



# Fire Up Your Business!

## FIND YOUR PURPOSE

Motivation is an inside job,” agrees Mark Victor Hansen, a Newport Beach, California motivational speaker. “You’ve got to do it yourself.”

Are you motivated? “Most of us operate at 10% of our potential because we are not fully motivated, and that’s a crime.” says Hansen. “When you get on track with your purpose, you operate at 100% percent because you have fallen in love with your work.”

Lack of enthusiasm for what you’re doing can have serious consequences. “Ninety percent of people who fail, fail because they’re doing the wrong thing,” says Hansen, who himself went bankrupt some 20 years ago when he was involved in a housing construction project. It was my wake-up call, It was saying’ Go find your life purpose. I didn’t fail because of the Arab oil embargo or any of the reasons I originally thought; I failed because I was doing the wrong thing for me.”

To find your purpose. Hansen recommends you sit down with a pencil and piece of paper and write: Who am I?’ Then begin to answering it, “A simple exercise like that is a big start on the road to discovering your purpose,” says Hansen...

## MOTIVATION KILLERS

Fear. “Ninety-seven percent of people live in fear, and that’s why they’re unmotivated. Fear kills desire,” says Hansen. “If you don’t overcome your fears they’ll overcome you, leaving you unmotivated and immobilized.”...

...Powerful as these demotivators are, they pale in comparison to an inevitable obstacle on the road to success: rejection. “Everybody gets rejected, count on it,” says Hansen. “You have to know how to deal with it”

If you lack a plan for coping with rejection, when you meet it your momentum will be abruptly halted well short of the finish line. A prime prospect says, “No, thanks”; a key customer shifts his business elsewhere; a crucial employee quits. These things happen.

Hansen’s answer to rejection is what he calls the Next’ technique. “If a prospect says no, go to the next one. If an idea doesn’t work, move on to the next one on your list. ‘Next’ is the most important word I know. Whenever something doesn’t work for me I just tell myself ‘Next.’ It works.”...,

## SUSTAINING PASSION

Make time for quiet time. Everybody knows all work and no play make us dull, “but what we don’t is that we also need quiet time, moments for reflection,” says Hansen. “Are you willing to get contemplative, to look within? That’s essential to staying motivated because it keeps us in touch with our purpose. I take a few moments for reflection daily, it’s critical to staying excited about where you’re heading and why”...

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-Mark Victor Hansen

*Contributing speakers:  
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