

Session 3:

How To Use Motivators

In session 3 you'll learn about unconscious motivators, our hidden drives, and "meta" incentives. You'll also do an exercise at the end to help you take action, persuade ourselves & others better, and get the success you want in your life.

- We humans are motivated in 2 basic directions:
 - Towards the things we want in life.
 - Away from the things that we don't want in life.
- Cognitive scientists are discovering that the "away from" motivation is about twice as powerful as the "towards" motivation.
- If you don't take advantage of all the natural "away from" motivation, you're wasting about two-thirds of your persuasion power, or the power that can help the other person get what they want in life. We need to use both desire and fear.
- Three primary categories of motivation are power, affiliation, and achievement. They relate nicely to the 3 brain model:
 - Achievement = Physical brain
 - Affiliation = Emotional brain
 - Power = Logical brain
 - If you combine these 3 motivations with the 2 basic directions you can be motivated, you get 6 primary motivations. Behind even these motivators are very real factors: survival, sex, and social status.
- People respond very well to "magic cures". Humans are very instant gratification oriented because most of us are not good at thinking about the future and the consequences.
- Use persuasion ethically and proceed with caution, because people will believe almost anything if they think it will give them that instant gratification. Only sell things that really work!
- **EXERCISE:**
 - Take out a blank piece of paper. Imagine the person that you would like to persuade. See if you can identify their key motivators. Then, identify the outcome that you think they'd like to avoid, and the outcome you think they'd like to create. Extra credit: Talk to them and see if you're right.