

The 3 prerequisites

Without these 3 essentials your future success is severely hampered.

1. Motivation
2. Goals
3. Commitment

Don't let the simplicity of their appearance fool you. Mastering them in order to jump start your business is Sisyphean frustration at its best.

Start now.
No lollygagging.

1. Motivation

Motivation is what causes a person to act. It allows you to clearly see what you want and know why you want it. Motivation is your why. Motivation is personal; it's the reason for your action.

Here's a story to drive home the definition.

There were two warring tribes: one that lived in the lowlands and the other high in the mountains. One day the mountain people invaded the lowlanders, and as part

of their plundering they kidnapped a baby of one of the lowlander families and took the infant with them back up into the mountains.

The lowlanders didn't know how to climb the mountains. They didn't know any of the trails that the mountain people used, and they didn't know where to find the mountain people or how to track them in the steep terrain.

Even so, they sent out a party of their best fighting men to climb the mountain and bring the baby home.

The men tried first one method of climbing and then another. They tried one trail and then another. After several days of effort, however, they had climbed only several hundred feet.

Feeling hopeless and helpless, the lowlander men decided that the cause was lost, and they prepared to return to their village below.

As they were packing their gear for the descent, they saw the baby's mother walking toward them. They realized that she was coming down the mountain that they hadn't figured out how to climb. And then they saw that she had the baby strapped to her back. How could that be?

One man greeted her and said, "We couldn't climb this mountain. How did you do this when we, the strongest and most able men in the village couldn't do it?"

She shrugged her shoulders and said, **"It wasn't your baby."**

So, find your metaphoric “baby.” The possibilities are limitless: car, money, boat, vacation, castle by the sea, fame, respect, everlasting_____ (you fill in the blank). But you must find the “baby.” It’s the sotto voce that helps you continue to work late on a cold, rainy, Friday afternoon. It’s what keeps you going when every direction is down. The “baby” is paramount. Without it your efforts are truncated.

Having motivation doesn’t guarantee that you’ll succeed; however, its absence pretty much assures that you won’t. You need a deep internal belief that the change you’re contemplating is important. Aligning the desired change to a meaningful aspect of your life is paramount. How will your life improve as a result of successfully incorporating this change? How much closer to your goals will this change bring you? How will achieving these goals positively impact your life? The tighter you are able to weave this thread called motivation through your daily activities, and align the benefits of the change with your “greater cause”, the more likely you are to succeed.

2. Goal Setting

It’s hard to get there unless you aim for it.

Imagine this: you are asked to deliver a present to someone in Bangor, Maine. You’re to begin your journey in Louisville, Kentucky, and must pick up a passenger in Harvey Cedars, New Jersey. Not only that, you’ve got to complete the journey before the end of the year. This is going to require some sort of a plan or you’re likely to end up in Pine Hollow, Oregon. So why would jump starting your business require any less of a plan?

Here are some time proven steps that will help you get started with goal setting. As they say, this is not rocket science just some simple and succinct guidelines that work:

- 1. Where are you now?
- 2. Where do you want to be?
- 3. By when?
- 4. Write it down.
- 5. Begin immediately

Your goal must be a burning desire and important (to you), so important that you'd consider burning the ships.

3. Commitment

**I will _____ by _____
and nothing will stop me.**

Commitment is an essential partner to your motivation. It's the spark that ignites action. It's what turns your goals into a plan with tasks and a timeline.

Urban legend has it that when Spanish Conquistador Hernado Cortez landed in Mexico he ordered his troops to burn their ships. *Retreat was not an option.*

No turning back, no escape route from your goals.

Are you ready to burn the ships?

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In summary: **spend more time than you think necessary working on your motivation.** This is the foundation that must prove sturdy. Ask yourself, "Why do I want to jump start my business, my life?" List all the answers, dig deep, find out what really matters, get to the "real reasons" by continually asking yourself "what else?" Nurture the reasons, remind yourself frequently that you will endure the hardships because (list you're well thought out reasons). This motivation should be so prominent that it trumps the reasons not to move forward, it trumps the hardships you'll endure while pursuing your goal.

Nurture your motivation.
Develop your goals.
Commit to succeed.
Start Now.

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