

1. Introduction

"Yes, you can do it, Ravi! Yes, Ravi, you can do it! No, you can't do it! Maybe it is difficult for you, Ravi; you cannot achieve it; think once again before taking any action!"

These were the thoughts that were running into my mind 20 years back, i.e., in 2002, when I was pursuing my post-graduation and thought of writing a book on General Knowledge consisting of 6 months of current affairs (covering February 2002 to July 2002 information). Writing a book on such a demanding and challenging topic was not my cup of tea at that time, as I had no prior experience or skill in writing a book! I did not know how to write, publish, or even where to start! But one thing was clear to me - "I wanted to write and finish it before 5th August 2002." Because it was based on the six months of current affairs, it was supposed to be published and released before 15th August 2002. I still remember these dates that were not making me sleep properly and used to wake me up early in the morning.

At that time, I read **Dr. Orison Swett Marden's** books a lot with great passion, and I had developed an immense amount of motivation and enthusiasm

to achieve any goal or aim. **Dr. Orison Swett Marden (1848-1924)** was an inspirational American author who wrote about achieving success in life and founded **SUCCESS** magazine in 1897. He is often considered the father of modern-day inspirational talks and writings, and his words make sense today. In his books, he discussed the common-sense principles and virtues that make for a well-rounded, successful life.

I was very much inspired and motivated those days, and I still remember the "V" sign that I had posted on my study room's wall that reminded me of the "Victory" all the time. That "V" sign finally became the motivational factor for me to complete my book just in 6 months, and I could get it published the next month. When I saw my very first book, i.e., **KNOW AT A GLANCE**, getting inaugurated by the **District Magistrate (D.M.), Mr. Chanar Ram**, for the first time in my entire life, I indeed found myself in the seventh heaven. That was a golden moment for me! I believe you also could relate my golden moments with some of yours. But, at the same time, some of you might be wondering how is it possible to motivate ourselves so much that we could achieve which seems almost impossible in the first place?

The story doesn't end here, my friend; essentially, the story starts hereafter. After finishing my 1st version of the book, I was motivated to plan for its 2nd version. The 2nd version was supposed to cover the current affairs of the next six months, i.e.,

August 2002 to January 2003. Now I was experienced enough and motivated to plan the next release date, and yes, I remember, I had set the next release date as 5th February 2003. But, can you guess when did I publish the 2nd version of my book? Any wild guess? Try, give it a try.

Ok, let me break this suspense. The answer is **NEVER! 5th February 2003 never came into my life!**

You must be wondering, what went wrong, and why I failed to achieve my goal the second time. If you want to know and understand more, let's deep-dive into this.

Getting motivated momentarily is one thing, but keeping this motivation high for a longer duration (until you achieve your goal) is challenging. Isn't it? If you agree with what I say then, believe me, you have the best book in your hands. After finishing this, you will have complete knowledge, understanding & enough techniques that will help you keep motivated during your entire journey of achieving any aim or goal of your life. After completing this book, you can easily understand why 5th February 2003 never came into my life.

If you want to learn and understand the theory behind self-motivation, you'll have to make a promise to me right away:

"Before coming to any conclusion, you will follow the mentioned techniques wholeheartedly, at least for 21 days!"

During these 21 days, you'll practice some of the proven techniques that will keep your motivation high all the time and pave the way toward your goals.

This journey will be exciting, and we'll focus on your complete self-transformation.

So, are you ready to take this challenge and move on to this journey? Say YES! and move ahead only if you are really committed to this!

Congratulations on your new journey to self-motivation! Let's tap on your back to accept this challenge & fasten your seat belt to fly ahead!

Points worth remembering

- Your gut feelings will work for you all the time!
- Getting motivated momentarily is one thing, but keeping this motivation high for a longer duration (until you achieve your goal) is challenging.
- If you practice wholeheartedly, at least for 21 days, some techniques can help you keep motivated during your entire journey of achieving any aim or goal of your life. You'll learn about those techniques as you keep reading this book.

2. Self-Motivation - Celebrating Small Wins

"The greater danger for most of us isn't that our aim is too high and we miss it, but that it is too low and we reach it."

-- Michelangelo

John Francis Welch Jr. was an American business executive, chemical engineer, and writer. He joined **General Electric** as a junior chemical engineer in 1960 and became **Chairman and CEO** between 1981 and 2001. He was in charge of commercializing a new plastic material from the lab, and it went well. GE had to put a new manufacturing plant to produce new plastic material in bulk. The company made Jack Welch the General Manager of the new polymer products division.

Suddenly, Jack found himself in charge of selling the new material named '**Noryl**' to new unknown clients. His team had to consider the potential applications for the new material, explore the possible clients, contact them, convince them, persuade them of the benefits and then induce them to place a bulk order. It was like starting a business from scratch. Jack had the challenge of

keeping his team motivated and energetic for the long journey. What did Jack do?

When the team brought the first order for Noryl, Jack celebrated the moment with his team. Then he celebrated the tenth order, twentieth order, and so on. When a client placed an order of \$500 for plastic pellets, he called for a celebration. He posted the names of those clients on the 'office walls' under the '500 club'. As they added clients to the '500 Club', Jack called for a celebration for the addition of every tenth client. He constantly looked for an opportunity to celebrate.

Similarly, he celebrated with the team whenever his team members or subordinates got promoted. Every bonus and raise for team members were also a cause for celebration. His team worked with enthusiasm. Noryl became a winning product and crossed more than \$1 billion in worldwide sales within a few years. Jack successfully built a business.

Jack began to rise in his career, and by 1981, he became CEO of General Electric. He transformed GE's business and revolutionized the company's entire corporate culture with his distinctive, highly personal management style. He grew his company's valuation from \$12 billion to \$280 billion within twenty years.

So, my friends, from the above life story of Jack, you would have understood that it doesn't take so much to celebrate your small wins. Celebrating

small successes of yours and others is a necessity for your self-motivation! You have to consider yourself the manager of celebrations. You've got the authority. Go back and make it happen.

In this chapter, you are going to learn various values regarding self-motivation.

Believe me, friends, you will have an excellent understanding of self-motivation as you go along. You will learn various techniques to maintain your self-motivation up to the mark. But even before we talk about self-motivation, let's understand "motivation" first.

If I ask you - *"What is your goal in your life?"* What will be your answer?

Let's narrow this question down and ask - *"What is your short-term goal for the next seven days?"*

Let's further narrow this down and ask - *"Do you have any short-term goals?"*

Hmmm. If your answer is No, that means you are living your life without any aim and definite purpose. If you don't clearly define your short-term goals, you should not discuss any long-term goals!

So, here you get your first learning - *"missing short-term goals indicates lacking short-term motivation within us."*

You cannot be motivated to achieve any long-term goal if you have no motivation for your short-term goals. As you go along with me in this journey, I

promise we will work on this and develop a habit where you can quickly build short-term motivation.

But, going back to my original question, if your answer is Yes, I have another question for you - *"How hard are you pushing yourself to get things done in order to achieve your short-term goal?"*

"Willingness to do something" and *"motivating yourself to achieve your goals"* are two different things altogether. Our short-term self-motivation finally makes it possible to achieve our short-term goals. And short-term motivation ultimately leads us to the long-term push to achieve our long-term goals.

Value #1: What is self-motivation?

"The best motivation is self-motivation" -- Jim Rohn

"Self-motivation is a driver that drives you to achieve your goals" -- Ravi Tewari

It would be best if you had a force, a driver, that should keep pushing you to take action, achieve and produce your short-term goals. I call self-motivation a driver that drives you to achieve your goals. If any point in time, you think you are tired or want to quit, or even get the feeling of boredom, it's your self-motivation that keeps you engaged, energized & excited. Your self-motivation enables you to ponder why you started in the first place? It will push you to go on.

Thus, here you get your second learning - *"you can define self-motivation as a force that pushes you to achieve your goals, feel more fulfilled, and improve your overall quality of life."*

The obvious questions that may arise in your mind

- *How to develop self-motivation in our daily routine?"*
- *Are there any well-defined methods or steps for this?"*

I promise, YES, there are, and I would love to share all those with you! But only if you are willing to try what I suggest during this entire book journey. And believe me, there will be no harm & I can take 100% responsibility for that!

Value #2: Elements of self-motivation

We all agree that emotional intelligence measures our ability to effectively manage ourselves and our relationships. And expert ***Daniel Goleman***, an American psychologist & the author of several seminal books on *Emotional Intelligence*, says - *"Self-motivation is a key component of emotional intelligence."* He identified four elements that make up motivation:

- 1) **Achievement Drive:** This is the ability to achieve challenging goals. You should have the willingness, ambition, and the thirst to achieve some challenging goals in your life. This willingness is dependent on the kind of mindset you have. Do you believe