

# Session 9

## MOTIVATION

By now, the concepts of motivation are clearer. To put your newfound understanding to good use, take a look at the following steps you can take for the cultivation of your motivation.

1. Begin by analyzing the costs of acting and not acting. Many people wistfully dream about the body they desire without considering the obstacles involved. So, if they make an attempt, they quickly give up after the first few hurdles. Considering the costs involved gives you power. It prepares you and offers the opportunity to look for resources and solutions before problems arrive. Don't forget to consider the cost of not acting. Let's say you don't workout because you refuse to get off your butt and put down that bag of potato chips. If so, you are giving up what you want MOST (a great body) for what you want NOW (beer, potato chips, and TV). Does that make sense?
2. Analyze the rewards you will receive after achieving your goal. List everything you can think of because there will be many that you will overlook or be unaware of.
3. If the benefits outweigh the costs, make a commitment to start working toward your goal.
4. Begin by ANTICIPATING the rewards. Add power to your anticipation by visualizing the advantages of acting in clear, specific terms.
5. Looking forward to success is enough to get you started in taking your first small, DAILY steps. The rewards you get after taking those initial steps will be enough to motivate you to take additional steps. After all, nothing motivates like success. Each step you take causes motivation to snowball and accelerate.
6. Repetition strengthens outcomes. For example, you feel GOOD after losing one pound, feel BETTER after losing five pounds, and feel GREAT after losing ten pounds. However, motivation won't continue to grow unless you **notice the improvements**, so keep records and monitor your progress. Repetition also reinforces motivation and makes it easier to maintain because it becomes habitual.
7. To keep the momentum, don't deviate from your plan. For as Zig Ziglar said, "People often say that motivation doesn't last. Well, neither does bathing — that's why we recommend it daily." As long as you keep up the pace, motivation will remain strong. But if you let things slide, there will be fewer rewards, and, therefore, less motivation. So remain vigilant and you will be assured of success.

Achieving a fit and healthy body takes continuous effort — or more correctly, good planning and consistency — but the rewards are clear: a lean, fit body, increased self-esteem, improved health and more enjoyment from life. It's natural to encounter mental roadblocks and resistance when you undertake a major lifestyle change. The above strategies can help strengthen and ultimately help you *master your motivation*.