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How YOU can get MOTIVATED



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WHAT IS MOTIVATION?

In dictionaries motivation is generally defined as “an inner drive” which causes action. In practice, this means that you feel an inner desire to do something because you, yourself, want it strongly.

Thus defined as an inner drive, motivation cannot come from anyone else but you. In other words, the crucial question is how **you** can achieve this inner feeling.

Briefly, we can say that there are three types of motivation, or domains, which give incentive to action.

These are:

1. **“Fear of punishment” motivation**
2. **“Reward” motivation**
3. **“Attitude” motivation**

The first type, “fear of punishment” motivation, is something we have all experienced and which is often used in child-upbringing and other domains. During our childhood didn't we all hear our parents say: “If you don't do as I say, you'll go straight to your room!”

This type of motivation makes us do things because we are afraid of the consequences if we don't do them. Thus, this is a strongly negative form of motivation, which is imposed upon us by others and which doesn't last very long.

When it comes to “reward motivation”, however, this can be a strong form of motivation under one important condition: that we wish to achieve the reward that has been presented to us.

A large number of businesses use “reward” motivation to motivate their employees. This could be a wage bonus, a journey, or something else. However, people easily get satisfied, so after they have received the reward a first time it has to be increased, or changed, if the motivation is to be as strong next time.

Consequently, the two first forms of motivation don't last very long, the first being based on punishment, the second on reward, and both forms coming from outside, so that neither is long-lasting.

The third type, “attitude” motivation, however, is the only right kind, as it comes from within and is based on your own wishes to achieve a result, or to **do** something. The degree of motivation naturally depends on how strongly you wish to achieve what you have set as your goal.

ABRAHAM MASLOW'S THEORIES

The psychologist in motivational theory who is most often referred to, and in my view the psychologist who has provided the most useful theories in this field, is Abraham Maslow. His hierarchy of needs is based on the principle that one set of needs must be satisfied for the next to become important. Maslow's philosophy centres on the following domains:

1. **Physiological needs**
2. **Safety needs**
3. **Belongingness and love needs**
4. **Esteem needs**
5. **Self actualisation needs**
6. **Spiritual and philanthropical needs**

In practice, this means that you don't worry too much about safety needs, point 2 on the list, until you have satisfied your physical needs for food and drink, sleep and perhaps sex. We can easily imagine that someone who hasn't eaten for a few days doesn't think about much else there and then. Although strong, physical needs are easily satisfied. Once you have filled your stomach, you stop thinking about it.

Then we have the safety needs. These include the need to have a job, a place to live, and clothes to wear. It should be obvious that you don't think too much about love and belongingness if you don't have any clothes to wear, or a place to be or a job.

The safety needs covered, the third set of needs includes the need for love and belongingness and having a good relationship to people around us. Family and friends come in as strong needs here.

We then have what we call the esteem needs. At this level it is important to have self-confidence, to feel good about yourself, and to achieve some kind of recognition from others. There is no limit to the need an individual can have for such recognition, and what we are willing to do to achieve it. Many of us do things out of fear of what the neighbours might say, and that is not always a good idea.

As soon as we have the necessary self-confidence, self-respect and self-esteem, the self actualisation needs arise. We are now at level 5 out of 6, and it is important to keep in mind that none of the higher needs have any impact until the lower ones are satisfied emotionally for an individual.

In practice, this means that until you have satisfied your physiological needs, your safety needs, your belongingness and love needs and your esteem needs, it will be impossible for you to think about self actualisation. This point number 5, self actualisation, is the next-highest level in the motivational hierarchy, and emphasised by Maslow.

All self-motivated people capable of setting their own goals find themselves at this level. We could say that whereas at the levels below other people may greatly influence your motivation, when it comes to self actualisation it is all up to you. Thus, we find here the “attitude” motivation, which comes from within.

The highest level in Maslow’s motivation pyramid is the spiritual and philanthropical needs. Here, people are motivated by unselfish motives, which sometimes take a religious form, or a great need to help other human beings. At this level we find individuals like Mother Theresa, Mahatma Ghandi, Nelson Mandela, to mention a few of the most famous examples.

More locally, there are the people in the Salvation Army, the Red Cross, Doctors without Borders, some social workers, and anyone else who dedicate their lives to helping people who suffer.

We may also keep in mind that it is impossible to motivate someone by offering them something that is already under their control. This means that if someone has the necessary safety, both in their job and elsewhere, they don’t become more motivated if offered something within this domain. You have to move on to a higher level to make them motivated.

Many fail to realise this, and thus motivate people at the wrong level, and the result will not be achieved. For example, I have seen several ads from companies seeking top company executives who clearly must have a certain wish to actualise themselves if they are to succeed in the job.

However, the motivating factors given in such ads are often flexi-time, free on Saturdays, six weeks’ holiday, sick pay, and a good pension. It seems obvious to me that the authors of these ads are completely ignorant of Maslow’s thoughts on motivation.

In these ads they try to motivate by safety factors, which the person already has fulfilled. The safety needs are covered with respect to the required qualifications of the person in question to be a top executive, as regards both education and experience. This has already been established.

Anyone reading and being attracted by such an ad will be the wrong person, as their safety needs are not satisfied, and hence they will never be capable of doing a good job. A “seeking top executive” ad should rather look like this: we seek a person who is willing to work night and day, for a relatively long period, to create something great. Your salary will be result-oriented and correspond directly to the effort you put in. Excellent future prospects for the suitable person.

With such a text there may not be many applicants, but those applying will be suitable, because they are motivated by **self actualisation**.

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Maslow assumed that people in the industrial world had satisfied about 85 % of their physiological needs, 70 % of their safety needs, about 50% of their belongingness and love needs, esteem needs about 40% and the self actualisation needs and the spiritual and philanthropical needs 5-10%. It may be important for you to find out what motivates you personally.

You can set this up schematically. In the left column you write **my needs** and below this headline all the needs you might have, whether these be physiological needs, safety needs, love and social needs, respect and recognition needs, self actualisation needs, or a need to unselfishly help other people.

In the right column you make a ranking list from 1 to 10 of what you consider the most important, 1 being least important and 10 most important. And then you make a further right column representing percent satisfied today. Here you note the percentage you think you have covered.

In this way you can quickly find out what motivates you and set your goals accordingly.

THE PERFORMANCE, CONTACT AND POWER MOTIVES

A great number of psychologists have done research on motivation and needs. Three psychologists, Mack Lelland, At Kinson and Cummin, all agreed that there are three different motives characterising a competent leader.

These were:

the performance motive;
the contact motive, and;
the power motive.

A characteristic of the **performance motive** is that the individual likes situations where he himself has the responsibility to solve a problem. He has a tendency to set himself moderate performance goals and is willing to take a calculated risk, and he wants feedback on the work he has done.

As regards the **contact motive**, an individual with a great need for human contact gives a lot of his attention to his friends; it is important for him to maintain a good friendship and he often takes part in parties and social gatherings.

When it comes to the **power motive**, an individual with a great need for power will typically try to influence others directly, by launching a proposal, stating opinions or trying to convince others in different ways.

A competent leader is thus motivated by the performance motive, the contact motive or the power motive, or by a combination of these three.

Another approach to motivation is to say that people are motivated and act for two reasons:

- 1. to avoid pain**
- 2. to achieve pleasure**

For instance, we do whatever is necessary to avoid pain, but only when the pain becomes imminent. We therefore postpone an action that we feel nervous about until the moment we HAVE TO do it.

As for the motivation to do something that brings us pleasure, this motivation comes more easily, even though the result, the pleasure itself, comes later, because the feelings of well-being are there from the beginning.

As you have probably already understood from what I have said above, it is important to find out what motivates you. You can ask yourself:

“what do I like the most?”

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“what am I good at?”

“what do I want?”

“what gives me pleasure?”

If you want to stay motivated throughout your life, it is important to find a way which in principle matches your talents and dreams.

As motivation has to come from within, it may be, e.g., a new idea arising from your sub-conscience that gives you a motivational boost for the time to come.

Because motivation comes from within, feelings also play their part in you motivating you. Keep in mind, therefore, that the feeling of success motivates and strengthens a person.

WE ALL WANT PRAISE

Another important factor closely related to motivation is PRAISE. When you give someone praise for something they have done well, this will confirm their self-esteem, and both self-confidence and motivation are strengthened.

The opposite will happen if we criticise someone; in this case the motivation will **fall** proportionately. To keep up motivation, therefore, be generous in giving praise and be careful with criticism.

In motivational terms, there is no limit to what an individual is capable of, if he really wants it.

The famous American philosopher Napoleon Hill once said:
“Make sure you know what you really want to achieve, because if you focus strongly enough, you will achieve it”.

The TV celebrity Johnny Carson said with a smile on his face: “I knew a man who quit smoking, stopped drinking, lived in celibacy and stopped eating fatty food. He was the healthiest man on earth, until he committed suicide because he felt that he no longer had anything to live for”. THAT is probably not the way to do it.

An American success guru, W. Penn Patrick, once said: **“People don’t change their ways, until they personally feel a need to do it”**. This is important to be aware of in several contexts. It means that it is no use trying to persuade someone, even if you believe that the person should change. It is only when the individual himself feels it is necessary that he will be motivated for change. It is thus important to emphasise that you have to make the person in question realise and understand the consequences of his negative action; only then will the person change.

That is why nobody actually can motivate someone else, they have to do it themselves, for remember – motivation is an **inner drive** and it all depends on how much the person needs it himself.

You may have heard the proverb: **“Necessity is the mother of invention”**. This implies that once you feel the problem at first hand, you will change, and only then you will be sufficiently motivated.

WHAT ARE YOU AFRAID OF?

In 1623 Francis Bacon said: “**Nothing is to fear except fear itself**”.

In 1831 the duke of Wellington said: “**My only fear is fear itself**”, and

In 1841 Henry David Thoreau said: “**Nothing is more to be feared than fear**”, and Bertrand Russell said that “**Fear is the main source of superstition and one of the main sources of evil**”. There is **great** wisdom in fighting fear.

We have all felt fear some time in our lives, so we can confirm how this feels. Indeed, fear is probably the best-known and the most fundamental of all feelings. As human beings, we are confronted with choices all our lives, and fear is often what stops us from making the right decisions. However, fear is at the same time a great motivator, because when we are scared we will probably take action, even though it is negative motivation.

We cannot exclude, of course, that in some cases it is the fear that helps us make the right decisions, depending on the situation we are in.

But what are we really afraid of? The greatest and most ominous fear that inflicts us as human beings is the fear of the unknown.

Fear being such a common phenomenon, it carries a lot of names: panic, anxiety, worry, anguish, dread, phobia, terror, fright, alarm, horror, distrust, uneasiness, etc. Physically, fear manifests itself as a stomach pain, which then spreads to other parts of your body.

Fear can also bring us into a vicious circle, as it leads to a lack of experience, which then leads to ignorance, and that ignorance leads to even greater fear. In this way we may end up isolating ourselves, because we are afraid of becoming afraid.

There are two things that can help us overcome fear. One is courage, the other is knowledge. Without knowledge you need considerable **courage** to get by in life. When you don't know the result of an action, it takes **courage** to make a decision.

If you have knowledge about the possible outcomes of your action, however, you will not need courage to make your decision, as this will be based on your knowledge.

Thus, since we don't have complete knowledge of everything, we need courage to live. Courage is a muscle which can be trained, and one way of training this muscle is to take a risk from time to time.

This could well be a calculated risk, and as our self-confidence grows, we learn to calculate the risk more and more accurately.

Self-confidence equally involves a considerable amount of insecurity. No one is born with strong self-confidence, so it has to be built up gradually. You cannot, therefore, decide to have self-confidence, but you can decide to **acquire** it. All it takes is to

experience a sufficient number of times that “I can do it”, and then your self-confidence will follow.

People who never try anything new, or never take a calculated risk, will thus never build up their self-confidence. Another reason why many people fail to build up their self-confidence is that they don't like change, or that they try to avoid change.

As we all know, there is only one way to improve, and that is to change. And if you wish to become more self-confident, you have to make the changes that make your self-confidence grow. In practical terms, this means that you begin doing the things you are afraid of until you are no longer afraid.

Another widely known fact is that everything is difficult before it becomes easy; it is only after you have done something a number of times, thus getting an understanding of how it is done, that it becomes easy.

However, as some people don't wish to make the extra effort necessary to build up their self-confidence, or to overcome their fear, they never get to this stage.

In his book *The Law of Success* Napoleon Hill writes about our six most important and most destructive fears.

The first is the **fear of poverty**.

This is the fear that makes us cautious when faced with decisions. We are afraid of everything new; some people make up excuses like “I'm a realist”, and yet others postpone what they could do today for some other day. And last, but not least, we claim to be satisfied with what we've got, even when we are not. All these excuses spring from our fear of poverty.

The second fear is **the fear of criticism**.

This strong fear of being criticised by others can have the following consequence: afraid of being criticised, we follow the latest fashions in clothes and spend a lot more money on clothes than is necessary. Nor do we dare to speak our minds in the presence of others, and we are thus looked upon as puppets.

Suffering from the same fear, we also buy a big car, a big boat and a big house, none of which we can afford, to prevent criticism from coming. Indeed, in this situation we live **more for others** than for ourselves. We even start doing things we don't really like because we are afraid of being criticised.

The third fear is the **fear of bad health**.

Typical here is that the individual expects to fall ill and thus develops hypochondria. People who are afraid of falling ill often read everything they come across on illnesses and feel that they recognise the symptoms for just about any disease.

Individuals of this type are also very self-centred, and in addition, they have a tendency to “cure” all their supposed ailments by taking pills.

The fourth fear is **the fear of loss of love**.

People who are afraid of losing love are often characterised by low self-confidence, and if they have a steady partner, or if they are married, they are very often so jealous that it becomes too much.

The fear of losing someone you love to someone else often makes you find faults in others, especially if your partner points out that someone else is good-looking or has some positive qualities.

And last but not least, and you may find this unbelievable, the fear of losing love is also the reason why so many people play lotto games. They carry an inner hope that they will win the great prize, as this would strengthen their self-esteem, and the fear of losing their partner is in this way reduced.

The fifth fear is **the fear of getting old**.

When you have this fear, you do everything slowly, maybe because you are afraid of getting exhausted.

Statements like “I’m too old for that” are also typical; another typical sign is that you dress “young” out of fear of getting old, not to mention that you take part in activities you used to take part in when you were younger, or that you spend time with young people, hoping that people will think you are younger than you really are.

The sixth and last fear is **the fear of dying**.

People who are afraid of dying very often think about death, and are eager to discuss with their families what happens after they die. They often become more spiritual and get a stronger relation to God, even though they have never had this before. Unfortunately, this fear often leads to **exactly** what the person is afraid of; that they die earlier than necessary.

As you see, there are many reasons for fear and even more consequences when we are afraid. Thus, everyone should aim to achieve the necessary knowledge in our lives, so that our fear can be maximally eliminated.

Unfortunately, we can never get rid of fear altogether; it is something we have to live with. We should, however, build the strength in ourselves to take calculated risks, so that the fear doesn’t get the better of us.

Moreover, we all have a form of inner instinct for success. Earlier this was called the survival instinct, and animals still have this. Naturally, human beings have kept this instinct for survival, but we now tend to call it a success instinct, as it concerns our own **present-day** society.

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We have to learn to think right, make the right decisions and do what is best for ourselves and our families.

We also have to teach ourselves to say “yes” and “no” at the right places, so that the consequences don’t get too great. And as a curiosity, if you want success in life, just look at what the majority of people do, and then do the opposite, as the majority often go for the easiest way because of the consequences.

Remember, however, that this takes courage, and that you have to take a calculated risk.

YOU WON'T SUCCEED WITHOUT A CLEARLY DEFINED GOAL

If you really want to be self-motivated for the rest of your life, there is only one thing that you must do: have a clearly defined goal!

As I mentioned earlier, the condition for being motivated is to have a clearly defined motive, or a goal.

Indeed, I would say that if you ever feel down and unmotivated, the reason is quite simply that you lack a clearly defined goal.

If you go out and ask 100 people in the street where you live the following question:

“Can you tell me in one single sentence what you want to become, have, be, do or achieve 5, 10 or 15 years from now”,

you will probably be surprised to see that only 3-5% of the people you ask know this.

The remaining 95-97% doesn't have a clear idea of where they want to end up.

Let me therefore give you a small task that you probably have never done in your life, and that most people, unfortunately, never do.

Take three clean sheets and write at the top of the first:

“What do I really want?”, and as subheading;

“become, have, be, do, achieve”.

Then you note all things that come to your mind on this sheet.

Write down everything, both material and immaterial things, and do not pose yourself the question whether you think you will make it or not.

When you have done this, you put a ring around what you think would mean the **most** to if you succeeded in achieving it, and this should be a greater and more important goal than the other goals.

Then you take sheet number two and write at the top of it: **“what would it cost me to achieve this goal?”** And on this sheet you make a list of what it would cost in terms of money, sacrifices, defeats, education and hard work. You will know most of these answers from the goal you have set, so this part of the task is easy.

Then, to achieve your goal, as soon as you know the price for achieving it, you take a third sheet and write: **“Am I willing to pay the price?”**

And if the answer to this question is a doubtless “yes”, you have set the right goal and can set off to achieve it. If you are in doubt or the answer is or “no”, however, you may

have set yourself the wrong goal, as you are not willing to pay the price for the success you might achieve.

When you have done this you can push ahead, and from this point on you are on your way to a goal you have set yourself, and the motivation you will get is an indescribable experience.

Keep also in mind that without clearly defined goals a lot of energy in an individual gets **lost**, whereas an equal amount of energy is **created** when the individual has such goals.

The question you need to ask yourself is: “do I want to lose or create energy?” Your willingness to carry out a systematic, goal-directed plan correlates directly with your own estimation of your chances of achieving the goal, in relation to the price you would have to pay.

We could say that the more we want something, or the lower the price we have to pay, the more willing we will be to give it a try. In principle, this means that no one sets off on the path to a goal they don't think they can achieve.

If you are capable of visualising your goal, so that you can send a clear image of it to your sub-consciousness, your chances of accomplishing it will be much greater. If you manage to get the feeling of having achieved your goal, the task itself will be a lot easier, because you get support from your sub-consciousness. Put differently, your will gives you abilities you didn't have before.

It is only when you have a clearly defined goal in life that you are capable of taking the shortest path. When your goal is not clearly defined, you are like a river which always chooses the line of least resistance, and if the terrain is not straight, then nor is the river.

Then there is the enormous feeling of happiness when you know you are on your way towards a clearly defined goal that you have set yourself. Success has been defined as: **“each step you take on your way towards a self-determined goal”**.

What your goal is concerns no one but yourself, and perhaps your family. And if you are married, you should set the goal with your family, so that they, too, are aware of the price to be paid, for you all to reach the goal.

Keep in mind that every success has its price, and that every failure has its price; however, the price of failure is so much higher than the price of success.

In addition we may note that the price of success **always** has to be paid **beforehand**. In practice this means that you have to accomplish the task before success comes. This should be self-evident, but on the other hand, there are too many people who want success in life but do not understand why they are not really motivated.

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But in practically all cases, the reason is that the goal has not been defined clearly enough, or that they are not willing to pay the price of hard work to get the success they wish for.

This is also called “**the law of cause and effect**”, and it applies practically to all things and to all contexts. Just take an ordinary farmer; he will tell you that first he has to sow, and then fertilise and water, before he can eventually harvest his crops when autumn comes.

This is the way it works with all goals; first you have to decide what your goal is; then you have to find out what to do on your way to the goal, and then finally you will achieve your reward when the time comes.

MAKING A GOAL CARD

Let me then give you a piece of advice if you really want to achieve great goals in life.
Make a goal card.

The first time I heard about goal cards was in 1971, at a seminar where this was described. I started using goal cards at once, and I have been using them ever since.

The first few years I used the back of my business card as a goal card, and today it is a card, measuring 8x8 cm, that I always carry with me. The measurements have naturally increased in number and size as time has gone by.

To be effective the goal cards has to contain the following elements:

1. **a short description of the goal;**
2. **a date for when the goal must be achieved;**
3. **a short description of what you have to do to achieve it.**

When you have written all this down in clear and simple words you should take your goal card with you wherever you go, so that you can look at it at least every morning, at noon and in the evening, and as often as possible during the day. Each time you read the card aloud to yourself, an image is imprinted on your mind, so that you will get impulses from your brain, which make it easier to reach your goal.

Personally, I have one goal card in my wallet and one in my diary, and I always carry with me either of these two, wherever I am. Every time you read the goal card is like throwing petrol on a fire, as your wish to achieve your goal burns more and more strongly every time you look at it.

Each of the three elements I asked you to put on your goal card obviously has a clear meaning. The importance of writing a **clearly defined goal** is evident, as a clearly defined goal gives you motivation and clear thoughts.

As for the setting of a **date** for when your goal must be achieved, this is essential if you want to succeed. Most people have a built-in ability to postpone things until it is absolutely necessary to do them. Hence, it is important to have a precise date, so that you always have to do something **now** to make your goal a reality.

As regards our third point, writing down what **you have to do** to achieve your goal, it is clear that without plans you will not get anywhere. It has been said that something which is well planned is half done already before you start carrying it out, and I completely agree with this.

I would like to ask you a question: what do you think a new idea could be worth in your present job? I know you could not answer such a question because it depends entirely on what kind of idea it is and how it is exploited.

On the other hand, I think you would agree that **one** single idea has given the incentive to thousands of businesses. In fact, practically every business once started on the basis of **one** single idea.

But let's return the question I asked you. What is absolutely sure is that with **one** single idea you can change your work for the better; you can start earning more, or anything could happen, depending on the scope of your idea.

I will therefore give you an idea here and now; that you sit down with a clean sheet of paper and write at the top of it: **What can I do better in my work?**

At the beginning you might not come up with much, but continue to think all the same.

By and by you will discover that the hand holding the pen starts writing things that come to your mind. And for every thing that comes, another thing might emerge that you hadn't thought of, and thus it continues, until you have many good ideas written down on your sheet.

If you get into the habit of doing this, say every week, I you will probably have between 50 and 100 ideas or propositions you can use.

Not all of these will be equally good, but remember that it only takes **one** idea to make a complete change for the better.

And as I said earlier, if you want to be motivated for the rest of your life, you need to have a clearly defined goal, for every day, week, month and year to come.

YOUR ATTITUDE DETERMINES YOUR RESULTS IN LIFE

If you want to get motivated, then nothing can help you more than having a **positive mental attitude**.

Knowing what it takes to get motivated is one thing; another is knowing all the elements that could stop you from getting motivated, so that you can prevent these negative thoughts from entering your mind.

Earl Nightingale was a radio celebrity in the USA for almost 40 years. His programme *Our Changing World* was sent continuously on over 900 radio channels across America.

In 1933 he made a programme called *The Strangest Secret*. The programme lasted one hour, and its special secret was: YOU BECOME WHAT YOU THINK ABOUT.

The programme became a huge success, many people wanting a copy of it because they felt they had learned something that had changed their lives radically.

This gave Earl Nightingale the idea to set up his own business, making copies of the programme that he sold on audio-cassette. His old friend, businessman Lloyd Conant, took care of the marketing, and their business was given the name “Nightingale Conant Corporation and is today the biggest company in the world in the domain “[personal development](#)” on audio-video and CD’s.

The cassette, *The Strangest Secret*, has been sold in more than one millions of copies, and it is still a best-seller in the USA.

What I want to tell you with this story is that millions of people have succeeded in changing their lives and their motivation and have improved their results in life, simply by changing their attitudes.

The attitude you take to a task before you start has a great impact on the result, and it has been said that a positive mental attitude is more important even than mental capacity.

This means that no matter how intelligent you are, you will not get very far with a negative attitude, whereas with a positive attitude you can achieve a good result even with a limited intelligence.

Since motivation is an inner feeling, how you feel, your self-esteem and self-confidence, and not to mention your attitude, are obviously important.

There is one more thing that overshadows everything else when it comes to your personal attitude: having a high level of integrity.

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A high level of integrity means having principles you live by, a high ethical standard and high morals. In short, it means that you are honest and reliable in all possible respects.

With such an attitude there is very little which can destroy your motivation, and you will experience a continuing and positive development for the rest of your life.

Imagine what will happen around you, with your friends, colleagues and business partners, when they see that you always keep your promises: if you have taken on a job or a task, or if you have an appointment at a particular time and place; if you have made a promise, people know they can count on you.

This form of integrity will have a rippling effect, and the results *will* come.

In fact, your life will be easier when people can trust you, because your surroundings will be eager to help you, to make sure that the conditions are in your favour.

This will build up your self-esteem, your self-confidence, and I have no doubt that your results will be much better, once you have built up a high level of integrity.

YOUR POSITIVE AND NEGATIVE FEELINGS LEAD YOU

I will now tell you about seven positive and seven negative feelings; the seven positive feelings can make you strongly motivated, whereas the seven negative ones can stop you from getting motivated.

To remember these feelings and to work on them in the future, it might be a good idea to write them down on a sheet of paper. The seven positive feelings are:

1. **ENTHUSIASM**
2. **DESIRE**
3. **ROMANCE**
4. **SEXUALITY**
5. **FAITH**
6. **HOPE**
7. **LOVE**

Each of these contains great amounts of motivation, and everything comes from within.

The seven negative feelings you have to try to avoid as much as you can:

1. **SUPERSTITION**
2. **RAGE**
3. **GREED**
4. **JEALOUSY**
5. **FEAR**
6. **HATRED**
7. **REVENGE**

It is important to remember that positive and negative feelings cannot fill your mind at the same time; one has to dominate. Decide at once, therefore, that you do not want the negative feelings to get the upper hand; and after you have written them all down, go through them one by one, and **decide** that you are not going to be influenced in a negative direction.

IF YOU HAVE HOPE AND FAITH, YOU HAVE IT ALL

If I were to point out one positive feeling that I think is stronger than the others and that has done more to motivate people than anything else, it would have to be **hope**. Without hope there is no motivation and no prospects.

There is no limit to what people are capable of as long as there is hope in their minds.

Many years ago I spoke to a veteran from the Second World War who had been a prisoner in Germany for three years. He told me that sometimes he would lie in the same bed as his dead fellow prisoners for days without telling anyone, just to get their food rations. And for a long time they lived under horrendously inhumane conditions. What kept them alive, those who survived, was their hope that one day they would be rescued.

A hope that the War would one day be over, and a hope that one day they would see their families again. And when the hope becomes so strong that faith comes in, you are on the right path.

Napoleon Hill wrote in his book *Think and Grow Rich* that:
“what the human mind can conceive, and believe, it can achieve”.

These are powerful words because they tell us that if we can think about something, and believe in it, we will be able to make it happen. In other words, we would not have the capability to think it if we didn't already have what it takes inside us.

Consider this carefully: **“what your mind can conceive, and believe, you can achieve”.**

**If you think you are beaten, you are;
If you think you don't dare, you don't;
If you think you can't win, you certainly want.
If you think you will lose, you have already lost.
Because, we find everywhere that victory begins with the will, and everything depends on a state of mind.
If you think you have lost, then you have lost.
You have to think big to win a big victory.
You must be sure of yourself before you can ever win.
Life's victories are not won by the strongest or the fastest;
Sooner or later the one who thinks that he can will win.**

Too many people give up and lose their motivation because they have lost faith in success. With faith and hope you will also build perseverance, which is one of the most important criteria for achieving something great in life.

When you have perseverance you are also motivated, and when you are motivated you have perseverance.

Some people are not motivated enough to solve their problems, and they never stop complaining that their lives are difficult. Let me give you something to think about in this respect:

Life is nothing but one huge problem divided in thousands of problems, big and small, that have to be solved.

From the cradle to the grave you will be confronted with one problem after the other; we could say, in fact, that this is what life consists of.

If you tell yourself that you don't like problems, you are also saying that you don't like life. Thus you will automatically get a negative attitude to yourself and to others, and you will start wondering: what is really the meaning of life?

On the other hand, when you tell yourself that you like solving problems, your life will automatically become easier, because this is what life consists of, and you will achieve great results, one after the other and the faster you solve problems the fun you have.

It is your approach that is essential here, not the problems, as you will solve these elegantly by having a positive mental attitude, because it is this that keeps you motivated at all times.

A lot has been said about the meaning of life, and perhaps there are several answers to this question. There are probably religious, practical and other "meanings of life". If we take a practical approach, however, it appears to me that the meaning of life is; **"to render service to others."**

I believe that the more you manage to render service to others, the more money you will make (if that is your goal), and the happier and the more motivated you will be.

To make you understand the deeper meaning here, we could obviously define the word service as "doing something for others". We will then doubtlessly touch upon the proverbs "you reap as you sow" and "you must give to receive".

Many people have made their mark on history because they devoted their lives to helping others help their problems, or to rendering service.

Therefore, if you want to be happy, motivated and on your way towards a goal, then set your mind on becoming a good problem-solver, not just for yourself, but also for others.

To make this you have to decide to **like** problems, to look for them, not just wait for them to turn up. Set about finding **several** problems, and teach yourself to solve these in a better and faster way, and this will give you an inner motivation that makes you unstoppable.

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As problem solving becomes a habit, it becomes fun; you get a wonderful feeling; you become stronger, more motivated and more appreciated wherever you go. And don't forget that your attitude towards a problem is more important to solve the problem than the nature of the problem itself.

With a positive mental attitude you will manage to solve the problem; if you have a negative attitude, the problem will get the better of you and will discourage you.

So finally, if you want to be motivated for the rest of your life, make sure you know what you want in life. Make sure you have a positive mental attitude to yourself, to life and especially to problems.

You will gradually lose all your fears because your motivation gives you the inner drive necessary to reach your goals.

And remember Napoleon Hill's words:

“What your mind can conceive, and believe, you can achieve”.

IMPORTANT MESSAGE ON THE NEXT PAGE:



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Positive regards
Rino Solberg