

## Chapter 1

# Prepare To Get Motivated

**C**ongratulations! You've just made a brave step into a field that few people understand, and even fewer can actually do well. Welcome to the wild world of motivational coaching.

Why is this such a unique field? Well, first off, a lot of people get the wrong idea about the field; the term *motivational coach* is at best misleading, and at worst, misunderstood and ridiculed. Second, it's a unique field because it's somewhat of a limbo field; it's not standard consulting where you provide specific business information to someone from a position of expertise, and it's not psychotherapy, where issues of mental health are handled by professionals with licenses and degrees.

Motivational coaching falls in a very strange place somewhere in between consulting and therapy, and to add even more confusion, at one point of the triangle there's this additional word thrown in: "motivational." So it's consulting meets psychotherapy with a motivational twist.

Like I said, it's a strange field, but it's a wonderful and fulfilling field, and it's more rewarding than perhaps any other field. And thanks to the hybrid/limbo characteristics of motivational coaching, you end up not only giving great advice as a consultant and helping your clients get over their roadblocks as a counselor, but you have the added thrill of motivating them to achieve heights that they never could have imagined without your help. And WOW—that is an amazing feeling.

### **THE EVOLUTION OF THE MOTIVATIONAL COACHING FIELD**

As far as I am concerned, Tony Robbins really put motivational coaching on the map. While certainly there are the greats such as Dale Carnegie and Napoleon Hill, it was Tony Robbins who really took motivational coaching to an international level and made it a modern craze.

This concept of motivation expanded into finance with Robert Kiyosaki and the Rich Dad series, Robert Allen, and Suze Orman; into real estate with Carlton Sheets, and Donald Trump and Trump University; into the stock market with Investools and Robert Allen, and the list goes on.

Over the last 20 years, motivation moved from being a fringe industry into the international spotlight, in large part thanks to the internet and the ease of communication that e-mail brought into nearly every home. Motivational coaching is no longer something that "those people" do; it's something that is starting to intrigue even Joe Public in Anytown.

## SOME PEOPLE JUST WON'T CHANGE

This discussion of the growth of motivational coaching leads to an interesting fact: While the number of people who are interested in motivational services these

### Smart Tip

**Motivational coaching is a cross between consulting, coaching, and counseling, and you should aim to be well versed in all three.**



days has greatly increased, the vast majority of those who seek such help don't really change their lives all that much as a result of what they've learned. While I am coaching people today who 10 years ago might not have hired me, it is also clear that not everyone I coach soars to new heights. Some just refuse to change. I provide them the information and get them inspired, but they just fizzle out. Sure,

many of my clients do take what I give them and run with it to the tops of their field, but others take what I give them, put the information in a closet, and return to their old ways of doing things. While this is disappointing, there is not much I can do about it. And there won't be much you can do about it, either.

You see, statistics show that if 100 people attend a seminar, only 30 of them will actually act on the information provided, even if they agree completely with the actions recommended. Why is this? Well, for one, people are generally lazy, no matter what they may tell you or lead you to believe. Second, most people don't want to actually work to change their life; they want a quick fix that doesn't require hard work. They would really like to see change in their lives, but they don't want to *change themselves* in the meantime to help effect that change in their lives. Unfortunately, the quick fix doesn't exist, and many people just give up.

This point is crucial. Just because there has been a large increase in curiosity for motivational coaching and services, it doesn't mean that there is a large change in the psychological tendencies of human beings. Most people still remain unwilling to do what they know they need to do in order to become and remain successful. This is why, today, there are some people who I just will not accept as a client, and also why there is always going to be a large group of people who will never hire a motivational coach—they just don't care enough about the future to sacrifice in the present.

### Beware!

**Do not call yourself a psychotherapist unless you are licensed to do so.**



## ALL COACHING NEEDS TO BE MOTIVATIONAL

The other key transition is that everyone is starting to demand that all coaching—no matter what the field—needs to be motivational. Consulting is—in my

opinion—starting to take a backseat to coaching because people no longer want to be bored to death with dry data (i.e., a consultant). Today, clients demand more. They not only want the expert analysis, but they also want to be instilled with the confidence to know that they can implement the new plan. They want the passion to come with the plan. They want to be inspired to take the leaps of faith that they just couldn't do alone. They want—and crave—the validation that they just can't find anywhere else.

Yes, today, coaching of *any* sort needs to be motivational, and most consultants will agree that their approach today is beginning to morph to include

aspects of coaching, and motivational coaching at that. Isn't it rather funny, though, that it is even called *motivational* coaching—as if there are other branches of coaching that are not motivational? How can anyone be a good coach without being motivational? It seems so obvious. Whether you are coaching a basketball team or a five-person computer programming group; the cast of a feature film or an individual entrepreneur; the CEO of a company or a police officer on the local force; it's all the same—if you're not motivational, you are not doing your job! If you are not helping them to realize that the plan is doable, and is going to be successful, what kind of coach are you anyway?

### YOU NEED TO BE MOTIVATED BEFORE ALL OTHERS

Surprise! In order to be a motivational coach, you need to first be a motivated *person*!

What does that mean? It means that you can't just say that you are a

### Stat Fact

*Most people who attend seminars do not implement what they learn from seminars. The same is true of those who use coaches for a brief stint, and then stop. This is why it is in your best interest to work with clients over a period of time. The accountability you provide the client over a long-term coaching period will result in better results.*



### Smart Tip

*Read this book with a “no rules” frame of mind. What works for you may differ from what I recommend here. Every company is unique and needs to be approached as such. Don't be afraid to break the rules.*



motivational coach; you need to embody it, and mean it. To that end, it is nothing more than having a three-fold passion for:

- ▲ coaching a particular subject matter
- ▲ teaching and helping others with the subject
- ▲ igniting and fueling a fire within someone else, especially when they think that they can't do it

Each of these three requirements are going to be discussed at length throughout this book, but the key to take away from this introductory section is that *you need to be an exciting person!* Sure, it seems like an obvious necessity that you need to be motivated first, but a lot of people don't get that. They think that just because they understand the subject matter they are coaching—voila—they are going to have a successful coaching business. WRONG.

You need to be that “first mover” that Aristotle talks about; that force that inspires motion in others. You need to be the inspiration and role model for your clients. If they don't see the fire within you from the moment the relationship begins, you are never going to be able to ignite it within them.

### Life Is Still Going To Suck Sometimes

Want the harsh reality? Being a motivational coach to others is perhaps one of the most difficult jobs in the world, and for one reason: It is sometimes incredibly hard to motivate others when you yourself are not.

#### Smart Tip

*There is a strange phenomenon that you will encounter over and over again: When you are depressed and don't want to meet with a client, the best thing you can actually do is go ahead with the client meeting anyway. Why is this? Simple: Your clients are going to end up motivating you!*



You see, just because you are motivational and inspiring to others does not mean that you are impervious to depression, loneliness, doubt, fear, and self-consciousness yourself. In fact, you, as a motivational coach, may in fact be more in tune with these psychological issues within yourself than any of your clients.

The point here is that being a motivational coach is not always fun. Some days, you are going to look at your appointment book, and think, “Helping someone else out today is really the last thing I want to do right now.” Some days—it is inevitable—you

are going to receive some bad news about some aspect of your *own* career or life. Many times, this bad news will arrive right before a scheduled meeting with a client. That is going to bring you down, and you are not going to want to be a motivational coach anymore. In fact, at times like this, you may question whether

## **Beware!**

***You too are going to become depressed sometimes. This is OK, as long as you understand from the outset that you are an entrepreneur first, and a motivational coach second. All entrepreneurs feel down sometimes. Just because you become a motivational coach doesn't mean you are incapable of feeling sadness and defeat. Do not think of yourself as a failure if you yourself become depressed along the way. It's all to be expected.***



you are even qualified to be a motivational coach. You'll start thinking, "Maybe I'm just a charlatan!"

There is some good news here: Don't worry about it! All this means is that you are human, and that just as your clients aren't superhuman, neither are you.

My clients ask me constantly, "But who is *your* coach?" True, I myself do have my own coaches and mentors, from Jay Conrad Levinson to my various professors at grad school. But they aren't the ones who get me motivated on a daily basis. Who is then? The answer is clear. My clients! It is by helping my own clients, and seeing their eyes light up, and seeing their hopes and dreams come alive within

their own souls that gets me pumped up again about my *own* hopes and dreams.

The end result is that—without fail—I always feel like a million bucks after a client meeting, no matter how depressed I felt going into the meeting. That's one of the best lessons I can give you: As a motivational coach, you need to force yourself to go meet with a client even if you don't feel like it. Once you do, you'll be glad you did. As they say in show-biz, the show must go on!

## **Create Your Own Accountability**

Another nice byproduct of being a motivational coach is that all your clients and all of the people on your e-mail list (a list which you are soon going to start amassing) are going to start to depend on you as a beacon of light and inspiration. From day one, their hopes and dreams are going to start falling on your shoulders—and you are going to start to feel obligated to these people.

## **Smart Tip**

***Don't come across as too much of a super-human character to your client. Despite your accomplishments, you want others to be able to relate to you, feel that they know you, and to feel that they too can be successful. To that end, let people know that you too have struggled or are struggling, and show them how you—the motivational coach—are getting through it.***



Why is this good? Well, at that point, you are less likely to give up. The more people who find their hope and inspiration in *you*, the less likely you are going to have the guts to abandon what you started when the going gets tough.

Think about it. Let's say I, Monroe Mann, suddenly decided to just give up on everything. Gosh, how would that make all of my clients feel? How would that make all my prospective clients feel? At the very *least*, these people might end up giving up on their dreams, and I sure don't want that on my conscience! Just knowing that others might give up if I do is enough to get me thinking—do I really want to be responsible for others giving up their dreams? No matter how bad things ever get at my end, I can never give up, because if I did, I would be encouraging others to do so—and that is simply not acceptable.

### WRAP UP

So what is the best way for you to prepare, and how long should you take in preparing to launch your venture? I'm not going to answer that question. Instead, I am going to let you in on a little secret: No entrepreneur in the history of the world ever felt completely prepared—and neither will you. You can prepare for the next 10 years, and you will still not feel ready. This means that the best time to start is now. Did I wait until I had all of my credentials before opening up shop? No way, I'm too impatient for that. Did everything work out? It sure did. Could I also have waited for five years and then started? Sure, I could have done that too. But why wait?

Think about the word *preparation* for a moment. If you look it up in the dictionary, Merriam Webster defines it as, “the action or process of making something ready for use or service, or of getting ready for some occasion, test, or duty.” In other words, preparation happens *before* you begin the activity in earnest.

A big problem with a lot of people is that they do either one of two things when starting a business. First, they don't take the time to properly prepare, and just rush to start—which is a mistake—or second, they actually take so much time preparing to prepare that they never even get started. Hint: Don't do either.

Instead, research first and *then* be impulsive. Read this entire book, then pick up a few more that are recommended and read through them, too. And then... just start.