

Stop trying to get motivated.

Do *this* instead!



All people have goals and dreams for their lives. Some of these they will succeed with, others they won't. Many of these goals and dreams they'll take years to accomplish, often much longer than was really necessary. Many won't even come close to succeeding at the caliber and quality of life success that they had the potential for. Here are some vital insights on what makes the difference:

Many people think that a primary missing ingredient in their lives, is motivation. *"I just need more motivation"* or *"if only I could motivate myself"* are common things they say and wish for... Do you too? If so, here is some critical information:

Motivation alone won't be enough. Here's why:

Motivation is generated in one of two directions: TOWARDS something pleasurable or AWAY from something painful. While people will have both – pull and push – they will have overall a distinct bias in one direction that dominates much of their lives.



A TOWARDS motivation person will think of the plus side of things and the benefits they'll gain, and if they are pleasurable/positive enough, this gets them motivated. For example, a 'towards' person gets motivated to go work out at the gym because of how they will feel AFTER they exercise. They don't think of the hassle with getting to the gym or the pain of lifting weights. They think about the emerging 'pumped up' feeling after a good workout, and the sense of calm and well being this leads to.

In contrast, an AWAY motivation person will think of the pain and hurt that will come from either taking action or not acting, and this will get them motivated. In the case of working out at the gym, they will think about how difficult it is to get there, how much time it takes, how boring the experience is, how painful the exercise is and thus have motivation to AVOID the gym!



Likewise, their motivation to exercise will ONLY come when the pain and consequences get bad enough. When their pants no longer fit them, when they have gained 20 extra pounds and lose their breath walking up stairs, suddenly they are motivated and are taking action. In this case, they do it because the consequences of not doing it becomes so great, that they'll be not just motivated, but *compelled* to take action.

Neither of these approaches – TOWARDS or AWAY – is better than the other.

The challenge with both of them is that you become dependent upon the activity to either have enough reward and pleasure to make it motivating to move towards, or for things to be bad enough to get you motivated to do something about it.

Needing to depend on these extremes puts you at a distinct disadvantage, as you must either have things truly be good enough or bad enough, or you have to master the art of 'tricking' your mind into believing they are. Eventually, depending on things like this becomes massively limiting.

Develop DISCIPLINE, not motivation!

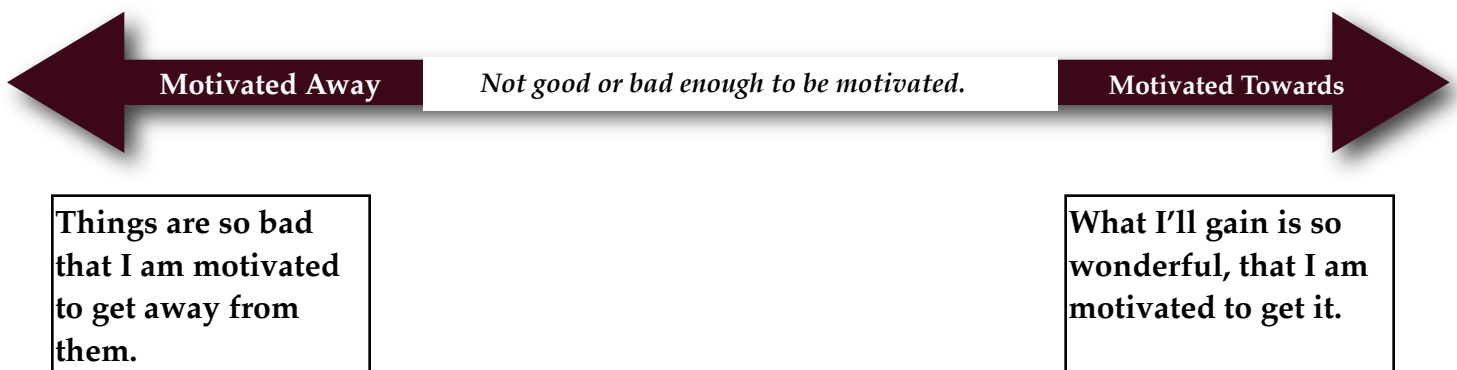
Discipline is significantly more powerful. Discipline is generated by a decision, attitude and skills that a person has inside themselves. A disciplined person can get themselves to do things, even when they are not motivated. A disciplined person doesn't need things to be fun or pleasurable, or the circumstances or consequences to be dire, to get them to take action

Any truly successful person knows that much of what it takes to be successful, is not pleasurable. Athletes who awake before dawn each morning to run and stretch, must do so whether they are in the mood or not. Artists must practice thousands of hours and face countless rejections before ever becoming financially successful. The same is true of any career, hobby or aspect of life.

A disciplined person can get themselves to do things, even when they are not motivated.

Motivation is passive. Discipline is active.

Motivation relies on outside circumstances to be the right way to get a person motivated. The rewards or consequences must be just right to get you to take action. The advertising industry seeks to master doing this for people, motivating them to value and buy what they want you to value and buy.. and simultaneously making you dependent and even complacent.

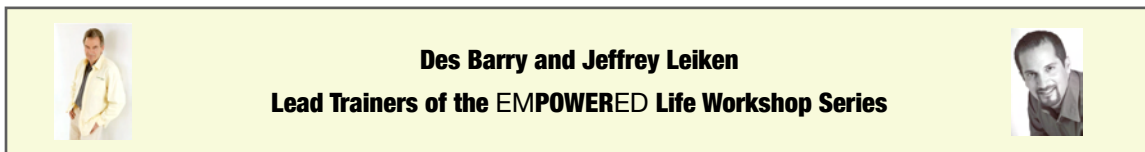


Discipline though is something that once a person HAS IT, cannot be taken away. It can even be said that the person who embodies the attitude and skills of discipline in their character, becomes unstoppable. A disciplined person can resist things that are not useful for them, just as they can work uncompromisingly toward the goals they set, regardless of how pleasurable or not the path may be to get there.

The essence of what we offer is the complete ability to be in control from inside yourself, regardless of what is going on around you... You being disciplined to take action, regardless of whether or not you are motivated, is at the essence of what it takes to be powerful.

We don't give motivational talks. We don't do psychotherapy. We won't be talking to you about your problems. We focus instead on what is working for you, and on what works for you when you are at your best.

Using the science of Soma-Semantics, we will teach you with precision, how to be this way... and we'll greatly expand your understanding of the forces at work, both for you and against you, as you make your critical life decisions... **Make the right decisions for you and transcend the mediocrity that most people settle for. Make the right decisions for you and you'll lead a life that is extraordinary; one that will ensure that you truly make your life count.**



We guarantee results. We guarantee you will learn things that will add tremendous value to your life. We guarantee you will leave this weekend a more powerful person.

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