

MASS INFLUENCE

MASTER MOTIVATION METHOD

Let me tell you a story.

We woke up Christmas morning 2009 to find my cousin's stocking on the floor – the contents scattered around the room.

Something had destroyed the stocking and left shiny silver chocolate candy wrappers around the room as far as the eye could see.

Over in the corner, slunk down to the floor with a look of shame, was our dog Biscuit.



He had knocked the stocking off the fireplace, tore out all of the stocking stuffers, and removed the sealed zip-lock bag of candy at the bottom.

Then, he ripped the bag open and indulged himself in chocolate.

No, Biscuit didn't go belly up.

The family watched as he threw up the Christmas chocolate all over his brand new doggy bed.

This is the same dog that ripped open a present under the tree, chewed through the box, and scarfed down a whole layer of chocolate covered cherries just 2 weeks prior to Christmas.

This is the same dog that just the day after Christmas hopped up onto the computer table while the family was out shopping, and gobbled up 3 caramel chocolates, packaging and all!

This is the same dog that I found on top of the dining room table with a ripped open bag of powdered hot chocolate...

The first Christmas we had him, my cousin had carefully made gift bags for her friends at school, and placed them under the tree until a week later when she was going to distribute them.

When I woke up the next morning, the kids had already gone to school. I walked down the stairs and Biscuit had ripped all of my cousin's gift bags to shreds. I found 7 bright orange wrappers scattered throughout the house.

Biscuit had successfully unwrapped and gobbled up 7 Reese's Peanutbutter cups.

You would think by now that perhaps Biscuit had a death wish.

After all, he's downed enough chocolate to kill a small elephant.

The fact is: Biscuit is a chocoholic. He is controlled by his insatiable appetite for anything made from cocoa beans.

Biscuit will inhale as much chocolate as he can, even if it means dealing with the consequences of shame and certain illness.

To Biscuit, it's worth the risk.

Master Motivation Method Exposed

The question everyone is wondering is: how do you get that kind of motivation?

How can we change ourselves to be super-motivated?

The answer is simple: **find out what you want, then set yourself up to get what you want.**

In Biscuits case, chocolate is one of his primary drivers. He loves chocolate. He's willing to do whatever it takes to get chocolate. Although he probably doesn't think about chocolate



all the time, when it's around it's practically the only thing he thinks about.

What is it that really drives you?

Is it power? Recognition? Money? Morals? Friendship? Love?

The first step to getting motivated to take action is to find out what you really want, and align everything to that purpose.

It doesn't take much prodding, pushing, or convincing to get yourself to do the things you want to do.

For instance, if you like food, you're going to eat.

I like to eat. Put me in front of a buffet, and it doesn't take much convincing to get me to eat.



If you like to swim, you're going to swim. I like to swim. Get me around a pool, and I'll take the plunge.

The first key to getting motivated is **you have to want it bad enough.**

Then, all you have to do is stick yourself in **an environment that has what you want,** and go for it.

Getting Others Motivated

Then, the question becomes how do you lead others to be motivated?

First, find out what the other person wants.

Then, help the person get what they want, or at least help them get closer to what they want.

If nothing else, everyone wants a feeling of importance. They want to feel as if they matter. Everyone is struggling to feel significant in life. So, if you can make the other person feel like they're the most important person in the world, chances are they will be motivated so that they can maintain their sense of importance.

Ready to take your leadership to the next level?

Here's what to do next:

Right now, go to <http://www.massinfluencesecrets.com> and claim your free copy of "The Secret to Mass Influence."

The report gives you specific ways to win friends and lead people.

Plus, when you sign up, I'll send you more free leadership stuff.

Talk soon,

Jered