

PURPOSE

MOTIVATION



VIDEO
TRANSCRIPT
SEVEN



COACHING ACADEMY SPECIALIST
Where Small Businesses Grow

Video Transcript Seven

Motivation

Any books you read about successful people – I'm talking about sports people, politicians, businesspeople – there isn't a doubt in my mind that what you hear time and time again is that we're all born to succeed.

But for some of us, this lovely aspiration just gets beaten out of us.

Our brain gets filled with negative stuff. We get told we can't make it; we're too tall, we're too short, we're too fat, we're not educated enough, we don't have enough money, we're not this, we're not that, we can't go fast enough, we're not healthy enough.

From a very young age, we're told, "Don't climb that tree, you'll fall and break your legs. Don't do this, don't do that. Don't take that risk; you're going to look silly." We get conditioned with this built-in fear of poverty, fear of failure.

God knows I've met thousands of people with such a fear of poverty. What did they do? They spent money they didn't have to buy things they didn't need, to impress people they didn't know.

I met people like myself who went into debt to keep up with the Joneses, not realising the Joneses were up to their neck in it already.

We develop a fear of failure. So what do we do? We keep thinking of failure. Fear of criticism, so much so that we can't accept it when we get it.

There's some area in there that you have been a success story, God knows, even if it was winning the egg-and-spoon race at school. You just go and think about what made you really happy, what made you smile, what made you excited, what made you proud?

And it's going to be so personal to you. When you decide you want to go this route of trying to find out what it is you should really be doing in life, I urge people to do it very privately. You'll notice later on I'm going to encourage you bigtime to call on your partner for support.

But to find out what you should be doing, it's going to be unique and personal to you. You're the one with the talent, you're the one with the gift, you're the one with the responsibility to use your gifts and talents.

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And do you know what's more important than that? It's not just the talent and gifts you've got, but the experiences that you've had. And in the experiences that you've got, I'm talking about not just the exciting, positive experiences. I'm talking about the temporary failures, the setbacks. It's how you've coped with them.

That's what makes you so much stronger. If you can blend your talent and just try and remember, go back and try and think about the little things that were disastrous yesterday, last week, last year, five years ago, ten years ago. Whether it was any one of these areas – relationships, addictions, money, obsessions, business or health – whatever it was that you coped with that makes you such a powerhouse today. You put that with your talent and that's what's going to help you, point you in the direction that you should be going in.

Because I'm talking here about aiming higher, establish your purpose in life and motivation. Aim higher.

All the books we read about motivation talk a great deal about aiming higher.

I had a real problem when I wanted to make that first million. I'm thinking, "What's higher than a million? Well, it's got to be two. Well, for God's sake, if I had trouble making one, how was I ever going to make two?" It'd just really get on my nerves. And to this day you go to the airport and pick up one of these books, *The Seven Habits of Highly Successful People*, they tell you "aim higher." And I'm still thinking, "Why are they saying that? Why are they saying 'aim higher?' If people can't achieve the lower one, how can they achieve the higher one?" – but you know what it is?

I thought for years is if you couldn't make a million, aim higher, aim for one and a half, aim for two, aim for five. That's not what it means at all. It means aim for a higher or a loftier, worthier cause. That's when it gets exciting. It's got to be something that you really want.

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Now, by all means, use your goals for material things, use your goals for the things you want. For God's sake, when people say that money doesn't make you happy and all that stuff, I used to find that so annoying. I got a member of my family who wrote to me once. They were trying to help me and they gave me a list of fifty things that money can't buy. Because people try and tell you that you money isn't everything. I'm not saying for one moment that it is. But if you want it, go out and get it for God's sake and tick that box. But one of the quickest ways to get it is to aim higher.

And aiming higher is – I don't mean aim for more money, but aim for a loftier cause, and that's what's inside you. The talent that you've got and the experience you've got – put them together and you'll find something that you're really excited about. Aim for that and then use all the other stuff as tools, stepping stones, to get to where you want to get to.

So I'm not suggesting for one moment you change what you're doing today, but use that as a vehicle to get to where you want to get to.

When I talked previously about the moment, when you try to do this, I said, "Do it privately," because it is private. The trouble is when you come out of that dark room and it's such an exciting moment. I get people calling me on a regular basis telling me they've had that moment and it really does so much for me. I'd love for you to do the same. You go into that dark room and you try and figure out what it is you should be doing, what is the point of your little life here, what's it all about, and you come to the answer, the trouble is you have to be careful who you share it with. Because you tell somebody you've known for donkey's years you're going to take over the world, they'll think you're crazy, they might even want to leave you.

So you've got to think about it for a moment or two and then you work out a plan that maybe you're not going to achieve everything this weekend. It might take you just a little while. But you can then subsequently involve those people in your goals and your targets. But you can very often decide to keep your ultimate goal private.

Mr. Mark Twain said the two most important days in your life are the day you're born and the day you discover why.

**DON'T FORGET TO WATCH THE
"MOTIVATION" VIDEO.**