

A close-up photograph of a woman with light brown hair, smiling warmly at the camera. She is wearing a pink tank top and holding a bright green apple in her right hand. The background is a plain, light-colored wall.

7-Step Motivation

Step 1

1
Create

Create a threat



- **Diabetes**
- **Heart disease**
- **Cancer**
- **Injury**



Top 5 triggers to lose weight

- **86% - Couldn't fit into clothes**
- **83% - Feeling unfit / breathless**
- **76% - Feeling fat**
- **71% - Feeling sluggish or fatigued**
- **71% - Couldn't buy clothes I wanted**



SmartShape.com.au subscriber survey – May 2004, n=220



Create a threat

- **What** – A serious consequence of not making changes
- **Why** – To create a big stick to take action
- **Example** – *“If I don't exercise regularly I will get diabetes when I'm older and I don't want that.”*



Step 2

2
Connect

Connect a benefit



Connect a benefit

- **What** – A tangible desired result of your actions
- **Why** – A juicy carrot to encourage change
- **Example** – *“When I finish my exercise session I feel energised and refreshed. I know that being a regular exerciser will also make sure I have the energy to run around with my grandkids when I'm older.”*




Step 3

3
Conceiv
e

Conceive a plan





PLAN FOR
TODAY...

Conceive a plan

- **What** – A written plan & schedule of action
- **Why** – To prioritise & integrate changes into your lifestyle
- **Example** – *“I have written in my diary the days that I will go for a walk and I will also go to the gym this week.”*



Step 4

4
Commit

Commit to targets



Commit to targets

- **What** – Numeric targeted action to aim for
- **Why** – To encourage & measure success
- **Example** – *“My minimum target is to walk twice a week and also go to the gym twice a week. I might get more sessions in, but when I achieve these targets I know I'm still on track to reach my goals.”*



Step 5

5
Construct

Construct a picture



Construct a picture

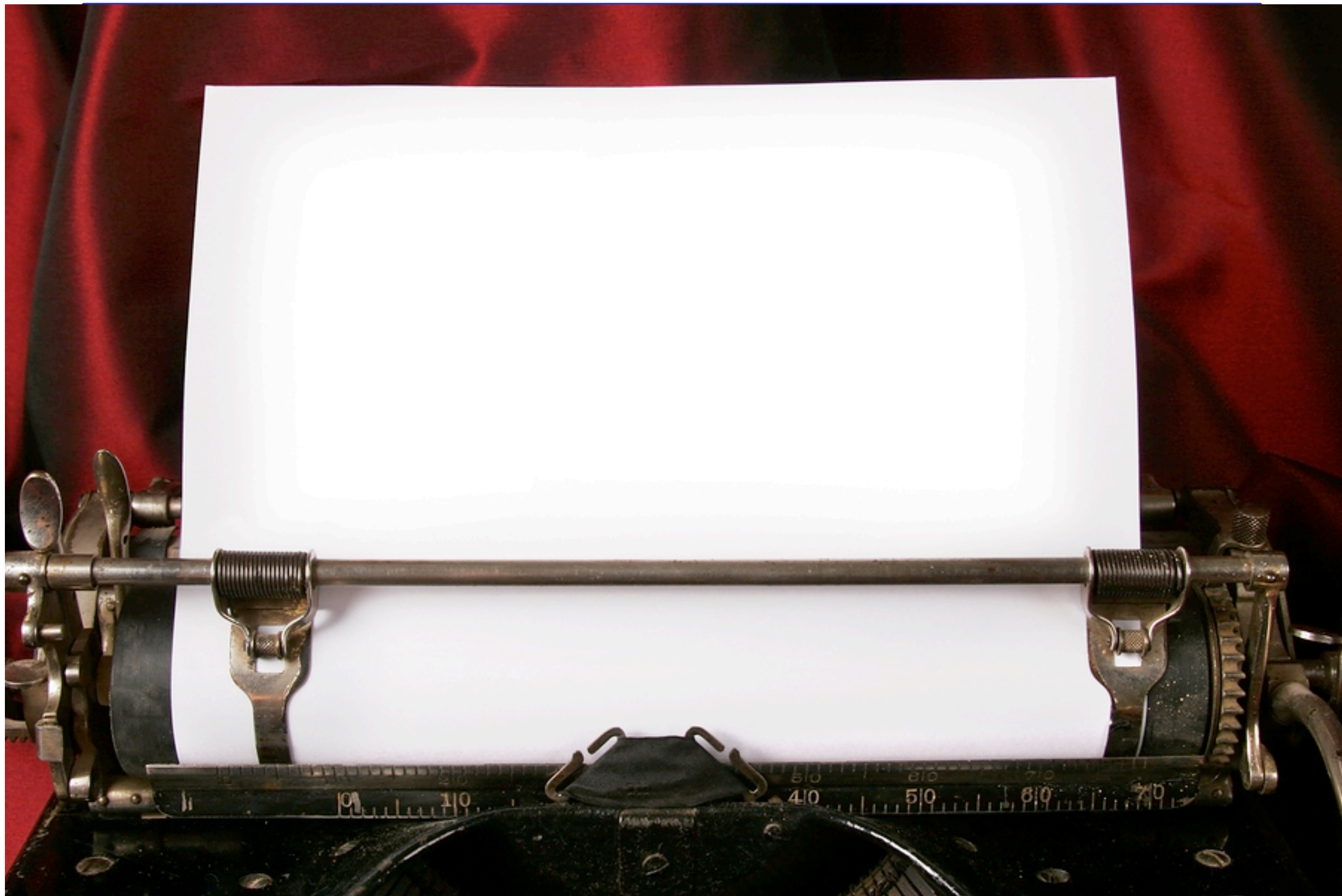
- **What** – A vivid image (like a movie) of the your environment that will encourage change
- **Why** – To adjust your life to make changes happen
- **Example** – *“I've got some new workout gear, so I don't have the pressure of having to wash during the week.”*

Step 6

6
Compose

Compose a script





Compose a script

- **What** – New positive statements about the changes you are making
- **Why** – To rehearse success, replace negative thoughts & provide positive affirmations
- **Example** – *“I am a regular exerciser, so I can be proud of my progress.”*



Step 7

7
Counter

Counter the excuses



NO EXCUSES



Top 5 barriers to losing weight

- **41.5% - Lack of willpower / discipline**
- **36.6% - Lack of motivation**
- **36.6% - Happy with current weight**
- **29.3% - Lack of time**
- **26.8% - Got bored**

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drummond
education

Counter the excuses

- **What** – Arguments against your common excuses
- **Why** – To be ready to deal with barriers
- **Example** – *“Of course I have the time to exercise because I just need to shift a few priorities to fit a session in.”*



Motivation is a cycle

