



# FIGHT

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and take your

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# DREAMS

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## **Your Best Friend Procrastination**

"What!" you say, "My best friend, how could you say that?" The reason procrastination is your best friend is because it's on the teetering edge of motivation.

Let me explain.

For a behavior to be classified as procrastination, it must be counterproductive, needless, and delaying. Here are some other examples you may be familiar with:

- Putting off an important decision
- Leaving a critical task undone
- Becoming counterproductive and keeping "busy" on needless work
- Avoiding tasks that cause distress or discomfort
- Delaying action because it's not "perfect" yet

To start behaving this way it takes real mastery. You've got to learn how to procrastinate - it doesn't just happen.

You've got to use your physiology, create the right emotions and get it all working perfectly and in the right sequence.

And when you get really good at it so you can do it without thinking.... then you've really mastered it! What an accomplishment!

Most people don't look at it this way. They think procrastination is a negative thing, but what they don't realize is that you learned this behavior.

If you can learn how to procrastinate then you can just as easily learn how to get motivated.

We'll get to that in a minute, but first...

## The #1 Reason You Procrastinate

*Creativity involves breaking out of established patterns in order to look at things in a different way.*

*~ Edward de Bono*

The #1 reason you procrastinate is because of the way you habitually think and perceive. If you want to change the way you behave then you **MUST** change the way you think and perceive.

You don't procrastinate because you don't know the answers or because you don't have it perfect yet.

I know what some of you are thinking, "That's exactly why I procrastinate!"

That may be why *you think* you procrastinate. You may be absolutely convinced that's why you procrastinate, which reminds me of an interesting story...

Recently I was watching Steve Jobs present his commencement speech to the Stanford College graduates online. I heard about this famous speech but I wanted to check it out for myself.

Steve Jobs is one of the co-founders of Apple computers. Although, Jobs is not a college graduate he's a pretty insightful guy and shared an important message.

Steve said that many people try to connect the dots looking forward so that they can see what their life will look like in the future. People like to feel secure and so they try to connect the dots looking forward. He said that's the wrong approach because connecting the dots only happens when you're *looking backward*.

Jobs' gives an example of when he got fired from Apple Computers. He spent 10 years of his life building this multi-billion dollar company.

And when he got fired at the age of 30 it turned out to be one of the best things that ever happened to him - not because he lost a billion

dollars but because a few months later he met his wife. Jobs said, "Getting fired from Apple was one of the best things that ever happened to me."

What's the lesson?

You will never have it perfect because you can't connect the dots looking forward. You can only connect the dots looking backward.

If you haven't got it perfect yet, then you probably never will. This book is not about being perfect, it's about motivation so let me be very clear. Putting off the important is never about having it perfect and is always about the way you **think and perceive** - and until you let go of what you think you know, you'll be making life much more difficult than it has to be.

### **Where Does 96% of Your Motivation Come From?**

The creative process states that your thoughts lead to your feelings and your feelings lead to your actions.

Thoughts > Feelings > Actions

You may have seen this before. It's not overly complicated, but what you must realize is that this is an absolute law. You cannot change the way you feel about something unless you change your thought about that thing. It's also true that you cannot change your actions unless you change the way you feel - and the way you feel is always preceded by a thought.

There is no way of escaping it. Thought is the starting point of all behavioral change. That's why it's so important that you learn how to use your mind. If you want to get motivated quickly, then you MUST learn how to change the way you think and perceive.

If you've ever tried to forcefully employ a new habit and struggled to make it happen, then you know what's like to work against your thoughts.

When you try to force yourself to do something what you're doing is acting before thinking, which brings me back to my point: 96% of motivation comes from the way you think and feel.

Set Yourself Up for Scorching Motivation

Thoughts > Feelings > Actions = Results

| — 96% OF MOTIVATION — |  
COMES FROM HERE

And since the way you feel comes from the way you think, then it follows that the most important work that you have is to change the way that you think and perceive.

Most people try to force themselves to adapt new behaviors and I want you to realize there is an easier way.

"All life is an experiment. The more experiments you make the better."

So here's my suggestion. Be curious and open to the learning process and most importantly: **apply what you learn**. It will make a great deal of difference in your life and the way you feel.

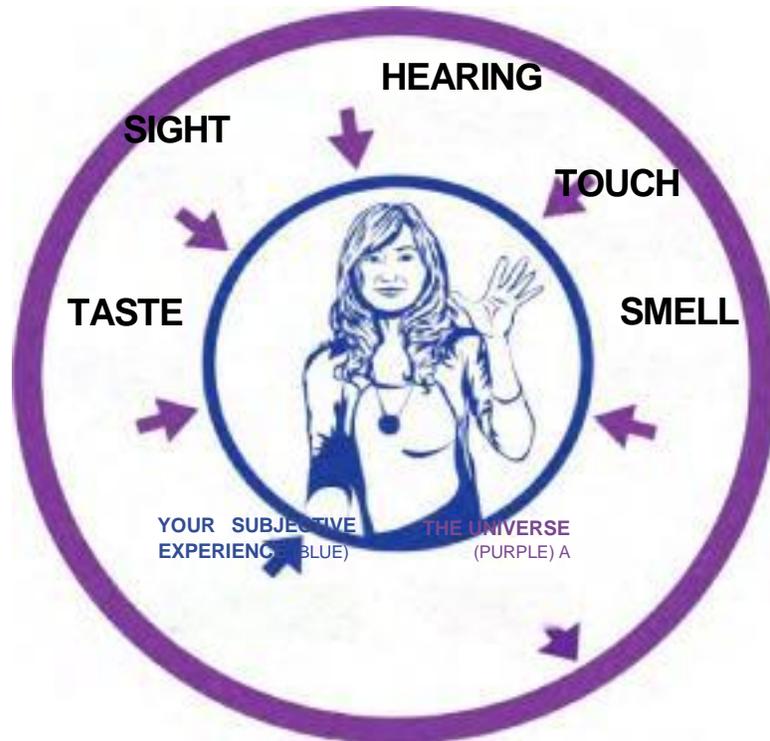
Sound like a deal?

Ok, now that we've got that out of the way let's talk about...

## **Perceptions**

Perceptions are really important when working with motivation because your perceptions drive your subjective experience. Your subjective experience is just the experience you're having and interpreting right now through your five senses. These senses are: sight, hearing, touch, taste and smell. And since we all use our five lenses differently and to varying degrees, we all experience the Universe quite differently.

## Your Subjective Experience



Take this scenario for example. Let's say there is a car accident at a busy intersection and two people witness an accident. After the accident, the police officer conducts an interview with each witness.

As the first witness explains her version of the accident, she tells the officer that she heard some horns blaring, brakes squealing and a loud "SMASH" sound just after the collision. Minutes later she heard the sirens from the ambulance.

Then the police officer interviews the second witness. He has a slightly different story. This witness indicates that seconds before the collision he saw a pickup truck run through a red light. As the other light went green a small car hit the gas and smashed right into the center of the pickup. Minutes later the ambulance appeared.

Did you notice any differences in the dialogue of each witness?

## Which point of view is the right one?



Here's what you want to notice. The first witness explains the accident to the officer using primarily **auditory references** and the sounds she heard just before and after the accident. The second witness describes his experience using primarily **visual references** and the events he saw prior to and after the accident.

Here's my point. Some people see the world in pictures while others interpret the world through the sounds and voices they hear. And still others rely on the touch and feeling they experience to interpret the world around them.

Your senses actively create your subjective experience because we all live in our own bubble of reality. What most people don't realize is that you can influence and change this bubble of reality by...

### **Playing With Your Perceptions**

Consider two entrepreneurs brainstorming an idea to create a million dollar business. Their idea is that green box in the middle.

No opportunity here...

I hit the JACKPOT!



When you look at the green box from the left side (blue) the box just looks like a green box. There is nothing special about it. But when you shift your point of view (subjective experience) and look at that green box from the right side, a new meaning takes shape and the entrepreneur now sees an opportunity that wasn't there before - the million dollar idea.

Aside from the million dollars, here is what's really exciting. Without changing the content (the green box) we still notice a valuable change in the context (perception) by shifting our point of view.

That simple change could be enough to inspire that entrepreneur to take action and move forward on his idea. My point being that once you begin to look at the world differently, the way you begin to feel and act will also be different. It all starts with the way you think and the difference between...

### **Content & Context**

The **content** of your experience is "what is." It's the stuff in your outer experience of the world. For example, you may live in a house that has 3 bedrooms, a living room, a kitchen, bathroom and a dining room. This doesn't change regardless of who is the observer of your house. It's always the same because it is, "what is."

The context of your experience is quite different. The **context** of your experience is your interpretation of *what is*. It's the meaning you give the content of your life experience. The house can have many different meanings to many different people. To a little child, the house can seem very big and to an adult the house might seem to be much smaller. It's all a matter of perceptions.

That's exactly what Richard Bandler (the co-founder of Neuro Linguistics Programming, NLP) was saying when he pointed out,

"A change in context is more valuable than a change in content." ~ *Richard Bandler*

What Richard was saying is that changing the meaning of your experience is much more valuable than the experience itself.

### **Who is the authority?**

Here's an example of how this works. I want you to think of one of your parents. Pick the one that is known to be the authority figure in your life. The parent that made decisions for you and kept you in line.

Now as you picture that person, I want you to make a mental image of them. If it's a bit fuzzy that's ok. Just picture them in your mind's eye. As you see them there I want you to move that image of them so that it's above your eye level - slightly above you - and notice how you feel.

Do that now.

Now take the same image and move it below your eye level so that you are looking down on them and notice how you feel.

What did you notice?

If you did this exercise (and I hope that you did) what you'll notice is that when you moved the image of your parent above your eye level, you felt feelings of being inferior. And when you moved the image below your eye level, you felt feelings of being superior to them.

This is what happens for most people.

What this means is that the position of the image in your mind's eye (context) has a greater influence on how you feel than the actual parent (content) in that experience.

Do you know what this means? It means you no longer have to base your feelings on the content of your experience. Instead, you can change the way you feel by making a simple change in the context of your experience. That's just the beginning.

Now onto...

## **What makes you tick**

John Grinder and Richard Bandler are the founders of NLP. These guys basically took the mystery out of how people structure their internal experience. They realized that most people structure their internal experience (and perceptions) by using what they called submodalities.

These sub-modalities provide the deeper pieces to your perception. In the previous exercise you made an image of one of your parents.

Here are a few of the visual sub-modalities you may have used:

- Size (large - small)
- Distance (far - close)
- Brightness (bright - dim)
- Motion (static - moving)
- Speed (slideshow - movie)
- Border (bordered - borderless)
- Color (color - black & white)
- Association (associated - disassociated)
- Aspect ratio (centered - panoramic)
- Position (above you - below you)

Now here's the really interesting part. These sub-modalities influence the way we feel - some more than others. The real trick is to find the ones that have **the greatest influence on how you feel - I call these your hot buttons**. And the best way to do that is by actually

playing with them and using them in your experience.

## **Your Hot Buttons**

For the most part you've been using these hot buttons all of your life, but you just didn't know it. What I want to do is bring them into your awareness so that you can start using them deliberately.

Here's an example. Pat is a client of mine. She tells me she visualizes quiet a bit. As the conversation progresses she gets more energetic and inspired. Here is a snapshot of our conversation.

*Pat:* "I visualize quite a bit. I've visualized every room in our home before we did the renovations. I had a picture of each room completed in my head before we actually did the work. The last room turned out fabulous."

*Steve:* "How do you know?"

*Pat:* "Well it's a really big room with gold and yellow - and it's really bright."

*Steve:* "You mentioned that it was a big room. When you think about this room, do you see it as a picture or a panoramic?"

*Pat:* "Panoramic."

*Steve:* "And when you see the panoramic, is it moving fast or slow?"

*Pat:* "It's moving very fast and it replays multiple times over in the back of my head. It's hard to keep track."

*Steve:* "So it's moving really fast."

**Pat:** "Yes."

**Steve:** "Now is this image playing like a movie or a slideshow?"

*Pat:* "It's definitely a movie."

Just by listening to Pat I was able to elicit her visual hot buttons. Here's the conversation again, but this time I've underlined the hot buttons:

*Pat:* "I visualize quite a bit. I've visualized every room in our home before we did the renovations. I had a picture of each room completed in my head before we actually did the work. The last room turned out fabulous."

*Steve:* "How do you know?"

*Pat:* "Well it's a really big room with gold and yellow - and it's really bright."

*Steve:* "You mentioned that it was a big room. When you think about this room, do you see it as a picture or a panoramic?"

*Pat:* "Panoramic."

*Steve:* "And when you see the panoramic, is it moving fast or slow?"

*Pat:* "It's moving very fast and it replays multiple times over in the back of my head. It's hard to keep track."

*Steve:* "So it's moving really fast."

**Pat:** "Yes."

**Steve:** "Now is this image playing like a movie or a slideshow?"

*Pat:* "It's definitely a movie."

Now here is what's interesting. If Pat wants to get motivated and inspired really quickly all she has to do is:

- Make the movie bright with the colors gold and yellow
- Make a big, panoramic movie screen
- Make the movie speed very fast.

Do you see how easy that is?

If there is an area in your life where you don't feel motivated, it's because you're not using these hot buttons deliberately! Because you should be!

Once you find out where you are using them, you'll easily be able to get motivated in any other area of your life. It's just like I said earlier:

*If you've ever been motivated in one area of your life then you can just as easily get motivated in another area of your life.*

Now that you've got the basics down, I'll show you...

## **2 Ways to Get Motivated**

There are two basic strategies for motivation. You either:

- Have a lot of negative feeling around something you want to avoid and that gets you to take action (by moving away from that negative feeling)
- Have a lot of positive energy around the 'doing' or 'having' of something and therefore want to go out and do it (moving towards that positive feeling)

You either move away or towards something. The way you respond is hard wired in your subconscious.

Can you believe that?

It might be hard to believe but it's true. Remember how I said earlier that you learned how to procrastinate. The same is true for motivation. Motivation is something that you learned to do and once you found a strategy that worked really well (either moving away from or towards) you stuck with it.

What's interesting is that the majority of people seem to get motivated by moving away from something before they move towards something.

Think about how you get up in the morning. Some people hear their alarm clock and then shut it off. Then as they lay there in bed they make a big picture of being late for work (from a previous time when

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they were late).

As that picture of being late gets bigger and bigger, they get this negative feeling inside. And when that feeling gets strong enough, they jump out of bed and get ready for work.

Not everyone uses this strategy. Some people use a moving towards strategy. When I wake up in the morning and I have something really fun to do I make a huge bright picture of myself doing that fun thing. And when the picture is bright and clear enough, I get this feeling of excitement in my chest. It's the same excited feeling I get when I wake up in the morning of a ski-vacation. Once that feeling is strong enough, I jump out of bed and get going so I can start doing the fun thing.

Some people use both strategies, but regardless of which strategy you use you can always learn a new way of motivating yourself.

The key point is this. If you're not doing something right now (that you know you should be doing) it's either because you're moving towards a positive feeling or because you're moving away from a negative feeling.

So now that you know why you do what you do, let's take...

### **3 Steps to Super Charge Your Motivation**

I'm going to show you step by step how to get motivated. Each step is slightly different. The first requires that you find an experience in your life where you procrastinate and the second step requires that you find an experience where you were really motivated. The final step is where you make your transformation.

Here are the 3 steps:

Step #1: Identify Your Internal Structure for  
Procrastination Step #2: Identify Your Internal Structure  
for Motivation Step #3: Shift From Procrastination to  
Motivation

I'll start by sharing a personal example. I procrastinate when it comes to doing the house chores. I just put it off and my wife gets really upset with me. She says, "Don't you care about the house?"

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It's not that I don't care about the house, it's that I don't like doing the chores. They're no fun!

Getting motivated to do the house chores was really easy. To make this change I followed this 3-step process. I started with **Step #1:** the situation where I was procrastinating - doing the house chores. Then I identified the structure of that procrastination.

After I successfully identified the structure I moved to **Step #2:** an experience where I felt really motivated - playing hockey. Then I identified the internal structure of that experience.

Then I took both of these experiences and created a table with two columns. (I'd ask you to do the same so that you can follow along down below.) On the left side I had the words, "Procrastination: Doing House Chores" and on the right side I had the words, "Motivation: Playing Hockey."

Here is what my table looked like:

Procrastination: Doing House Chores	Motivation: <b>Playing Hockey</b>

Now that I had these two experiences I started looking for the differences in each experience - not the content of the experiences but the actual **context of each experience**.

Remember earlier I said that a change in context is more valuable than a change in content. Here's where you get to test that theory for yourself. What you want to do is look at each experience (you may want to close your eyes) and notice the differences in each experience.

The way I did that is by asking myself a list of questions about each experience. Here are a few of the questions I asked myself:

- Is one image large while the other is small?
- Is one image far away while the other is close to me?

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- Is one experience bright while the other is dark?
- Is one image black and white while the other is in color?
- Is one experience above eye level while the other is below my eye level?

Then I recorded my answers in the table like this:

<b>Procrastination: Doing House Chores</b>	<b>Motivation: Playing Hockey</b>
<ul style="list-style-type: none"><li>- small image</li><li>- far away (distant)</li><li>- image is dark</li><li>- black and white</li><li>- below eye-level</li></ul>	<ul style="list-style-type: none"><li>- large image</li><li>- really close to me</li><li>- image is very bright</li><li>- has color (blue-orange)</li><li>- above eye-level</li></ul>

**Step #3:** As I began to notice these differences I started to change my experience of procrastination to look like my experience of motivation (all in my minds-eye).

Then guess what happened? Within 15 minutes I started cleaning the house!

Yeah, no kidding! This process is really that powerful. And the reason it works so well is because you're working with the source of your behavior - the way you think and perceive!

Are you getting excited yet? You should be! Now it's your turn to learn...

### **How to Quickly Get Motivated in 7 Minutes or Less**

Start by thinking of an area in your life where you procrastinate. It could be something as simple as not getting out of bed in the morning.

Whatever your experience is, make sure that you have a specific example of a time when you were procrastinating.

*Ask yourself:*

*"When was the last time you felt that you were procrastinating?"*

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Got it?

Ok, Good. Now once you've got that experience in mind you want to bring up an image of that experience. We'll call that Experience #1.

Now I want you to think of a time when you were really motivated. A time when you were really moving and shaking and making things happen.

Take some time to really think about a memory where you were really motivated. Trust me, it will be worth your time once you find it.

As you think of that time I want you to bring up an image of that experience. We'll call that Experience #2.

*Ask yourself: "When was the last time you felt really motivated?"*

Now I want you to create two screens in front of you, one on the left and the other on the right. On the left side you'll have Experience #1 (when you procrastinated) and on the right side you'll have Experience #2 (when you were motivated).

It will look something like this:

As you look at both of these experiences I want you to look for the

**Experience #1**

**Experience #2**

differences in these two images - not the content of each experience, but the internal **structure of each experience**.

**Procrastination**

**Motivation**

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To get the structure of your experience, start by finding the answers to these questions:

- Is one image large while the other is small?
- Is one image far away and the other close?
- Is one image bright and the other dim?
- Is one image moving and the other static?
- Is one image a slideshow and the other a movie?
- Does one image have a border and the other is borderless?
- Does one image have color while the other is black & white?
- Is one image centered and the other panoramic?
- Is one image above eye level while the other is below?
- Are you looking through your own eyes or are you looking from an outside point of view?
- Is there a voice with one experience and not for the other?
- If there is a voice, is it a loud voice or very quite?
- Is the voice a soft tone or a more aggressive tone?

Notice the differences in each experience and write them down in your table just like I did. On the left side of your table you'll have procrastination and on the right side you'll have motivation.

As you begin to notice these differences start to change your experience of procrastination to look like your experience of motivation.

As an example, if you notice the color red when you're motivated then add that color to Experience #1. If you notice that the image is really bright and close to you when you're motivated then bring that image close to you and brighten it up in Experience #1.

If you hear a fast speaking voice when you're motivated, then add that exact voice to Experience #1.

Start to make those changes now.

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Once you've made these changes, you can't help but feel motivated about Experience #1. If you didn't, then go back and look for other differences in each experience. What I found when I did this exercise is that my image of motivation was above eye-level and my image of procrastination was below eye-level. When I took my image of procrastination (Experience #1) and moved it above eye level, I started to feel much more motivated.

If you still don't feel motivated then go back and make another change until you do. Remember what I said earlier. Your job is to find out which sub-modality has the greatest influence on how you feel - and the only way to do that is by actually playing with your internal experience.

It's amazing how simple this is, but like most things in life, the real simple ideas are also the most powerful.

### **What You Learned**

With this book you just learned how to trigger your self-motivation. In addition, you've also learned:

- The #1 reason you procrastinate is because of the way you habitually think and perceive.
- The way you think and perceive is buried deep inside your subjective experience.
- Changing your perception is more valuable than changing the content of your experience. And your perception is something that you can control.
- How to take any experience in your life where you procrastinate and quickly change that experience into one where you feel absolutely motivated and inspired to take life fully on.

Once you learn to change the way you look at things, the things you look at will change. I wish you massive success in every aspect of your life.