

The **Businesswomans** *Network*

The Key To Motivation; How To Find Yours, And Hang On To It (Even On The Toughest Day)

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A number of fabulous BWN business women have asked how they can stay motivated when things are tough. When they are losing motivation and focus and business is suffering as a result.

Well this report is just for you.

Grab a pen and paper as throughout the report you will need to make some brief notes. Don't panic it is all information that you will have readily to hand at the front of your mind!

I know firsthand what struggling with motivation looks like.

What being unmotivated and scared looks like. (Ask me how fearful I used to be of public speaking and how easily I was demotivated to do it! Check out our public speaking report too on our website.)

And so I share with you the kind of words that would have come out of my mouth that when asked to speak and this report is full of ideas on how to never lack motivation again. (With a few pictures and a vision of me in your head, it's like your very own Motivational Mandie is in the room with you!)

(Please note this will only work, if what you read you put INTO ACTION - am I stressing that enough?

So watch out for the (Action point!) because that is when your pen and paper will be needed.)



Let's start at the traditional place, the beginning;

Why is motivation so important?

What is motivation?

And more importantly why is it important to your business success?

Let's look at what it means to you more importantly – we know it means the factors that allows you to do something, but what does it mean to you?

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Think about that right now. If its easier think of what not having motivation looks like. (Action point!)

And how can I give you some ideas to be motivated even when things are tough?

I call those days where you want to give up, your Tesco's days – the days when you think why am I doing this? Why don't I get a nice easy job greeting and meeting people in Tesco's, safe in the knowledge it's all someone else's worry and the minute I leave work I don't have to give it another thought. I won't have to worry about PAYE, tax, marketing, social networking, sales, profit, turnover.....

On those days, when the car won't start, you rowed with the kids, partner, sister, mother, you have more emails than the whole of Bournemouth and you don't know where to start – how are you going to keep motivated, feel positive and take action?

To me, motivation means being motivated to get on with things to get to a desired goal.

For instance, if I was not motivated to get to a desired destination and I got in my car. I could end up driving around in circles endlessly. Not ideal right?

More importantly if you are not motivated in business, then you lose direction, you lose focus, you forget how you can overcome adversity and find the solutions and you can lose your creativity – all factors that will impact on your success.

Why is it important to be motivated?

Well as a child we had people there to motivate us didn't we?

“Tidy your room and we can go to the park.”

“Get your home work done and you could get a gold star.”



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I love gold stars – ask me about them some time and I will tell you how powerful they can be. (Well they were to me.)

“Do well in your exams and I’ll buy you this.” There was always someone there to motivate us. However, as you get older, there isn’t necessarily someone there to motivate you like that anymore. So you need to become self motivated. If you are not self motivated how would you get up on a dark damp morning, when there’s no milk in the fridge, the car won’t start and your phone is dead?

The next time you do something brilliant, how will you remember it? How will you give yourself a gold star? This is important because when you are having a tough day Tesco’s sort of day, your subconscious can automatically access instant reminders that spring into your head of all the great things you have achieved and all that you are capable of. A instant recall that says “Hey don’t panic, remember when this happened and we had all that grief, and how you overcame adversity, found the solutions, kept focussed and came up with the ideas and got the results you wanted?” (Action point!)

Self motivation is imperative. If you are not self motivated when something goes wrong at work, are you more likely to give up?

If for instance you need to be motivated to pick up the phone. We all know that picking up the phone can lead to that appointment which leads to a sale, but who wants to go through rejection? Far easier not to pick up the phone and risk rejection right?

In our minds we allow the negative outcome to be the one that we assume will happen. “Oh what if they say that”, “What if they don’t like it?” “What if no one talks to me?” “What if it didn’t work?”

Reframe that negativity to power up your motivation!

Well what about flipping that round what if it did work?

You see the words we use on ourselves can be very powerful and not always in a good way. So be very aware of the words you use.

I want to introduce to two people who use words very powerfully (on me.)

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You see we all have them, those powerful little voices in our head that say things like “Who do you think you are? “What do you think you’re doing” “That will never work”.

First of all, let me introduce you to Maureen from the BT ads from TV many years ago. Maureen used to berate her son – “You can’t phone, why can’t you phone? Is there something wrong with your finger?” On and on, moaning about something or anything.

And now I allow that voice in my head, Here’s a great example;

Recently I was invited to the Home Office and my negative voice set off. “Who do you think you are going there?” “What do they want with you?” “You had better come clean and let them you are really no one special.” **So many business women tell me they are worried they will get found out, that they aren’t very good at what they do. When in actual fact they are!** The problem for many of these business women is they allow that negative voice to take control.

Whenever my Maureen voice starts on at me, I let me positive voice take over. For me it’s the Fairy from Scrooge – if you don’t know this film the fairy looks pretty and glittery but has a violent punch, and constantly uses it to get Bill Murray to appreciate the true situation. To make Scrooge really understand where his life is at and what is going on. **We often are not really aware of what is going on, what we are allowing our brain to take action and to believe.** How many times have you wandered through life believing something only to challenge what in actual fact is the truth? Back to believing that negative again! (Action point!)

I allow that fairy to kick butt for me, and quite often that includes kicking my butt. She makes me really assess the situation and look at the facts. **Am I believing the truth or am I letting a bad mood, an unplanned outcome, twist and misshape the truth?** Now you too ask yourself this. (Action point!)

You see you are in complete control of what your mind is saying if you choose to be. Listen to that sentence again – **You are in complete control of what your mind is saying if you choose to be** – More powerful than you may be truly appreciate.

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I let my fairy take me to occasions in my life that are powerful in a positive way. For instance, the networking event I attended where a business woman was nearly in tears when we 1st met and after working with me for a couple of coaching sessions is not bordering on giving up, as she was – I was the one that helped her turn it around – it's a powerful reminder What is a powerful reminder to you of why you? **(Action point!)**.

Or there is a picture of me. On a sea cruiser with my son, smiling from ear to ear in the sun in the South of France. That picture was taken after I had recovered from severe clinical depression that I thought would kill me, and seriously it was touch and go for a long time. This picture reminds me that if I can beat that I can overcome anything. So what are your visual reminders too? **(Action point!)**



What powerful images do you need to be reminded of?

Remember our brains are muscles like any others and if you don't use them you lose them. And if you are going to reprogram yours to concentrate on the positive, just like getting fit for a marathon if you stopped exercising your muscles would soon get flabby and relaxed again, so you need to always be reinforcing the positive. Always be aware of the negative attempting to creep in.

Too often we throw our power away and allow our mind to wander into negativity.

So from today be aware of the negative things you say about yourself. **(Action point!)**

A good exercise is the next time you look in a mirror, think "What is the first thing that springs into my mind?" If it's a negative, it is highly likely you are more prone to allowing negative thoughts to creep in, on the other hand if you

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concentrate on how gorgeous your legs are or how gorgeous your hair looks today then you are more likely to concentrate on the positive.

Only say things to yourself that you would say to your best friend. (Action point!) If you wouldn't say them to your best friend, then why say them to yourself? If they would support motivate and inspire your best friend, should you be saying them to yourself? The fact is if you don't look after your mind it will whirl away into negativity and wander off on its own path.



The great news is that just as you created a habit in only sourcing the negative, only believing the negative voice, you can turn that around and concentrate on the positive. You see when you have a positive self image you feel more confident, if you feel more confident you are more likely to believe in your ability to succeed, in tasks you undertake and if you believe you are more likely to succeed than fail then you are more likely to be motivated to get on! **Motivation loves positivity, and it hates a negative mind.**

Think of a negative spiral. And let me show you how **we allow negativity to impact on our motivation and our actions.**

Say for instance you take a phone call and it goes rather badly – you don't get to say what you wanted to, you feel unheard, you then come off of the phone and you misread an email taking the wrong tone from the email (as so easily happens since email has no tonality or expression) and it makes you feel unmotivated, it depresses you. Then everything you touch depresses you further, you start to dismiss your ability. You start to question what you can achieve, if you should even be the right person for the job. A negative spiral that goes down and down. Unless you stop that in its tracks it will always go down.

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Now **stop and start to look at the ways you can reprogram the outcome.**

Think of a time like this where you find it's a slippery slope into being down and unmotivated. Let's take the example I already gave you;

You know that you sometimes don't find the right words to get your message across clearly and to get the result you wanted from a phone conversation. You can either allow yourself to go down the slippery negative slide or you can decide to **think something different.** (Action point!)

The opposite of not getting to say what you wanted to say would be that you did get to say what you wanted. Writing an email does not mean you have to send it. Sometimes just getting things down on paper allow you to think things through. How many times have you been really fired up about something, only to come back to it weeks later and find it does not spark the same level of emotion? Writing an email that never gets sent can be a great way to express yourself without fear of offending anyone but feeling like you have aired your views.

On the other hand, a correctly worded email could be the key to feeling that the points you missed are clarified. You then feel heard; you don't lose motivation. You then feel positive and respected, you feel listened to (remember there is no guarantee that someone has read your email and yet we keep making assumptions don't we? And usually they are negative ones aren't they? You see – we do it all of the time!) So then you are able to carry on with your day feeling capable of the work ahead and ready for action – demotivation is derailed! A positive spiral is created that can go up and up and up!



Let's go back to that mirror. When you look in the mirror – smile at yourself even if it feels weird and it will – when you smile it releases endorphins and makes you feel good, and if you feel good, you feel positive – now what does that do to your motivation?

Remember the Carrot or The Stick.

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What is more likely to motivate you? If you were to say to yourself “Think how wonderful this would be if.....” or “Think how terrible if this were to happen because I didn’t do this!” Knowing if you are motivated by the carrot or the stick can be a powerful ally to success when it comes to motivation.

So ask yourself **“What motivates me the carrot or the stick?”** (Action point!)

Be very wary of the words you use.

I have done this exercise on numerous occasions always with similar results. I ask you to stand in front of me with your arms out to the sides, and then I am going to push down on your arms and you are to resist. If I was to then say lots of positive things about you like “your great, you’re a fab business woman, you are a great success, you rock” I know every time I have experimented with this, that your arms would be unlikely to move down. If I then was to say horrible things to you I have found time and time again the person arms are able to be moved.

You see we allow words to be used powerfully against us all of the time. So be very aware of that. I explained this to my daughter recently. Someone at school had said something nasty about her. I said to her “If a man in the street said you were stupid how would you feel?” and she said “I would just ignore him, I don’t know him, what does he know?”

I replied with “If I said you were stupid how would you feel?” And she said “sad”, when I asked her why she said it was because what I thought mattered to her. Ask yourself **who holds power of you?** And what impact can that have on your motivation? (Action point!)

If you find this is happening to yourself, what do you need to believe? To think to stay strong and motivated? What proof do you have from life to say that this person is wrong and you are right?

The thing is some areas of our life we are naturally motivated to do things aren’t we?

What areas are those? Think about all the things you are naturally motivated into action. For me I never cease to be motivated to sort my marketing

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strategy for the following week out and the reason is because I enjoy doing it because it gets me more clients.

I am always motivated to network because I know it works for my business growth.

I'm always motivated to ring my Mum, because it's fun doing it.

I'm motivated to go to a super market because I enjoy being in a non work environment

thinking about food and the meals I will cook later with my family sat around talking and eating together.



But listen to the important words I used in those statements. I enjoy, I know it works, it's fun. The fact is some of what I have said I bet some of you hate doing, but it's because I have positive thoughts attached to those activities I am able to be motivated to do them. To take action.

If you were to look at the things you are motivated to do, it's likely to be because you know the outcome, you know you can do it, you enjoy it, it's beneficial and they will all be positive motivators. Even if you hate your job and find it difficult to get out of bed in the morning, you are being motivated by something, not necessarily the job, but possibly the money and the opportunities that the money gives you?

Now think of things you are never motivated to do. For me the first one that springs to mind is washing the floor – I have a bad back so I know it will hurt to do, I know that within 20 minutes the dog's mucky paws will be showing up on it, not to mention my kids will have not taken their shoes off and have trailed their muddy prints across it too. So 10 minutes of "That floor looks nice, over the rest of the day, thinking what a waste of my limited time and resources!" As my mum always says you never lay on your death bed and say I wish I had cleaned more floors!

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But think about the emotional connections I have associated with washing the floor. It's going to be painful, unappreciated, short lived, a waste of my limited resources and time. None of them are likely to motivate me are they?

So to succeed when you feel demotivated, you need to ask yourself what emotional attachment am I creating here? (Action point!)

For instance, when Business Link still existed I was one of their suppliers delivering coaching to business women, the first time I sent in the paper work it seemed to take forever to complete their paperwork because I had to find the right information, it was a document over 20 pages long! And so I quickly associated it with being hard work. Now at the same time after every coaching session I am motivated to get the coaching report out to the client asap because they really matter to me, I wanted to see them powered up and taking action which I know will be reinforced by getting my report. I had created a negative connection between the Business Link report and my ability to do it easily and effectively. So that by the 3rd time I was so demotivated I would even have gone and washed a floor rather than get on with the task in question! I knew I had to create a new positive connection to ensure it did not become an area in my business life where I procrastinated.

I did it by actually timing how long it took to write up their report. And do you know what I had guessed it took an hour and a half and in actual fact it took about 25 minutes! Therefore I gained an hour in my day by creating a realistic positive belief about the task. So what action do you need to take from this information? (Action point!)

A word of advice here, sometimes you just have to knuckle down and do it. As I say **DIN – Do It NOW!** There is sometimes no motivation to rely on, so just getting on with the task becomes the motivation in itself!

What negative beliefs do you hold?

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Do you need to learn new skills?

New mindsets?

New ideas?

Do you need to outsource the task?

Do you need to time the task?

You see when you work out what pushes your buttons you can use this information powerfully in the future. **If you can create motivation in one area, you can use that to find motivation in other areas.**

Say for instance you are lacking creativity. The longer it persists the less motivated you become. So think about where you have found the solutions in the past? What information did you need? What proof do you have that you can think creatively and find the solutions? Did staring at a blank screen in the past work? If not, what did and how could you recreate that? **(Action point!)**

Take a moment to answer those questions, because **in the heat of a demotivated, tough day knowing the answers will help you no end.**

Who could you rely?

Some of you may know I helped create a nude calendar for charity full of business women. What motivated those women to be involved? They were all different shapes, sizes and ages. Jointly fearful and lacking in confidence and yet they all took their clothes off. What was the common motivator?



Well I hate to say it (because I too fear looking big headed – but that’s a blog in itself about the difference between confident and arrogant!) but if any of those 26 women were here, they are highly likely to say I was a factor! I have a way of helping people belief in themselves and their ability to achieve. For instance Julie Philpot who comes to the BWN in Norfolk I told her about the ITV1 Best Dish competition

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and how useful it could be for her business if she were to enter. She was unmotivated to do so, believing she couldn't come up with the right dish, she couldn't see herself doing it and getting a favourable outcome.

After a phone call with me, she entered. Ended up appearing on national TV and won regional Best dish and had a ton of free publicity in the in the process. (Well Done Julie!) To learn more about Julie go to <http://www.plantocook.co.uk/> (Can't resist the opportunity to promote a great business woman!)



Who will motivate you and inspire you?

I know another business woman that in the past has driven over a 100 miles to get to a BWN event run by me, because in her words she never fails to come away motivated, knowing she can achieve anything.

Who will motivate, reassure, support you?

Who do you know can you pick up the phone to, email, tweet that will always lift you up again and remind you how fabulous you really are? Knowing today who you can rely on is an essential tool to being motivated always. (Action point!)

Likewise, what environments demotivate you?

I was speaking to a business woman recently who said that there was a certain network that she always came away from worrying about the economy, the future of her business and questioning her direction. And it was only after a conversation with me that she realised that the problem was the people she was surrounding herself with.

What people rain on your parade? Who are the people that say "I wouldn't do that if I was you" Be aware of the negative forces on you. (Action point!)



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If you work alone or from home, you can feel isolated what impact can that have on motivation?

Networking, social media, mates, who can you email/phone lean on that will motivate you in a positive way – who do you know that always make you feel good about yourself. (Action point!)

Too many of us allow external forces to affect our motivation. Say you have a great day – you leave work buzzing, you get home and are still buzzing, you find your motivated to go to the gym, cook a meal from scratch, do more than you normally are, you get up the next day and go to work still buzzing – ready for anything.

On the other hand.....

Are you the kind of person that needs a large bar of chocolate or glass of wine if someone says something nasty? Or if something does not have the planned outcome you anticipated you reach for the fridge door? Do you instantly put 2 and 2 together and come up with 412 because you assume it's a direct connection to the fact you are useless and it was destined for failure?

And lastly I want to leave you with this....

Imagine you had all your positive traits, the positive beliefs you hold about yourself, the skills, the great mindset, and successes of your life piled up on one side of a set of scales, and on the other side you put on the negative beliefs, the failures you hang on to, the negative mindset, the lack of skills and you piled that up as well.

If they are equal all of your greatness, all that you are skilled and talented at and all that positivity gets.....wiped out!

Why would you do that to yourself?

So from today deal with what's in the negative half of the scales. Refer back to this free report specifically the (Action point!) and the highlighted print for speed of access, and believe as I firmly do that **“Everyone has the ability to achieve what they truly wish to. Be motivated from today to get what you want”**

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Going Home Thoughts:

Power of Words.

Assume

Do you need to change your mindset or skill set?

Carrot or Stick.

DIN – Do It NOW

Who, What, Where Motivates you?

Pile up that Positivity

Give yourself the Gold Stars

And remember I firmly believe in you and your success.

To get in touch with me and learn more about how I can help you, share your woes and success email me at Mandie@mandieholgate.co.uk or phone me as it's great to talk 07989 935556

Want more? Did you know I run a live master class on Facebook every Tuesday at 1pm and you can ask any question you want for your own personalised answers? And there's my 5-star review book on Amazon!