

3 KEYS TO MOTIVATION



Retention is the Key to Success

The best way to retain a client is to give them the results they want/need. The only way to do that is to ensure they are motivated enough to follow through on the right habits or **actions consistently over time**.

As the coach → you pick the behaviours (actions/habits), the client is responsible for following through. In order to follow through they need to be motivated enough to do it.

The Formula for Success: BE X DO = HAVE

1. Define what you want to HAVE (weight loss, fitness, longevity, strength goals, career success etc).
2. This clarity makes it easier to understand what you need to DO – your action plan. The steps necessary to make the HAVE happen.
3. Who do you need to BE, to be able to do what you need to DO? Who's the person you need to become in pursuit of your goals?

DOing is much easier than BEing. Things get easier when you get better.

Working on your BE is the amplifier to anything you DO!

Key 1 : Ignite the SPARK with HAVE

You can ignite a spark by imagining a bigger and better future. The spark is all about determining what it is you want to HAVE in life and a belief that you can have it. What is your goal? Who do you want your FUTURE SELF to be?

AMBITION + EXPECTANCY ignites the spark.

- When it comes to setting goals, **less is always better**.
- In order to believe you can achieve your goal, you need to have the combination of **KNOWLEDGE** (what), **SKILLS** (how) & **DESIRE** (why).
- Once you know **WHAT** to do, **WHY** you are doing it and **HOW** to do it, you have the **FREEDOM to CHOOSE how you RESPOND** to outside stimuli so you get the **RESULTS** you want.

Key 2 : Fan the FLAME with DO

The spark requires oxygen in order to become a flame, the oxygen in this situation is action. In order to achieve your goals you need to take consistent action every day.

ATTENTION + EFFORT fans the flame.

- Too often we forget about our goals and so setting up **TRIGGERS** that remind you of what you are supposed to be doing and why you are doing it, ensures you pay **ATTENTION**.
- Motivation follows action and so you have to put **EFFORT** into reaching your goals **EVERY DAY** and take some form of action towards reaching them.

Key 3 : Maintain the FIRE with BE

Things get easier when you get better. By feeding the fire you have created with a positive attitude and a healthy environment all your actions will be magnified.

ATTITUDE + ENVIRONMENT maintains the fire.

- Nothing will break a habit faster than a negative attitude towards the actions you are taking in order to reach your goals.

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- Ensure you follow the Pillars of Health, like sleeping and eating well, hydrating properly, moving regularly in order to maintain positive mental health. Also, know how to quickly change your mental state with exercise, breathing, meditation and cold water exposure.
 - Ensure your environment, including the people you surround yourself with, do not hold you back from achieving your goals.
 - Expose and surround yourself with better perspectives and more successful people. **Better input leads to better thinking and ultimately better output.**
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3 Keys to Motivation Checklist



- Do you know what your long term goal is?
- Do you have the knowledge, skills and desire you need to believe you can achieve it?
- Have you set up triggers to remind you to take daily ACTION towards your goals?
- Do you have a positive mental attitude as it relates to the actions you need to take? Do you know what steps to take to change that?
- Have you set up your environment to support you in this journey (kitchen clean out, supportive friends/family or those who inspire you, schedule etc)?

YOUR CHALLENGE: Take one action that will move all of your answers from a no to a YES!!!

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