

GET AND STAY MOTIVATED

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"Optimists are right. So are pessimists. It's up to you to choose which you will be."

Harvey Mackay

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The following pages present tools for helping you prevent or discard the Three D's – demoralized, depressed and de-motivated.

Let's start by watching this short video clip. **Simply CTRL click the banner below, and turn up your speaker volume.** Give it a minute to load.



For me, watching clips like this inspires and motivates me to want to win. I want to grow my business, to do a good job, and to conquer every obstacle in my way.

I know a kid who watches the movie [Rudy](#) at least twice before he tries out for a youth sports team. He tells me it helps him get in the right frame of mind. I'm not a psychologist, but I know from personal experience that in my youth, I would psyche myself up before playing in a football or basketball game by listening to my favorite upbeat music. I carried this self-motivating approach

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forward to my sales career by listening to my favorite tunes before a key sales call. As a leader, the same approach also helped me set my frame of mind before a major presentation.

Plenty has been written about the power of positive thinking, and I'm sold on the concept. If you are too, enjoy this clip.



If you still are having a difficult time finding passion in the down market, here are a few suggestions for you to consider:

- Stop listening to the depressing news on talk radio and the 24-hour television news channels.
- Create a list of things that make you happy, and keep a copy with you wherever you go.
- Keep a photo of something that makes you smile near your side.

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- Before you get in your car in the morning, walk around the yard and smell the roses.
- Find a mentor—someone you can talk to who will keep you on a positive track.
- Don't hang around people who aren't fun and exciting to be around. Find upbeat, positive, forward-looking people with whom to surround yourself.
- Set short-term goals for yourself. Accomplish them, and give yourself a reward. As an example, make three additional cold calls this week. Achieve this, and then reward yourself by getting home at 3:00 p.m. on Friday. This is a win - win - win. You win by planting more seeds and maybe uncovering some new business, your company wins for the same reasons, and your family wins because there is a little more time to spend with them. This works really well when you are so confident that you'll achieve your goal, you actually plan what to do with the free time you've earned.

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- Find your favorite motivational quotes, write them on index cards, and keep them with you to read anytime you feel a need. Here's an inventory to get you started.



- Turn on some music, and dance like no one is watching!

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