



TOPIC: MOTIVATION

TITLE: MOTIVATION IS WHAT GETS YOU STARTED

"Motivation is what gets you started. Habit is what keeps you going." - Jim Ryuh

My last newsletter talked about setting goals and creating success habits to support those goals. Although we tend to feel energized and motivated once we've done this, the bigger challenge often becomes staying on track. This newsletter is dedicated to just that.

Personally, I often tend to be living in what I call my comfort zone. This is the place where I'm making good or even great efforts and strides, however, I'm also operating at a level less than what I'm truly capable of. I call it the comfort zone because it is just that - comfortable. The reality is that I'm always capable of much more than I ever imagined I would be. What I've done to help stretch myself out of this comfort zone, is create success habits which help me build new behaviors and learn new skills that will create success for me. They also keep me accountable during those times I'm tempted to get off track, lose focus or go back into the comfort zone.

Let me share my experience. Every year, I create new behaviors in areas I want to focus on. When I want to focus on growing my business, I have set up success habits around how often I should network, how many sales calls I should make, how often I should speak to organizations, etc. When I have an opportunity to improve my follow-up, I created success habits around returning phone calls/emails, meeting deadlines, etc. For balance, I create success habits around weekly exercise, or spending time with family or friends. In fact, one year ago, I created a brand new success habit around writing and distributing this very newsletter every two weeks. The real value for me lies in two areas: first, actually making the choice about what actions and behaviors I want to implement, and second, making a weekly commitment as to how often I will do it. Just like any sports team practices their sport between games, this is my version of the practice drill for my life.

Once I've determined and committed to my success habits, I then do them and track them daily. The real key to successfully implementing them and staying on track is the accountability I create for myself. My past experience tells me that I will hit bumps in the road, or unexpected challenges and will veer off course from my success habits.

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So, I've created some accountability for myself on several different levels: first, I write them down, post them in a place I see them constantly, and track them daily; second, I share my habits with everyone important to me and ask them to help keep me accountable; third, I report on them to a third party, in my case, a coach. The benefit for me is that when I do inevitably get off track, I've got someone there to help me notice I'm off track. Then, I can look at why and make changes to them where necessary, or recommit and refocus on them. The point is not to reward or beat myself up, but notice what's not getting my attention and make the necessary adjustments to get back on track. After I've done this consistently, I eventually build a behavior that becomes second nature, but more importantly creates the results I desired.

Once I've built new behaviors, which are second nature, I don't need to go through the process of tracking them anymore. I then know it's a good time to look at the new comfort zone, I'm in, look at the opportunity for myself, and begin the process again.

My challenge for you this week is to look at the success habits you are living, and how you are keeping yourself accountable to them.

What are the five most important success habits you are committing to this year?

- 1.
- 2.
- 3.
- 4.
- 5.

Who are you accountable to beside yourself?

How can they hold you accountable and help you stay on track?

In my experience, I can guarantee you that if you take the time to choose and create success habits for yourself, track them, and create support and accountability for them, you will create the results you're striving for.