

FEMPRENEUR UNIVERSITY  
PRESENTS

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# THE ART OF MOTIVATION

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HOW TO GET AND STAY MOTIVATED  
WITH  
KIKI RAMSEY

# *The Art Of Motivation Workbook*

Hey You Beautiful Femboss,

I'm so excited to be talking about the subject of motivation. The truth is motivation has not always come easy for me. When I started my business, I was super motivated. However, I lost my motivation over time because I lost my Why. I no longer felt the excitement to help people. I got into this unexplainable slump. It wasn't until I really reconnected with the fact that I truly and honestly loved seeing other women succeed, and I knew I had been given a purpose and a mission to help them do that, that I regained my motivation. That's how I went from having a failing business where I would get up in the morning and go to the gym and spent all day there to avoid working, to coaching clients on a daily basis and speaking all over the world. This transformation happened because I got my Why back. We are going to be digging into your "why" with this workbook and when you finish I hope you, too, will learn how to get and stay motivated.

**Xoxoxo**

**Kiki**

# What Is Motivation?

The reason or reasons one has for acting or behaving in a particular way. The general desire or willingness of someone to do something. Internal and external factors that stimulate desire and energy.

## Questions

What does motivation mean to you?

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Have you lost your motivation? If so why do you think this has happened?

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What things have you done to get your motivation back?

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# Why is motivation so important?

Motivation can be the difference between life and death for your goals, career, or anything you can think off. The lack of motivation can keep you stuck in an unproductive cycle for years. In order to succeed, you must understand how to move forward even when you are not feeling motivated.

## Questions

Why is motivation important to you?

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How do you plan to use your new knowledge that you learn about motivation?

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# The Psychology Behind Motivation:

Motivation has many psychological implications. The forces that lie beneath motivation can be biological, social, emotional, or cognitive in nature. There are several theories that explain these forces and all of them can have huge effects on your motivation. Let's take a look at each one.

**Instinct Theory:** According to instinct theory, people are motivated to behave in certain ways because they are evolutionarily programmed to do so. For example, infants have an inborn rooting instinct that helps them find their food source: the nipple.

**Incentive Theory of Motivation:** This theory suggests that people are motivated to do things because of external rewards. For example, you go to work because you get paid or you get vacation hours.

**Drive Theory of Motivation:** This theory says people are motivated to take certain actions in order to reduce the internal tension that is caused by unmet needs. For example, you might be motivated to drink a glass of water in order to reduce the internal state of thirst.

**Arousal Theory of Motivation:** This theory suggests that people take certain actions to either decrease or increase levels of arousal. For example, people with high arousal might be drawn to activities like skydiving while others may not.

**Humanistic Theory of Motivation:** Humanistic theory of motivation is based on the idea that people have strong cognitive reasons to perform various actions. This is famously illustrated in Abraham Maslow's hierarchy of needs, which presents different motivations at different levels.

- **Physiological Needs**

The basic physiological needs are probably fairly apparent—these include the things that are vital to our survival. Some examples of the physiological needs are food, water, breathing.

- **Security and Safety Needs**

As we move up to the second level of Maslow's hierarchy of needs, the requirements start to become a bit more complex. At this level, the needs for security and safety become primary. People want control and order in their lives, so this need for safety and security contributes largely to behaviors at this level. Some of the basic security and safety needs include:

- Financial security
- Health and wellness
- Safety against accidents and injury

- **Social Needs (Love and Belonging)**

The social needs in Maslow's hierarchy include such things as love, acceptance, and belonging. At this level, the need for emotional relationships drives human behavior. Some of the things that satisfy this need include:

- Friendships
- Romantic attachments
- Family
- Social groups

• **Esteem Needs**

At the fourth level in Maslow's hierarchy is the need for appreciation and respect. When the needs at the bottom three levels have been satisfied, the esteem needs begin to play a more prominent role in motivating behavior.

At this point, it becomes increasingly important to gain the respect and appreciation of others. People have a need to accomplish things and then have their efforts recognized.

• **Self-Actualization Needs**

At the very peak of Maslow's hierarchy are the self-actualization needs. "What a man can be, he must be," Maslow explained, referring to the need people have to achieve their full potential as human beings.

Long story short, there are many theories and rationales of motivation and at the end of the day, you must understand your primary motivation.

Questions

Which one of these theories resonates the most with you and your need for motivation?

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Does knowing these theories help to explain your level of motivation?

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# Things to Avoid That Drain Your Motivation

1. Fear
2. Not believing in yourself and your purpose
3. Laziness
4. Lack of self-care
5. No margin or white space in your life
6. Lack of knowing your purpose or pursuing your passion
7. Negative Thinking

## Questions

What is your biggest motivation killer?

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Why have you allowed this to drain your motivation?

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## Myths About Motivation

1. I must be motivated in order to complete the task
2. Writing down your goals guarantees you will be successful
3. Visualize success and it is guaranteed
4. Work harder and you are guaranteed success
5. Simply having the desire is good enough

### Questions

What other myths have you heard or subscribed to about motivation?

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# What to Do When Your Motivation Disappears

1. Assess Your Situation. Ask yourself powerful questions such as: Why am I feeling this way? What happened to make me feel like this?
2. Ask Yourself What You Want. What is the real goal and why do you want it? Do you want it bad enough to make an immediate move?
3. Move Immediately. Do something. Change your physiology to create a change.

## Exercise

Think of a Time When Your Motivation Was Gone and Answer the Above Stated Questions

1. Why am I feeling this way?

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2. What happened to make me feel like this?

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3. What do you want?

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4. What is the real goal and why do you want it?

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5. Do you want it bad enough to make an immediate move?

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# How to Make Motivation A Habit

1. Get an accountability buddy
2. Set and implement strong boundaries

## Exercise

Name two possible accountability buddies

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List some boundaries that you know you need to set

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# How to Get Motivated Even When You Don't Feel Like It

## 1. Reconnect with your "Why"

### Question

What is your why?

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Why have you decided to sacrifice and build this business?

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# How to Get and Stay Motivated in The Face Of Obstacles

1. Stop yourself when you start thinking negatively
2. Create daily non-negotiables
3. Do your daily non-negotiables first
4. Break your goals down into manageable chunks
5. Connect with your why every day
6. Get a coach

## Questions

What are your three daily non-negotiables?

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What are your goals for this year?

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Now, what are those goals broken down into four quarters? January-March, April-June, July-September, October-December.

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**Wow! Congratulations. You finished the workbook. This is something to be motivated about. If you apply this to your life I have no doubt that you will get and stay motivated. I can't wait to see all the goodness that comes from your motivation.**