

# ***Motivation . . . The Secret To Success***

White Paper

**“Gaining the Knowledge ~ Wisdom ~ and  
Discipline to be motivated forever!”**

Version 1.00

\_\_\_\_ 1 to 10 with 10 being the highest how motivated, overall,  
on average would you say you are? \_\_\_\_/\_\_\_\_/\_\_\_\_

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# Are you ever frustrated with yourself or others due to a lack of motivation?

This white paper . . . will . . . if you allow it, change all areas of your life forever. Henry Ford shared *“If you believe a thing to be true or believe it not to be true . . . either way you are right.”*

The truth is that most people do not want to change their lives forever. What is your biggest challenge / problem . . . do you want to find a solution to your problems? Most people will say “Yes, of course I do!” but the truth is that most people actually don’t want a solution.

You may be reading this white paper because someone recommended it to you, or maybe required you to read it, or more maybe you realize you struggle with motivation and/or maybe you are reading it in the hopes of helping someone else become motivated. Whatever your motivation is for reading this white paper, we embrace that reason and we have a passion / motivation to assist you with strong follow through on what you will learn as a result of reading this white paper.

## Definition of motivation:

The act or process of giving someone a reason for doing something : the act or process of *motivating* someone. : the condition of being eager to act or work : the condition of being *motivated*. : a force or influence that causes someone to do something.

## 1. Write down what you would like to be more motivated to do.

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## What are the benefits of NOT being motivated?

We've only met one person in the world who has asked the above question. He shared something deeply profound. **“The benefit of not being motivated is that we get a chance to exercise and strengthen our self discipline muscle.”**

## 2. What would your life be like if you were motivated?

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Think about it . . . “If we're motivated, we really don't need self discipline, because we'll just do what feels good.” If we spend most of our lives as children doing only those things we're motivated to do, we'll never develop the self discipline muscle's we need to achieve success or really even feel good about ourselves. **We become entitled and self absorbed.**

Hmmm, isn't this most interesting . . . we wonder . . . what if . . . starting as a child our parents, then our teachers and others around us are always seeking to motivate us? When we get a job, what will we expect? We expect the boss or our company or someone else to motivate us . . . because we don't know how to motivate ourselves.

It seems . . . maybe that everything BIG . . . big media, government, business, medical and even big religion . . . tell us that we should feel good about ourselves and if you “join us” that we'll all feel good together. A great book on this was written by a 15 year old young man . . . “The Art Of Seduction Of The Masses.”

> [www.SeductionOfTheMasses.com](http://www.SeductionOfTheMasses.com)

We're told from a young age that we're amazing . . . even without working to be amazing. We're given medals for just being in the race. We go from one grade to the next without doing the required work because we don't want to make anyone feel bad, demotivate them, cause the stress or create any type of frustration for the individual . . . as this will lead to depression. Hmmm, why are people more depressed now than ever before? Hmmm, maybe it's because

there is a great deal of money to be made in medicine, counseling, being part of any group who can motivate us / make us feel good about ourselves without us really doing any of the hard work.

And then . . . surprise, surprise, surprise . . . we feel bad about ourselves and get depressed. When we get depressed about being lazy, sloppy, undisciplined and pathetic . . . i.e. we lack motivation then we pump ourselves up with tons of energy drink and joke about how we need our morning coffee to function?

The coffee and the packed full of sugar energy drinks motivate us and we “feel great about ourselves. We read motivating books and pump in quotes to our heads to motivate us . . . rather than . . . working hard, accomplishing something and discovering that hmmm, maybe true last deep motivation comes from doing things that we don’t like, we don’t enjoy, we aren’t even good at it? But who would pay to go to an event where this truth was told or who would pay for a book, or tapes and coaching / consulting where we had to take personal ownership and work hard to be motivated. That makes no sense!

~ Thinking Differently: [www.dnaforsuccess.com/video-trailer-library/thinking-differently](http://www.dnaforsuccess.com/video-trailer-library/thinking-differently)

### **3. Watch “Thinking Different” video and write down thoughts.**

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We then get more and more depressed and our close and loving friends tell us that we need to go a doctor and the very educated and caring, wise and insightful doctor examines us and discovers that we’re depressed so they then prescribe medication which will quickly and easily make us feel good . . . motivated.

Funny thing is . . . that we have to go back to the doctor again . . . because the medication is no longer working as it use to and so the wise, expert doctor then prescribes even more powerful medicine and wow, we then feel good / motivated again. Now . . . just to be very clear as there may be some people reading this white paper that would infer that the BIG medicine / doctors and the hospitals are doing this just to make money . . . and that is not what we are saying at all!

Some might think that we're saying that the media is clueless as to not report this and that the media likes drama and allows this to just sell papers and reporting on radio and TV how messed up people are so they create validity for their jobs and are all about making money. This is not the case at all and we would never imply this!

Some might be thinking we're saying BIG government actually encourages this because then it's all about the money and the more messed up people are, the more un-motivated people are the less they will question all the experts. Again, that is not at all what we are saying!

We know that all types of people will be reading his white paper and sharing it with everyone they know . . . if for no other reason . . . just to get a laugh out of people . . . we do need to make sure we cover educators as well. Educators are the reason this country is great! They are responsible for all the successes that people have because they taught the kids what they know and they deserve the credit. Hmmm, strange question . . . which never should be asked . . . but sense there is not stupid question in education right . . . "If the educators are taking credit for the success then shouldn't they take credit for the failures as well?" Did you notice we put it in grey lettering hoping that we wouldn't offend anyone and maybe it's invisible. BIG labor / unions in education are all about the children and unions / big education knows that the only reason we're asking for more money for the teachers, and crazy pension plans that aren't available anywhere other than government . . . that's all about the kids as well . . . because everyone knows that teachers are only about helping the kids and 0% interested in the money but you can't expect a teacher to be motivated to do a great job unless their classroom sizes are small, they earn more money and have greater security, little risks, three months off . . .

Teachers teach the kids to stand up to bullies but will teachers stand up to BIG unions and throw them out? Will are so amazing . . . so good . . . so why wouldn't the embrace competition of charter schools if they are so confident?

Some really crazy people will go so far as to say that even community based organization and even churches feed for people's troubles, problems and that people will give more money! NO again we say NO that is not what we're saying! There is no way that the nice people who serve in community based organizations and churches / anything religious would ever be interested in money. That is not possible! Not even 1% true!

Have you found it as interesting as we do . . . where people don't hear / read the words we're saying, they insert words and meanings that we aren't saying and don't hear what we are saying? Crazy . . . right?

If you the crazy type and what a good laugh . . . pass this white paper along to anyone in leadership of anything BIG and share with them that they should read this white paper and share it with everyone they influence as it will help those people they are leading and then give them a big smile. If they come back to you upset and tell you that you better not share this with anyone in "their group" just smile and say . . . "I'm sorry (big smile) I'm not sure what you mean? I'm innocent!" It's the funniest thing that will happen. :-)

You know . . . how do we get rid of all the evil business owners? If they just didn't produce so much economic benefit which support BIG government, medical, labor, education, community / churches . . . hmmm, we do seem to need them but let's put it on them. Let's put more regulation, give the non motivated people they get more rights, more time off, more reasons to not produce and then let the business owner figure it all out and clean up the mess. After all they often only work 80 hours a week, risk everything, often make less than the lowest paid employee . . . but since they are just money hungry, self centered and self serving people . . . let's all stick it to them. They can take it!

TIP: If you have been offended by this white paper . . . please don't. Just have a sense of humor and take whatever % applied and let go of the rest. You may want to consider sharing this with everyone you lead . . . because if you do . . . and you're part of one of the groups being shared . . . they will think you're confident and can laugh at yourself. :-) They're going to get it anyway . . . why not have it come from you? :-) Have a sense of humor! :-)

#### **4. What do you think about what has been shared this far?**

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Well . . . if the above groups aren't the cause of it . . . and we know they have 0% contribution to the problem of a lack of motivation . . . who's fault is it? We all know it can't be the individual's responsibility . . . so who's fault is it?

Hmmmm . . . of course . . . what took us so long to come up with who's fault it is. It's the owners of businesses. They are the money hungry, selfish, self centered people. The business owner is in it 100% for themselves and all about the money.

Jim Rohn shared *"I don't know how to motivate people so I find motivated people."* When a young girl who was 7 years old was asked how to motivate people she said . . . *"Hmmmm, Uncle Mark, in Girl Scouts, they motivate us by telling us stories."*

"Hmmmm, Uncle Mark, in Girl Scouts, they motivate us by telling us stories."

Think about that for a moment! How much mental work did that 7 year old girl have to go through to come up with that. She processed all that in less than three seconds. She had to know what motivation was, she had to think about how it applied to her, she then had to come up with a story that applied and then she had to figure out what the core reason was to motivation.

She didn't even know who Jim Rohn was, probably hadn't listened to very many motivational tapes, go to any motivational seminars and she was able to help us understand one secret to motivation of people.

## 4 Personality / Frequencies

<p><b>2</b></p> <p>Will be motivated to follow through with the small details AND will tend to miss the BIG Picture.</p> <p><i>The Analytic (The Teacher)</i></p>	<p><b>4</b></p> <p>Is naturally motivated to follow through with tasks but may be weak in following through with people.</p> <p><i>The Driver (The Navy Seal)</i></p>
<p><b>1</b></p> <p>Will be motivated to follow through well to avoid conflict. Will often cause conflicts because so focused on people.</p> <p><i>The Amiable (The Cheerleader)</i></p>	<p><b>3</b></p> <p>Is naturally motivated to follow through with fun things but if not fun it's very hard to follow through.</p> <p><i>The Expressive (The Coach)</i></p>

Let's start out with something simple that we have no motivation to do. :-) Let's read five white papers, one a day for a week and see if by taking 10 minutes a day to discipline ourselves to do something which will bring us to a new level of success . . . will that motivate us?

We'll give you a little encouragement . . . :-) . . . the first white paper is Wii-FM, what's in it for me and helps us to learn how to be selfish in a selfless way. :-)

[www.DNAforLife-Laws.com/cool-free-stuff/success/system/member](http://www.DNAforLife-Laws.com/cool-free-stuff/success/system/member)

## Questions . . . Need Help . . .

Please feel free to call the individual you passed this along to you and/or feel free to call 888.230.2300 or 630.393.9909.

Great Websites . . .

- > 30 Minute Gift Strategy Session: [www.DNAforSuccess.com/examination/30min-strategy](http://www.DNAforSuccess.com/examination/30min-strategy)
- > 7 Steps To Success: [www.DNAforSuccess.com/7-steps-to-success](http://www.DNAforSuccess.com/7-steps-to-success)
- > White paper library: [www.DNAforLife-Laws.com/cool-free-stuff](http://www.DNAforLife-Laws.com/cool-free-stuff)
- > Video library: [www.DNAforLife-laws.com/career-success](http://www.DNAforLife-laws.com/career-success)
- > [www.DNAforSuccess.com](http://www.DNAforSuccess.com)

### **Pay It Forward**

If this white paper was helpful please share this with others and considering making a generous contribution to help single moms and kids at risk. [www.dnaforlife-laws.com/pay-it-forward](http://www.dnaforlife-laws.com/pay-it-forward)

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# Q&A

Q1:

A:

## Case Studies . . .