

## **Light a Fire Under Yourself Today**

by James Delrojo

Andrew Carnegie, in his day the richest man in the world, said that people who are unable to motivate themselves must be content with mediocrity, no matter how impressive their other talents.

Yet I hear business people complain that motivation is of little use because the effects don't last for long.

I wonder if those business people eat.

The effects of eating don't last for long, yet most people put aside three times each day just for eating. Motivation is also something best done on a daily basis.

Motivation is the catalyst to take you from dreaming about success onto the next step of taking the actions that will produce that success.

What currently motivates you to succeed in your business?

What is it that gives you the desire and the energy to do whatever it takes?

A lot of people talk about money as a motivator but I find very few successful business people whose success was motivated by money. Most of them see money as a score card rather than as a motivator.

What is it in your life that you really want your business to provide for you?

Is it a particular lifestyle? Is it recognition? Is it the freedom to control your own life and make your own choices? Or is it something else?

If you can find that "most important benefit" that can only be provided by succeeding in business then you have the key to motivation.

Once you find the key, how do you use it to unlock the door to motivation?

To turn that most important benefit into a motivating force you have to put it into a form that you can "picture" in your mind, using as many of the senses as possible.

If you can see it, hear it, feel it, smell it and taste it then you have recruited the full five senses and you will be able to release its maximum emotional, motivating force.

Start with the sense that you are most comfortable with, usually seeing or hearing, and then over time add the other senses in.

For example, if your number one benefit that you hope to gain from succeeding in business is to provide a particular lifestyle for yourself and your family then you can start by seeing an image of this lifestyle in your mind.

Then over time you can ask yourself what living this lifestyle might sound like, and add those sounds into your mental representation.

Then you can ask what it would feel like, both emotionally and physically. What smells would be associated with this lifestyle and what tastes would you be experiencing while living this lifestyle.

If you put some time aside each and everyday to enjoy and further develop this mental image then you will find motivation automatically building and becoming stronger each and every day.

If you have trouble visualizing this lifestyle you might find it helpful to start by writing out a verbal description as your starting point. Each day you read over the description and add more detail into it. Once you have been doing this for a while you will find that you automatically start to visualize as you read the description.

Motivation is a skill and a very important one. Take the time to develop it and the benefits will flow into your business and on into the rest of your life as well.

*James Delrojo would like to help you by giving you his ebook "Unleash the Success Power of Your Mind" (valued at \$27) completely FREE. Go to <http://www.YourSuccessMind.com>*

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