

## THE BIG IDEAS

### 9 Declarations

To claim your personal power.

### What Is Motivation

The reason for doing.

### Spark + Sustain + Amplify

Your motivation.

### Addictions

To digital distractions.

### Your Manifesto

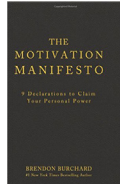
Write it. Mission. Plan. Steps.

### Joyous Masters

Let's be one.

### The Qualities

By which you will be remembered.



# The Motivation Manifesto

## 9 Declarations to Claim Your Personal Power

BY BRENDON BURCHARD · HAY HOUSE, INC. © 2014 · 256 PAGES

“The first virtue of the great among us is a remarkable level of sustained motivation. Success and fulfillment in life rests on the unflagging ability to get up, to be ourselves, to chase our dreams with fire each day, to keep willing ourselves to the next level of presence and performance and potential. More broadly, our entire human value system rests on motivation. None of the great human values that keep us and society in check—kindness, love, honesty, fairness, unity, tolerance, respect, responsibility—would flourish if we were not motivated to bring them to life. And so if we fail to master our motivation at an individual level, we cannot be happy; if we fail to maintain our motives for goodness at a societal level, all would be lost.

What great heights could we reach if we truly activated our human motivation? Imagine how the world would change, almost immediately, if its citizens could turn on their motivation whenever desired, for as long as desired. Would more people become free and happy? Would we have the stamina to end poverty? Would we build more schools? Might we end famine, eliminate dis-ease, free those wrongly imprisoned, stop global warming, and achieve remarkable progress in every corner of the globe? Would billions more see their dreams come true?

How different our society could be if true motivation ran deep, if all that apathy and aimlessness drifted away and our people were fired by a conscious mind and a consistently committed heart? Imagine how the world would prosper. Imagine the freedom.

This is a reachable possibility because motivation is stunningly simple to figure out and act upon. And so let us begin that path by demystifying why we do what we do.”

~ Brendon Burchard from *The Motivation Manifesto*

[Brendon Burchard](#) is one of the most popular motivation and business marketing experts in the world. (To put it in perspective: He's one of the Top 100 most popular public figures on Facebook and has twice as many fans as Tony Robbins.)

He's a #1 *New York Times* bestselling author who has sustained a huge amount of motivation over an extended period of time and gives us a roadmap on how to write our own Motivation Manifesto.

The book is packed with Big Ideas (get a copy [here](#)) and I'm excited to explore some of my favorites so let's jump straight in.

We'll start with the “9 Declarations to Claim Your Personal Power”:

*“Choosing our own aims and seeking to bring them to fruition creates a sense of vitality and motivation in life. The only things that derail our efforts are fear and oppression.”*

~ Brendon Burchard

"Motivation feels fickle only to those who have been inattentive to their ambitions."

~ Brendon Burchard

## THE 9 DECLARATIONS TO CLAIM YOUR PERSONAL POWER

I. MEET LIFE WITH FULL PRESENCE AND POWER

II. RECLAIM YOUR AGENDA

III. DEFEAT YOUR DEMONS

IV. ADVANCE WITH ABANDON

V. PRACTICE JOY AND GRATITUDE

VI. DO NOT BREAK INTEGRITY

VII. AMPLIFY LOVE

VIII. INSPIRE GREATNESS

IX. SLOW TIME."

Those 9 declarations form the nine chapters of section two of the book (after Brendon walks us through his thoughts on freedom and fear and motivation).

We'll take a look at some of my favorites, but first let's define motivation.

### WHAT IS MOTIVATION?

"Our first step is to understand motivation's root, *motive*, which means *a reason for action*. It's the 'why' we do something. To develop a motive for action, our mind, with or without conscious guidance, filters through various thoughts, feelings, and experiences, and *chooses* from them a set of reasons to do or not do something. Our mind's clarity on and commitment to that choice dictates our level of motivation. If we are clear and committed, we will feel high levels of motivation. If we are unclear or uncommitted, motivation will be low. From this process comes a simple axiom:

*The mother of motivation is choice.*

Our mind *chose* a reason for action, and it either committed to that choice or it did not, and thus we experience a high level of motivation or a low one. In this truth we find our greatest personal power: the ability to take over our impulses and direct our minds to choices and commitments that will serve us.

Simply, we can choose our aim, and our reason for that aim, and a continued focus on the aim will arouse a desire for action, which we sense as energy—a motivating power within."

I love unpacking the etymology of words.

Motivation comes from the root *motive* which means "a reason for action."

*Motive* comes from the Latin word *motivus* which means "to move."

So, basically, motivation is WHY WE MOVE. Why we do something.

If we want to sustain our motivation, we need to get clear on the choices we're making and the underlying process of sparking and sustaining our motivation. Which leads us to the next Idea.

### SPARK, SUSTAIN AND AMPLIFY YOUR MOTIVATION

"Choose an ambition and, with full force, expect that it is possible and that you can make it happen. Give constant attention and committed effort to your dreams, and your motivation will perpetuate itself. Demonstrate a positive attitude as you strive for great things and take care to create a supportive environment around you that amplifies your motivation."

"A hallmark of those who achieve greatness is the discovery that they can control the level of motivation they feel by better directing their own minds."

~ Brendon Burchard

*"It is the obvious equation  
and the ultimate secret:  
the deeper and longer I give  
attention to my ambitions and  
passion, the more motivation  
I feel."*

~ Brendon Burchard

After defining motivation and forcefully articulating the fact that we must take control of our mind and the choices we're making if we want to sustain motivation, Brendon walks through the key elements of the three phases of motivation:

We need to **SPARK** our motivation, we need to **SUSTAIN** our motivation and we need to **AMPLIFY** our motivation.

In the **Spark** phase, two things are essential: *Ambition + Expectancy*.

Our *ambition* is our desire. We must **REALLY** want something if we want to be \*really\* motivated to get it. We can't have a passive, kinda sorta whatever attitude toward the object of our desire.

Our *expectancy* is the confidence we have that we can actually attain that which we desire. If you don't have this confidence then what you have is more wishful hoping than sustainable motivation.

So, Step 1 to SPARKING the process: Know what you want, get fired up about it and expect to get it. (Begg the question: What do YOU want?)

Alright. You've Sparked your motivation. Nice. Now let's **Sustain** it. Two keys to his phase: *Attention + Effort*.

We will never Sustain motivation if we forget what we're excited about. We must bring our *attention* to our ambitious desires. Know what you want, write it down. Read it. Again and again and again. Sustain attention on it to sustain motivation for it.

And, of course, we must exert *effort* in pursuit of our goals if we want to sustain motivation. We need to know what we want and take steps toward its actualization every.single.day. Keeping the momentum alive as we keep it on the top of our minds.

This might sound obvious (because it is!), but that's the whole point. As always, we need to translate common sense into common practice!

Then there's the **Amplify** phase. We amplify via two keys: *Attitude + Environment*.

People who achieve extraordinary things are positive and enthusiastic. They deliberately cultivate this *Attitude* by choosing the thoughts and behaviors that support them.

They also deliberately create an *Environment* that supports them. They surround themselves with positive people and a physical environments that inspire.

**Spark + Sustain + Amplify.**

(Ambition + Expectancy) + (Attention + Effort) + (Attitude + Environment)

→ *What do you want?*

→ *Do you believe you can achieve it?*

→ *Are you giving it enough attention?*

→ *Are you putting in enough consistent effort?*

→ *Are you choosing a positive attitude?*

→ *And are you creating a supportive environment?*

These are important questions to explore.

Where are you strong? Where are you weak? How can you improve?

Here's to sparking, sustaining and amplifying your motivation!!

*"Let us be clear: Greatness  
belongs to those who have  
mastered the ability to  
focus relentlessly on their  
ambitions and act decisively  
toward them."*

~ Brendon Burchard

*"If we can see a dream in the distance, let us move toward it with real force, will, and consistency."*

~ Brendon Burchard

P.S. This is very (!) similar to [Piers Steel](#)'s formula he distilled from essentially \*all\* the scientific research on motivation and procrastination.

As you may recall, in [The Procrastination Equation](#) (see Notes), he tells us that Motivation = Expectancy (your confidence you can get something) x Value (how much you want something) divided by Impulsiveness (how much you chase immediate pleasure) x Delay (how far out your goal is).

In short, you need to REALLY want something AND you need to think you can get it while you curb your impulses and set a ton of short-term, micro goals.

## OUR ADDICTION TO DIGITAL DISTRACTIONS

"Let us boldly ask what it says about ourselves if we cannot pull back from our addiction to digital distractions. For it is an addiction; we are no better off than the alcoholic who cannot avoid the bar or the gambler the casino. Those with a compulsion to constantly check in have lives like this: They awake each day and their first act is to review the messages left by others, always terrified that they may have missed something that someone else wanted on a whim just hours or minutes ago. Their second effort is to divide up their day based not on what they should accomplish in pursuit of their dreams but, rather, on the hours they must spend responding to the needs and requests of others. They reply with equal frenzy and devotion to one and all, to both influencers and idiots, their addiction to meet others' demands making no distinction, giving no priority. All day, they are busy accomplishing nothing but responding to everything. There is no vision, only reaction—a self-imposed terror that they are falling behind. Their aim in life, if we can call it that, is to 'get through' it all, to 'catch up' in a rat race that they should never have entered and will never win."

Yikes. That's from the second declaration that we will reclaim our agenda. Does it come close to describing *your* habits?

If so (or if more than you'd like), it's time be honest. You're addicted.

Of course, we are ALL addicted to our technology to some degree.

When I notice the little addicted rat-running-thru-a-maze compulsive version of me, I like to notice, smile, and REFUSE to be driven by compulsion. (Except when I don't. Hah.)

Our ability to sustain attention on what matters is, by far, our most important asset. Anything that threatens that, no matter how stimulating in the moment, needs to be contained. Period.

Let's make it a game.

Start your day with a solid AM time block dedicated to what truly matters to you—whether that's family or meditation or exercise or creativity or whatever. The email can wait. Do you *really* need to roll over and IMMEDIATELY turn on your smartphone to check out the latest? That's no less an addiction than the smoker lighting up first thing.

Create bright lines throughout your day. Turn off the Internet and shut the door so you can do truly [Deep Work](#) (see those Notes).

Turn off all your push notifications and email alerts and recapture a TON of time. (Researchers say you could get a MONTH (!!!) of productivity back by simply turning off the email notices!!)

Turn your phone off when you're with your family. Practice being present rather than a distracted zombie.

P.S. "All day they are busy accomplishing nothing but responding to everything." <— Let's not do that.

*"Honesty. Responsibility.  
Intelligence. Excellence.  
Courage. Respect. Vigilance.  
Service. Unity. These are the  
virtues of greatness that we  
must exemplify and expect.  
These are the virtues that  
forge remarkable people and  
may be wielded like a sword  
against many of the world's  
ills."*

~ Brendon Burchard

*"Wisdom is knowing who to be and what to do in a given situation; virtue is acting on that wisdom."*

~ Brendon Burchard

## YOUR WRITTEN MANIFESTO

"We must go further. Beyond evaluating our current life experience and becoming clear as to whether or not our days' efforts are meaningful to us, we must set a new and more productive course for our lives.

What will our mission be from this moment forward?

What will be our plan of action?

What steps must be taken?

These questions are not a philosophical suggestion. We should sit down now with pen in hand and write out the focus and direction of our lives from now forward. Lacking our own declarations and directives in life—written down, reviewed, updated, lived from—we can only fall into the herd. We end up where 'they' take us, where they want us, wherever the wind blows us, regardless of our hopes and intent. Such a life is not one we want."

It's time to write our own manifesto.

Bust out a piece of paper and write down a response to those three questions. (Brendon shares a bunch more in the book.)

—> What's your MISSION?

—> What's your PLAN?

—> What STEPS will you take?

WRITE IT DOWN!!!

As Brendon tells us: "There is a reason nations write out and follow their declarations, constitutions, and laws. No matter how strong a society, no matter its intent or culture or popular will, without written directives all is lost in the randomness of human behavior. That is why we must write and that is why we must revisit our manifestos and that is why we must act in alignment to the agenda we have set for ourselves."

## THE JOYOUS MASTERS

"Those who perfect bringing joy to every day of their lives are not unlike any other master—they work so hard at something that it soon becomes *play*. The greatest artists and athletes, the highest achieving executives and entrepreneurs, the happiest laborers and the most respected leaders all lose themselves in their work with great zeal and enthusiasm. Their efforts are like a game. They immerse themselves cheerfully as if playing to their strengths in a great sandlot. They do not look angry, bewildered, frustrated, or restless but rather relaxed, effortless. Even in chaos and turmoil, they meet struggle with intense and spirited joy. They engage in the challenge and honor it as if they expected it and accept it. Even amid the discomfort of growing complexity of building their lives and their careers, they often appear unfazed and nearly serene. They often sing while they toil, and smile while perplexed and working. They spend and stretch themselves with devotion, willing themselves to remain positive and cheerful, knowing that one day their diligence will make them masters, knowing that one day they will have their victory and transcendence. *These are the joyous masters.*"

The joyous masters.

*"They work so hard at something that it soon becomes play."*

<— So good.

Let's make our lives one big game and have people wonder whether we're working or playing. :)

## HOW DO YOU WANT OTHERS TO REMEMBER YOU?

"Am I taking enough bold and significant actions in order to advance my life and reach my full potential? If I were unafraid and acting from my highest self, what would I be doing to move forward in life?"

~ Brendon Burchard

"Do we have this level of self-mastery? Do we know what qualities of character would make us feel congruent, happy, and whole? If not, let us ask, 'If I were to die tomorrow, how would I want others to remember me? What exact words and phrases would I be happy to hear them use to describe me? When I guide my decisions and actions today, what exact words and phrases should penetrate my mind and inspire me to be a good human?' The answers to these questions give us focus in life. Should we desire to be remembered as vibrant, kind, intelligent, loving, and courageous, then we can choose to live in alignment with those descriptions.

To some, this seems too basic a premise. But common sense is not always common practice."

Nearly fifteen years ago when I first started coaching people on how to optimize their lives, I'd always start with a eulogy exercise in which my client would imagine their own funeral and what the people in their lives had to say about them—capturing the qualities for which they hoped to be remembered.

What qualities do YOU hope to be remembered for?

Write them down. Now. Reflect on them often. Be the radiant embodiment of those qualities.

Get 5% better today. And tomorrow. And the day after that.

Sustain your motivation and make your life a masterpiece,

B

**Brian Johnson,**  
*Chief Philosopher*

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### About the Author of "The Motivation Manifesto"

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Brendon Burchard is the #1 *New York Times* bestselling author of *The Millionaire Messenger* and the #1 Amazon.com bestseller *Life's Golden Ticket*. He is also founder of High Performance Academy, the legendary personal development program for achievers, and Experts Academy, the world's most comprehensive marketing training program for aspiring authors, speakers, coaches, and online thought leaders. Connect: [brendonburchard.com](http://brendonburchard.com)

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Brian Johnson loves helping people optimize their lives as he studies, embodies and teaches the fundamentals of optimal living—integrating ancient wisdom + modern science + common sense + virtue + mastery + fun. Learn more and optimize your life at [brianjohnson.me](http://brianjohnson.me).