times you worked out, how many days you went without a cigarette or strategies you used to overcome a lack of motivation.
- Show proof to your accountability partner. Arrange with them to send photos, videos, or progress of proof of the steps you have taken. These may be a selfie every time you are at the gym or a screenshot of how many words you wrote of your book. This way, you cannot just lie to your accountability partner and tell them you have done things.
- Set up a rewards system. Buy yourself something that you like and give it to your accountability partner. They can only give it to you once you hit a certain milestone. These might be your favorite chocolates, pampering products for some relaxation, or even a voucher for dinner out or a day out doing something fun. Make sure these rewards do not go against your goal. If your goal is fitness or weight loss-related, then rewarding yourself with food or drink is a bad idea. After all, this is likely a habit you are trying to break.
- Be patient. This will likely be difficult at first. But your accountability partner is there to help you form good habits and incorporate them into your routine. They are there to

help you to overcome the initial resistance. Once the habit is part of your routine, then you may not need to rely on an accountability partner as much. For example, once you have gone a few months without smoking, you may not need regular check-ins with your accountability partner, but you might make them aware of certain triggers. You might ask them to watch you on a night out and talk to you if you feel like having a cigarette. To remind you of all the progress you made and why you wanted to give up smoking in the first place.

# How to Stay Motivated

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While getting motivated is one thing, staying motivated is a whole different ballgame! So, once you have these processes in place to get motivated, how do you continue with these habits for years or decades in the future? Well, we will unpack some ways you can ensure your motivation endures.

## **The Goldilocks Theory**

We all know the story of goldilocks, she ate porridge that was too bitter, too sweet, and then the final one was just right. Well that is the same for the difficulty of the task. You need to find things that challenge you just the right amount to stay motivated.

Consider if you were playing chess, if you were playing against your kids, it isn't very interesting for you because you can easily win. Your brain is not being challenged, and you don't have to put much effort or skill into the task. However, if you are playing against a grandmaster and have no chance of winning, then you also are not going to be motivated. No matter what you do or how hard you try, you are being crushed over and over again. This is extremely demotivating, not to mention ego-bruising. So you need to challenge yourself just the right amount. If you are "competing" against someone, you need to pick someone who is around the same level as you. Someone who has the potential to beat you if they work really hard, or you have the potential to beat if you work really hard.

Having the right level of interest and difficult there will make it a lot easier for you to stay motivated. You might do this by mixing up a range of tasks into your weekly schedule, so you have a mix of too easy, really challenging and just right. After all, you should stretch out of your optimum difficulty level occasionally so you can learn new things and grow. Just really break it down into bite-sized pieces, so you don't become overwhelmed.

## **How to Overcome a Lack of Motivation**

We've all had days that, no matter what, we just don't want to do anything. We don't want to get out of bed; we don't want to work out or get started on that business plan. Here are some things you can do when you feel unmotivated:

- **Ask your brain for other suggestions** – You don't have to take your brain's first suggestion. If you are getting out of bed for a workout and your brain says, "Just stay in bed and sleep an extra half an hour instead," you don't have to take that suggestion. Remember, your brain will always look for the path of least resistance, and on most days, that would be staying in bed. Instead, let your brain make other suggestions like "I only have to work out ten minutes, and then if I'm not feeling it, I can stop," or "actually, I always feel good after a workout, this is probably what I need."
- **Know that any discomfort is temporary** – Your workout will be over quicker than you know, and you can go on with your day. Anything that you don't feel like doing is likely such a small part of your day. If you need to tell yourself to get it over and done with so you can continue on with your day, then do so. Reward yourself by doing something you like afterwards. Use a fancy body wash in the shower on the days that you work out or walk home from work to enjoy the sunshine.
- **You will be glad that you did the work after it's done** – Even the most unsatisfying thing will feel good once it is over and done with. A hard workout will create endorphins or get you one step closer to those abs. A grueling business task will mean success for your company. As much as doing it may seem like the worst thing in the world, know that you will feel accomplished once it is done.
- **It will become easier over time** - Every time you complete a task that you didn't want to, your brain learns. It forms new pathways that will make it easier to do so in the future. Your



brain learns that doing that action is not bad, and actually, it gave you a dopamine rush. If you do this regularly, your brain will stop resisting. It will no longer see your daily workouts as a bad thing. It will no longer dread sending invoices or completing payroll for your business. It will just see this as a regular task that isn't so bad after all.

# Motivating Others

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When you are working with an accountability partner, you may have a deal where you both motivate each other. Or your partner or family member might tell you about their goals and ask you to help them with it. Motivating others can be really difficult and extremely frustrating. It is hard to watch your loved ones fail over and over with something that you know is important to them. As frustrating as it is when you are struggling with motivation, at least you are in the driver's seat.

One reason that motivating others is difficult is that everyone is motivated by different things. In the first chapter, we talked about our reason why. Everybody's reason why will be completely different, as will everybody's strategies for motivation. When we try to put our motivations on other people or provide them with strategies that work for us, it might not have the same effect on someone else. As I mentioned early in the book, my motivation is creating a life where I have freedom. That is what motivates me during my entrepreneurship journey. While the money is nice, it is the freedom and flexibility it buys that is more important to me. So every time I am struggling with my motivation, I think of my dream life. My goal of being able to live anywhere I want, to travel the world while working, of being able to take days off to spend time with my loved ones.

If a friend of mine was struggling with their business goals and I tried to tell them, just think of life on a beach and the freedom that your business will bring when you reach your goal, that might mean nothing to them. They might have the same goal, but their reason why might be making a difference in the world or becoming a household name. If you are trying to motivate someone, you need to know their reason why so you can remind them of it when they are struggling.

## **Common Reasons Why**

There are some common reasons that motivate people, and we will cover some of these in this section so you can understand how to work with these motivations.

### Money

Usually, when people say they are money motivated, they actually aren't motivated by the money; they are motivated by what money brings to their life. This might be freedom; this might be a worry-free life, it might even be the chance to spoil their children and provide them with opportunities.

Money motivated people might also just be motivated by the feeling of accomplishment. They might enjoy the dopamine hits when they hit certain savings or earnings goals. So if somebody says they are motivated by money, drill right down into the reason why. What will the money bring to their life?

### Desire to be the best

Some people want to be the best. That is what motivates them to really put in the work and make it through the struggles. The desire to beat people and come out on top. These people are fuelled by competition and need someone to compete against. They need to find someone who is in a similar stage and look at what they are doing. Even if it is not an official competition, they need someone to measure their progress against. They will do well in group settings, like weight loss programs or gym classes. They should join entrepreneur groups or business associations where they will be able to see the results other people are having.

Second place will feel like losing to them, so they need help to appreciate their progress and the results they did get. They will like to analyze their results and look at ways to improve so they can win that top place next time.

### Helping Others

Some people are motivated by helping others and see the positive benefit of their actions. So if someone has a fitness or weight loss goal, then consider suggesting they train for a charity event. If an entrepreneur or business owner is motivated by helping others, then they should consider donating a percentage of profits to charity. This will motivate them to make more money and look for ways to decrease costs, therefore increasing profit and the amount of money that goes towards their charity.

They should get as involved in the charity as possible, seeing the people they are helping and forming a connection with them. This will really help them to feel that motivation in times where they struggle.

### Power and Fame

There are some people who are motivated by fame or power. They want to lead and have people look up at them. These people will be motivated by having a mentee or leading a team. Knowing that people are looking at their actions and results will push them forward and keep them motivated.

While public scrutiny is overwhelming for some people, for these people, the public scrutiny will be a driving force. They should create a strong online presence and document their journey online to create the motivation to keep moving forward. Knowing that people are watching their progress and results will be enough to get them through any struggles.

### Recognition

Recognition is another powerful motivating factor for people. It is not about fame or power; it is about getting positive confirmation from their peers and people in their industry. It does not have to be anything big, even just a good work or an acknowledgement of the work they did, can be sufficient.

The recognition is a really big need for them, and a lack of recognition can cause them to go and seek greener pastures. For

example, many people will start their own company if they don't get the recognition they desire at work.

For people who have weight loss goals, their family and friends noticing their weight loss can be motivating. For people who have business goals, they may receive recognition from someone in their industry shouting them out or customer testimonials.

### Passion

Another common factor is passion. If people really enjoy and feel connected with their goals, it will make it a lot easier to stay motivated. Ask them to tell you what they enjoy about what they are doing and why they feel connected with it.

They might find it hard to keep going when they are completing boring but necessary tasks. Look at ways for them to automate or outsource these where possible. Alternatively, they should mix boring tasks with tasks they love, so they get a good balance between the two. If they have to complete a week of tasks they are not passionate about, they may struggle to keep up the momentum.

## **How to Find What Will Motivate Them**

Firstly, you need to identify what motivates them. Look at the six motivation types above and ask them questions about what usually motivates them. Remember, some people might have more than one motivation.

- Are you motivated by knowing what success will bring?
- Do you strive to constantly be number one? If you are not number one, do you feel like you've lost, even if you are second or third?
- Do you like to see the positive impact you have on people or your environment? Is that what keeps you going?

- Do you want to be someone people look up to? Are you motivated knowing that you could become a household name?
- Do you feel good when you receive acknowledgement for your efforts?
- Do you find it easier to work if you are passionate about things and really struggle with boring tasks?

Once you have discovered what motivates them, then you need to find out how you can support them and what they need from you. Discuss how they want you to help them and what will be most helpful for you to do. This could be something like regular check-ins or advice when they hit some serious roadblocks. Find out what the best way is for you to support them.

Set a plan including which days you will schedule your regular check-ins and what their milestones and time schedule is. Find out their reason why so you can remind them when they really struggle. It will give them a little push to remember what the end goal is. That every task they complete, no matter how boring, will get them one step closer to that end goal.

# Finding Out Their Why

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Their reason why will be a huge motivating factor that will help them to overcome nearly every obstacle they may face. When I think about stories of motivation, I think back to when I started working as a personal trainer. I am a firm believer that people enter and exit our lives for a reason. My first paying client as a personal trainer was a man who is in his 70s; his name was George. Let me tell you a little bit about George. George was a big fan of true crime and law and order type of shows on TV. When George was not working with me at the gym, he was watching one of these shows. He would tell me the stories about what had happened the day before in the shows last night as we were cooling down. I firmly believe that George had seen more of these shows than any other person on earth.

George was at a crossroads in his life; his kids wanted him to go into an assisted living home; however, he felt that he was strong enough to maintain his independence and watch his shows on his own. His goal with working with me was to improve his strength and mobility to the point where he could get up and down the stairs and prove to his children that he was independent and would not have difficulty if he lived alone.

We started working on some step-ups on a 12-inch step which is standard in most homes. We started doing one set of five reps on each side with assistance. Over time we were able to increase the strength in George's lower body. And he was able to do multiple sets of 10 step ups on each leg. I remember the look on his face when we went to the steps in the gym, and he made it up and down unassisted. He went home and showed his family that he could do it and told me in our next session that he was able to stay in his home and continue watching his true crime shows in peace.

George mentioned to me during one of our sessions that he saw someone doing kettlebell swings in the gym, and he said, "I would love to do that" I looked at George, and I said, "we have our next goal" over the next several weeks we worked on mobility we worked

on improving the strength and flexibility of George's hips. George had his motivation to be independent, to live on his own, and to increase his strength. George had everything that he needed to reach that goal, and he had me in his corner pushing him to get to that next level.

When George did his first set of kettlebell swings, I can still picture his wide grin and just that look of accomplishment on his face. It was something that seemed out of reach for him when he first started. And yet, he had completed it. This is something that we all have within us. No matter what it is, if you look at something like a kettlebell swing and say, I would love to have that, then just like George, you can accomplish it. All you need is strong motivation and the right people in your corner. If you have those two things, then nothing is impossible.

Every time that George was struggling or didn't feel like doing something, I would remind him that he wanted to watch his true crime shows in peace. How would he feel if he had to move into an assisted living facility and watch them with other people who talked right through it? Or worse, what if he wasn't allowed to watch what he wanted at this place?! Those reminders were often enough to get him back to work, more determined than ever.

## **How to Find Out Someone's Why**

One of the ways that we can find out what motivates others is to ask them. Ask what their goals are and find out what they like to do in their free time. If you know someone who wants to pay their home off in full within five years, then they will be extremely financially motivated. They will be motivated by extra opportunities or extra hours at work.

On the other hand, if someone loves spending time with their family and taking their dog or kids to the park for walks and playing, then they will not be motivated by extra hours. In fact, they will look for opportunities that afford a little more flexibility or be motivated by an early mark as an incentive. If you are a leader or a boss, or even a coach, you need to know what the people you work with



value and how to get the best out of them. This will help you understand the reasoning behind their actions and how they will respond to certain things. You may be completely baffled why someone would turn down a great promotion at work that comes with a huge pay increase. But then you talk to the employee and realize that the long hours mean that they will have less time with their family and they are very family-orientated. As a boss or leader, you might need to offer a little flexibility and work with individual motivations rather than applying blanket rules or policies. This is the only way you can ensure you have the right people in the right job roles.

## **Use Their Why to Motivate Them**

If you are a boss or a leader and want to set a sales target, consider offering a number of different incentives that winners can choose from. Instead of setting one incentive of, say, \$100 in your wages if you win or a gift voucher to a local store or restaurant. Consider offering a number of different incentives people can choose from.

You might announce that the winner will receive a shout out in the quarterly awards or in the company newsletter and also have their choice of one of the following:

- A free half-day leave to be used anytime in the next month
- \$100 in their wages
- The pick of their next project
- \$100 donated to a charity of their choice

All of these will cover the motivations that we covered in the previous chapters. Also, when there are a number of incentives to choose from, people will work harder because they are working towards a reward that they want. If you just offered \$100, only the money-motivated people will work hard to get the incentive.

If you are not a boss or leader, then you might take a different approach. Say you are a coach or accountability partner, or even a family member of someone who is trying to reach a particular goal. Sit down with the person and work out what their big milestones are. For each big milestone, set a reward that will motivate them to reach it.

Ask them what things they like to do as a treat and don't get to do often. Or what things they want to do but never get around to. These rewards should increase in size as the milestones do.

For example, if someone has a weight loss goal of 40lbs, you might set a milestone for 10lbs, 20lbs, 30lbs, and 40lbs. Your 10lbs reward might be an at-home pamper day with facemasks and a manicure. 20lbs might be a visit to a nail salon or a local spa. 30lbs might be tickets to a play or a fun date night. 40lbs might be a visit to an amusement park that you never felt comfortable visiting because of your weight, or it could be a new outfit so you can show off your weight loss.

Often new business owners will set profit goals and use the milestones to buy designer items or treat themselves to a vacation or night out to celebrate. Make them things they enjoy doing so it will be more motivating. Keep a tracker that you update with them during your regular check-ins so they can visualize how close they are to their next milestone and, therefore, their next reward.

# What Have They Invested?

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Do you know why most coaching courses or online courses are costly? Because people will not take it seriously if it is cheap. They will think of it as lesser quality or just not have the monetary investment to take it seriously enough.

If the person or group of people you are trying to motivate do not have anything invested in the process, they will be less likely to follow through with finishing that project, that goal, or anything you are trying to motivate them towards. Ultimately, they still have to want to do the thing you're trying to motivate them along the path to do. But if they have a higher investment in the process, they will know that giving up means throwing away their hard-earned money.

Now when I say invested, a lot of times, our minds will go to money, so we think that they need to buy that new coaching program for \$997 or they are not invested in the process. While this is true, investment can be other things instead of just money. If your goal is to be a high paid coach or a high paid mentor, then this approach may not work the best for you. However, if your goal is to help the most people get to their goals and to motivate them, this approach will work for you.

When I was working as a personal trainer, there were many people that would approach me asking for diet protocols or workout protocols. Some people would ask for overall motivation, and would reach out with many questions. I needed to be sure that they had something invested and they were serious about the process. I would ask them to do a random act of kindness for someone else. Whether it was washing their neighbor's car, or sending a thank you card or a greeting card to brighten someone's day. I would just ask for some proof that that event had happened. So, for example, I would say "send me a picture of someone's car that you cleaned that wasn't yours." I would receive pictures of parents' cars, grandparents' cars, neighbor's cars. The cars were cleaned and it was just the physical act of that person investing something; their time their effort, their

energy. This showed that they were serious about the process. Once I had that proof, I would work with them, and I was able to achieve results with these clients. More importantly, they were able to achieve results as well.

So it's not always about the monetary investment; it is about putting energy into the universe or into the world that will allow you to show that you are invested. And I believe that this works because someone has put the effort forth in washing their neighbor's car or washing their parents' car, and their parents may have asked them "why are you doing this?" And they would say "I'm going to work with his personal trainer I don't exactly have the money to do it right now so I am doing this as a random act of kindness to show that I am invested in the process." This creates an accountability partner in your parents or whoever you did the act of kindness for. They will ask you how your workout plan is going and keep you accountable. This person will know what they are working towards and will consistently ask them how it is going and if they are making progress because you caught their interest when you washed their car.

If the person is truly motivated, they will stick with the process. As a coach or mentor, you do need to make a profit, but this is a great way to try a new program and get testimonials for the launch. Profit will come later once you have powerful testimonials and can show your clients' results.

It also shows people that you're not just in it for the money, and you want to help people. You're putting your efforts forward, and those efforts are being matched by your clients. So yes, as coaches, we all want to launch a \$997 program so we can increase our profits. That will happen eventually once you establish your services and practice. But until you reach that part, consider starting with a world of nursing home visits and clean cars and put some positive energy out into the world.

## **How Do I Implement This With My Business?**

First of all, create your service or program. You need to have a product ready to go. Then you can either go about it in one of two ways.

1. Post on social media saying that you are looking for X number of people who are motivated to solve XYZ specific issue and get specific results. Pick a handful of people who message and ask them to do a specific task like visit someone in a nursing home, clean someone's car, or help their parents with home tasks in return. Ask them to send a photo as evidence.
2. Wait until people message you asking for advice and offer to coach them for free in return for a testimonial if they complete a task and send photographic evidence. If they ask why then explain that you need to see they are motivated and ready to invest time and energy into getting the results.

Once you have your handful of people, then you can know that you put some positivity into the world. Offering free courses in this way ensures that you are putting your time and energy into people who will complete the course or program, and you will receive testimonials and valuable feedback for your effort. These free trials are fantastic for working out any kinks or issues in your program and course and for ensuring it is easy for clients to follow.