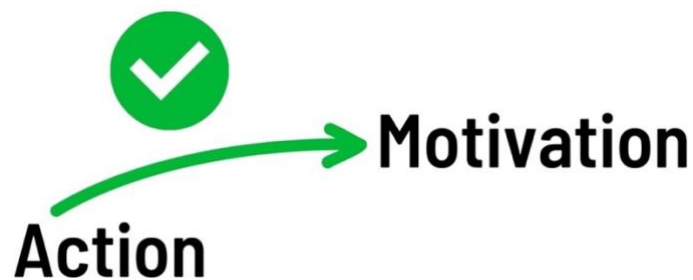


WHAT COMES FIRST... MOTIVATION OR ACTION?

I used to think that this was how it worked:



Now, I believe that this is how it works:



- **STOP saying:** "I need to get motivated to take action".
- **START saying:** "I need to take action in order to get motivated".
- **ACTION RAMPS:** Take a small, specific step to build momentum.
 - Break the desired action down into a simple 2-minute version.
 - Make it so simple that you think 'it is too easy'.
- **Is MOTIVATION even a real tangible object?**
 - Can you see it?
 - Can you touch it?
 - Or is it a mindset, a feeling, a part of our imagination?
- **CLARITY fuels motivation**
 - **DEFINE:** WHAT exact action will you take?
 - **SCHEDULE:** WHEN will you do it?
 - **PLAN:** WHERE will you do it?

'You must learn to show up and perform without motivation'