



The Contrarian Entrepreneur Show

Episode Transcript



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Episode 011 – Nobody Can Motivate You

(note: this document contains the essential language and content of this episode, but is not necessarily a complete verbatim transcript)

Do you know how many motivational speakers there are in the world? That's OK, I don't know either. I don't know if that statistic is available. But there's a lot of them. They're everywhere. How many motivational books have been written and published? Now I could probably get a handle on that if I did a little searching on Amazon or something. But again, there's a lot of them.

Do you realize that none of those people, none of those motivational speakers, none of those authors who wrote all those books, have the power to motivate you? They cannot motivate you. Nothing external to yourself can motivate you. All motivation is internal. You are completely responsible for your motivation. If you believe that you need to get motivated, you will have to figure out how to accomplish that.

Now, there is a difference between inspiration and motivation. I can inspire you, or at least I hope I can. Lots of people can inspire you. Lots of things can inspire you. But none of them can motivate you.

Again, there's a difference between inspiration and motivation. Inspiration can be internal or external. But all motivation is internal. This means, unfortunately, that you are the only person who can motivate you.

Have you ever found yourself in the situation, as almost everyone has, myself included, where you just don't feel motivated? And there's a tendency to think, wow, I guess I better look for a good book on motivation, or I better go see that motivational speaker that's coming to town Saturday night. Forget it. It's not going to work. That speaker can get you all excited and hyped up, but it won't last.

You have to motivate yourself.

Every person is unique. And therefore the manner by which someone motivates themselves is different for each person. There are no canned formulas.

You're on your own. This may not be what you wanted to hear, but I believe that it's true. Every person on earth is unique, and every person, if they want to be motivated, is going to have to figure out how to do that for themselves. I'm sorry, but it's just the way things work. And the sooner you realize this, the better off you'll be.

Do you remember in Episode 000, where I told you that you'd find some "tough love" in this show?

This was an example of that.

Quit depending on other people and start depending on yourself.

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Your Business Appetizer for Today

From my book "Business Appetizers", available on Amazon.

Snippet 262

Sometimes you have to quantify things. Phrases like "doing pretty well" or "could be doing better" are meaningless because they are not quantified.

Your financial statements quantify the state of your business right now, but they're not enough.

Your balance sheet gives a snapshot of the way things are right now, but it offers no information about how things got that way.

Your income statement tells what happened during some time period, but doesn't offer a clue as to how or why it happened.

Those numbers are not numbers that just "showed up" or "happened to you" – you created them, and you need to figure out what you did that made the good numbers good and the bad numbers bad so you can change what you do so all the numbers are good.

*You must learn how to **interpret** your financial statements, and you may need to hire someone to help you with that.*

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CE Grammar Guide

If you can't communicate effectively with other people, then nothing else matters.

Good writing is important to good marketing.

Words mean things.

Learn how to use them properly.

Don't look dumb.

Look professional.

There is an upcoming episode devoted solely to the subject of good writing and how to use it to enhance your professional image, so stay tuned.

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Your Marketing Munchie for Today

From my book "Marketing Munchies", available on Amazon.

Snippet 192

People already have all the information they need. They're all drowning in information. They just don't know how to interpret the information. They don't know what the information means to them. Your job is to explain, to clarify, to interpret, to find meaning in the information and relate it to people's wants, not to provide them with even more information.

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Book Recommendation

"The End of Jobs" by Taylor Pearson

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Today's Profound Thought:

The bad news: You are your own biggest obstacle.

The good news: You are your own secret weapon.

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If you recall Episode 000, I stated that I'm not here to give you answers and solutions. That is not the purpose or goal of this show. I'm here to attempt to make you think so you can come up with your own answers and solutions, because those are the answers and solutions that will work best for you.

Remember to always be looking for **ideas**, not canned answers and one-size-fits-all solutions.

Contrarian entrepreneurs do not operate their lives or their businesses based on other people's answers and solutions.

They do not copy, emulate, mimic, or imitate.

They THINK, they LEARN, and they CREATE new things that did not exist before.

What could you create that was good, was not there before, and would never have been there if you hadn't showed up?

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This show is available as a podcast (audio only) on iTunes, on YouTube as a video, and as BOTH on my website where you can also get PDF transcripts of episodes, leave comments, ask questions, and get lots of other goodies, so go to **tomharris.us/ces**, the BEST place to find this show.

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You can email me at tom@tomharris.us or call me at 877-901-9977.
I love to chat, so don't hesitate.

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In closing, remember to: THINK, LEARN and CREATE:

THINK

Think for yourself. If you don't think for yourself, then other people will do your thinking for you, and that's not a good thing.

LEARN

Read books. Read blogs. Watch videos. Watch TED Talks.

Listen to podcasts. Learn something new every single day.

CREATE

Create something good, something that wasn't there before, and would never have been there if you hadn't shown up.

Think - Learn - Create

Be Brave - Be Bold

And I'll meet you here next time.

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