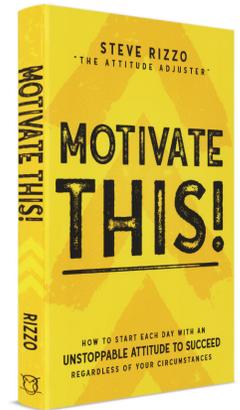


Motivate This!

How to Start Each Day With an Unstoppable Attitude

by **Steve Rizzo**



Contents

It's All About How You Feel
Page 2

The Wrath of Self-Curse
Talk
Page 2

Enjoyment: A Shift
into High Gear
Page 2

Nourishing Your Soul
Page 2

Honor Your Values
Page 3

Seven Common-Sense
Success Strategies
Page 3

THE SUMMARY IN BRIEF

In *Motivate This!: How to Start Each Day With an Unstoppable Attitude*, comedian turned motivational speaker and author, Steve Rizzo asks readers to embrace the simple message that attitude is, in fact, everything. If you can do that, you will discover increased productivity, greater enthusiasm, new levels of success, and a higher degree of happiness.

The Common Sense Success Strategies will help you reframe your perspective so that you have the energy, motivation, and positive attitude to succeed despite any circumstances. In short, you will go from “woe is me” to “WOW is me!”

IN THIS SUMMARY, YOU WILL LEARN:

- How your thoughts have a direct impact on your life experiences.
- Why enjoyment makes you more creative, productive, and resilient.
- How to nourish your soul to get a boost of optimism and stay motivated.
- How to bring balance into your life by honoring your cherished values.
- Seven Common-Sense Success Strategies will enable you to start each day with an unstoppable attitude to succeed.

It's All About How You Feel

Your beliefs, positive and negative, are formed over a period of time throughout a consistent way of thinking. In other words, your thoughts create your beliefs. Your beliefs cause you to feel a certain way. The feelings you have on any given day, good or bad, dictate the tone of your attitude. The attitude you have on any given day regulates your overall degree of motivation. This entire process eventually leads to the choices you make and the actions you take.

The key to starting your day with an unstoppable attitude to succeed -and to keep that motivation going throughout the day- is to make sure you are feeling good during the process of whatever you are trying to achieve. Feeling good is the fuel that drives motivation.

A State of Feeling Good is the foundation on which everyone should build their business and their life. The way that you feel in any given moment is dependent upon and evoked by what you are thinking or saying out loud in any given moment. Your emotional state is the direct result of your thoughts and the tone of your thoughts becomes your life experience.

View your feelings as an emotional warning system. When you're feeling good and happy, you must be thinking good, positive, and productive thoughts. When you're feeling bad and crappy, you must be thinking bad, negative, and unproductive thoughts. Those feelings trigger sensations that can range from stress, frustration, and self-doubt to fear, anger, hopelessness, despair, and a host of other damaging emotions.

When you're feeling uptight or stressed out or experiencing any negative emotion at all, stop and acknowledge that something is not right in your world. As soon as you become aware of how you are feeling, the negative sensations will temporarily cease. In that moment of awareness, you enter into a whole new world of opportunities where you can choose healthier response alternatives.

The Wrath of Self-Curse Talk

Nothing can kill motivation and stifle your attitude more than self-curse-talk. The thing to understand about self-curse-talk is that it reflects your internalized negative feelings about yourself rather than an empirical truth. Just because you feel it or say it doesn't make it true but if you believe that it is true, that's all that matters in the world.

Your subconscious does not know the difference between true and false. It cannot make independent judgments and instead understands your thoughts to be what they are-just thoughts. If you do not recognize and squash a negative thought when it pops up, your subconscious takes it as truth, thus affirming that negative feeling and further solidifying a belief system that will have negative consequences. That's what self-curse-talk does. It distorts your reality.

One negative thought can create a pattern of similar thoughts that eventually cause a negative emotional response, setting off unhealthy physiological side effects. You will be in the Negative Zone. Fostering a sense of awareness about this will produce a gradual shift in your way of thinking, which has significant positive mental, emotional, and physiological effects. The power of your beliefs is immense. They can motivate you, lift you up, and take you to the highest highs or they can drag you to the lowest lows.

Feeling good is the fuel that drives motivation.

Enjoyment: A Shift into High Gear

Now more than ever, we are having difficulty balancing our lives. Stress and negative emotions can become dangerous mindsets. Without realizing it, we allow enjoyment and our ability to laugh and have fun to become secondary at a time when they're most necessary.

Studies have shown that those who make a conscious choice to enjoy themselves and laugh throughout the day (and it is a choice) are more creative, productive, and resilient. They are also more likely to find solutions to complex problems easily. In other words, focusing on your happiness not only makes you smarter, it shifts motivation into high gear.

We have the power to operate from a position of optimism rather than one of negativity. Don't wait for a problem to be solved or a challenge to go away before you allow yourself to feel good. Don't wait for a goal to be fulfilled to be happy. Learn to exercise positive alternatives that will enable you to feel confident. ***"Don't wait for the storms of your life to pass. Learn to dance in the rain."***

Nourishing Your Soul

There is a higher part of us, a force, a powerful energy in our lives, and if we adhere to this higher part, then life becomes easier to embrace, both at home and at work. It doesn't really matter what you call this part of yourself (Higher Self, God, the Light, Love, whatever). The name you give it does not diminish its power in your life.

Every time we think, feel, or choose to act in a negative way, we run the risk of separating ourselves from our natural state of joy and inner peace. The price we pay for this is the burning inner conflict that leads to physical duress and a host of mental and emotional disorders.

When alive to the personal identity of the Higher Self, life flows. Life is filled with peace, joy, and laughter because it is possible to fully appreciate who you are. When the

Don't wait for the storms of your life to pass. Learn to dance in the rain.

Higher Self takes over, any challenge can be met head on, learned from, and life can forge ahead. It is this rock-solid attitude that opens up a motivational reservoir and fosters the soul to grow.

- You nourish your soul when you:
- Learn lessons life is trying to teach you.
- Are compassionate, loving, giving, and forgiving,
- Engage in activities that give your life depth, meaning, and joy.
- Are grateful every day for what you have.
- Live in and enjoy the moment.

Nourishing your soul with these and countless other ways replenishes hope and faith and gives you a boost of optimism to stay motivated throughout the day. Your soul can lift you up and take you to the highest of highs but only

when you take steps that foster it. If you ignore your soul, it can't help you.

Honor Your Values

Your personal and professional lives make up the whole of you. If you put most of your time and energy into one area, you run the risk of leaving the other unfulfilled. This is especially common among high achievers. Some examples of cherished values that often become neglected because of our jobs include spending time with family, taking a weekend off without interruption from emails, phones calls, and text messages, or doing things that connect you to your spirit. These cherished values need to be experienced and expressed. They give us self-worth. Ignoring them for too long can only lead to unhappiness, regardless of how prestigious your profession is, how much money you make, or how successful you think you are.

When you are in a situation where you are trying to bring professional and personal balance into your life, ask yourself the three free-will "will" questions. It will reduce the gap between aspiring to be fulfilled and actually feeling fulfilled, thus reducing the risk of burnout.

1. Will there be personal consequences to the choice I'm making?
2. Will this choice affect others, now and in the future?
3. Will this choice make me happy, now and in the future?

Seven Common-Sense Success Strategies

Employing these seven Common-Sense Success Strategies will enable you to start each day with an unstoppable attitude to succeed and to keep that motivation going throughout the day -every day- regardless of your circumstances.

1. **Shift into a State of Feeling Good as You Go to Sleep:** Every night as you're getting ready to go to bed, spend a few minutes thinking of all the things that you were grateful for during the day. Then, as soon as you get under the covers, relax, take a few deep breaths, and take a few moments to program your subconscious by repeating affirmations that begin with I am and I deserve. For example, I am capable of handling any challenge that comes my way. I deserve to be happy.
2. **Seize the Day:** Whenever you first rise, set your men-

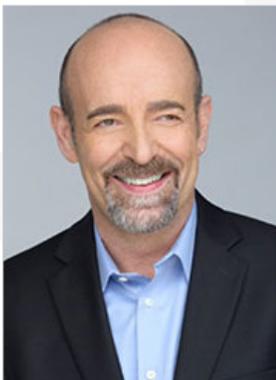
tal stage and emotional gauge to feel good. Know that the creation of your day is about to begin and that you alone are its creator. Your first decision as creator is to focus on the things that please you and the things that you are grateful for.

- 3. Unleash the Power of Your Humor Being:** The initiative and proficiency by which you utilize your sense of humor comes from your Humor Being. Take time every day to find the laughter within you and all around you. The easiest way to do this is to make fun of your own frustration. What's important is not necessarily to be funny in a stressful situation but rather to see the funny in a stressful situation. Or to allow yourself to step away temporarily from stressful moments and seek the laughter in other aspects of your life.
- 4. Ignite Your Passion and Enthusiasm:** Enjoyment is the spark that ignites passion and enthusiasm. Get out of bed, plant your feet on the ground, and declare to the entire universe, "I'm going to enjoy this day!" and "I choose to be happy now!" Allow yourself to let go and have a BLAST with this. Whether you're in an up or down period, remind yourself that feeling good and cultivating true happiness (and inner peace) are your top priorities.
- 5. Visualize and It Will Materialize:** Visualization is the application of your given gift of imagination to your faith and confidence. You can use it to discover ways to work through tough times, rise above your problems, and see the possibilities of a solution. It can also be used in the process of healing or to manifest a particular desire. Feel the things you desire with your

heart and soul. Feel and experience the emotions as if you already have what you want.

- 6. Meditate to Motivate:** Meditation is a very powerful activity that connects you to a higher part of yourself. There are many different types of meditation techniques, but the main goal is to train your mind so you can become aware and at peace in your surroundings. Take a few moments throughout the day to quiet and manage your mind through meditation. Notice how much better you feel and how empowered you become.
- 7. Power Shift Your Focus:** Nothing in life is permanent, and our success and happiness depend on our ability to ride these waves of change with equanimity. Happy, successful, and optimistic people are not exempt from trials and tribulations. What they all have in common, though, is their uncanny ability to shift their focus to a higher part of themselves. This is called a Power Shift in Focus and it can have a profound effect on how you cope with any challenge and help you understand the great duality of life.

Motivate This! will help you reframe your perspective so that you have the energy, motivation, and positive attitude to succeed despite any circumstances. In short, you will go from "woe is me" to "WOW is me!"



Steve Rizzo, affectionately known as the "Attitude Adjuster," provides the skills organizations need to get to a better place at work and in life. Once a national headliner with opening acts like Drew Carey, Rosie O'Donnell and Dennis Miller, this former stand-up comedian takes motivation and confidence-building to a whole new level.

Rizzo walked away from his stellar success to positively impact others, sharing his blueprint for realizing dreams, achieving personal excellence and attaining professional satisfaction.

Motivate This!: How to Start Each Day With an Unstoppable Attitude by: Steve Rizzo © 2019 by Steve Rizzo. Summarized by permission of the publisher, Sound Wisdom Publishing. 176 pages, ISBN 978-1640950696 Summary copyright © 2019 by Soundview Book Summaries®