

The #1 Reason You Procrastinate

by Stephen Martile

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A True Story

I'm sitting in a quiet room at the Millcroft Inn, a peaceful little place hidden back among the pine trees about an hour out of Toronto. It's just past noon, late July, and I'm listening to the desperate sounds of a life-or-death struggle going on a few feet away.

There's a small fly burning out the last of its short life's energies in a futile attempt to fly through the glass of the windowpane. The whining wings tell the poignant story of the fly's strategy - try harder.

But it's not working.

The frenzied effort offers no hope for survival. Ironically, the struggle is part of the trap. It is impossible for the fly to try hard enough to succeed at breaking through the glass. Nevertheless, this little insect has staked its life on reaching its goal through raw effort and determination.

The fly is doomed. It will die there on the windowsill. Across the room, ten steps away, the door is open. Ten seconds of flying time and this small creature could reach the outside world it seeks. With only a fraction of the effort now being wasted, it could be free of this self-imposed trap. The breakthrough possibility is there. It would be so easy.

Why doesn't the fly try another approach, something dramatically different? How did it get so locked in on the idea that this particular route, and determined effort offer the most promise for success? What logic is there in continuing, until death, to seek a breakthrough with "more of the same"?

No doubt this approach makes sense to the fly. Regrettably, it's an idea that will kill.

"Trying harder" isn't necessarily the solution to achieving more. It may not offer any real promise for getting what you want out of life. Sometimes, in fact, it's a big part of the problem.

If you stake your hopes for a breakthrough on trying harder than ever, you may kill your chances of success.

Right now, in this moment, you are capable of exponential improvement in your performance. You don't have to settle for things as they are now. That can change. Dramatically.

You haven't been reaching your full potential. So far, you haven't even come close.

No matter how you wish to measure success, regardless of how you define achievement, you have barely scratched the surface of what you personally can accomplish.

~ Price Pritchett, from his book YOU²

Introduction

Are you feeling stuck in your life, frustrated – maybe even guilty for putting off the important and want the **procrastinating** to stop?

Well, you've come to the right place. My name is Steve Martile and for those of you who don't know me, I'm an engineer turned Fulfillment Coach and I live in Canada. I left my job to pursue a career as a coach and since then I've worked with successful people from around the world.

I have an absolute passion for personal growth and my mission is to reach out and help others develop a burning desire and passion in their life.

First of all, I would like to thank you for downloading this report. Inside it you'll find the #1 reason you **procrastinate** and some insights on how to **kick-start your motivation**.

Trying Harder

Now for most of us we've been taught that the best way to **get motivated** is by trying harder. We've got to push on through our feelings and do it. I'm sure you've heard that before.

The problem with always pushing is that at some point it leads to frustration, fatigue and even sometimes burnout. The harder you try, the worse you feel and in some cases the less you accomplish. It's like Price Pritchett said,

"If you stake your hopes for a breakthrough on trying harder than ever, you may kill your chances of success."

In order to **get motivated** naturally so that you're going with the current in your life instead of against it, it's important to understand what holds us back in the first place.

Your Mind

Most people don't realize that 96% of their behavior is based on the way they think. It's the way you think and perceive – what you do on the inside that controls your motivation.

But what most people do is wait for a change on the outside to trigger their inspiration and **motivation**. A process called homeostasis drives the way we respond.

Homeostasis is...

"The body's ability to regulate physiologically its inner environment to ensure its stability in response to

fluctuations in the outside environment."

Here's how homeostasis works. Let's say for example that you were to put on a large heavy sweater right now.

What happens is that after a few minutes you'll start to sweat. Your sweat glands release water and salt, which helps you cool down and maintain your optimum point of equilibrium.

Your body does this without you having to "think" about it so you can maintain a sense of balance and equilibrium at all times. It's automatic.

Homeostasis is your body's reaction to a change in your environment – something outside of you. Once there is an outer change (you put on a sweater) your body responds (by sweating) so that you maintain your equilibrium and balance.

Now the way we behave and act works in a similar way. When circumstances change or our environment changes, our behavior changes.

The problem with this approach is that you only change your behavior once you experience a noticeable change in your environment. You're driven by the outer world instead of the inner world.

You see this with people who step outside their "comfort zone" momentarily to try something new - only to see them fall back to their default position once again. They tried to make a change and were unsuccessful, mainly because their **motivation** was driven from an outside influence instead of being driven internally.

Starting A New Career

As an example let's say you're looking at a new career. You would really like to start writing and being more creative - you want to use more of your natural talents and unique abilities.

On the outside it seems like a good idea, but on the inside you have your doubts and fears. You think to yourself,

- "What if I'm not good enough?"
- "What if I'm not smart enough?"
- "What if I'm not qualified?"
- "What if they don't like me?"
- "What if I'm too old?"
- "What if I'm too young?"

What if, what if, what if? All these doubts running through your mind. So on the outside you really want to take steps to make this new career happen, but on the inside you feel like you're going through hell trying to get there.

One part of you really wants to make this new career change, but another part of you (the inside) is resisting.

So what happens? Nothing, notta - zip. Instead, you **procrastinate**.

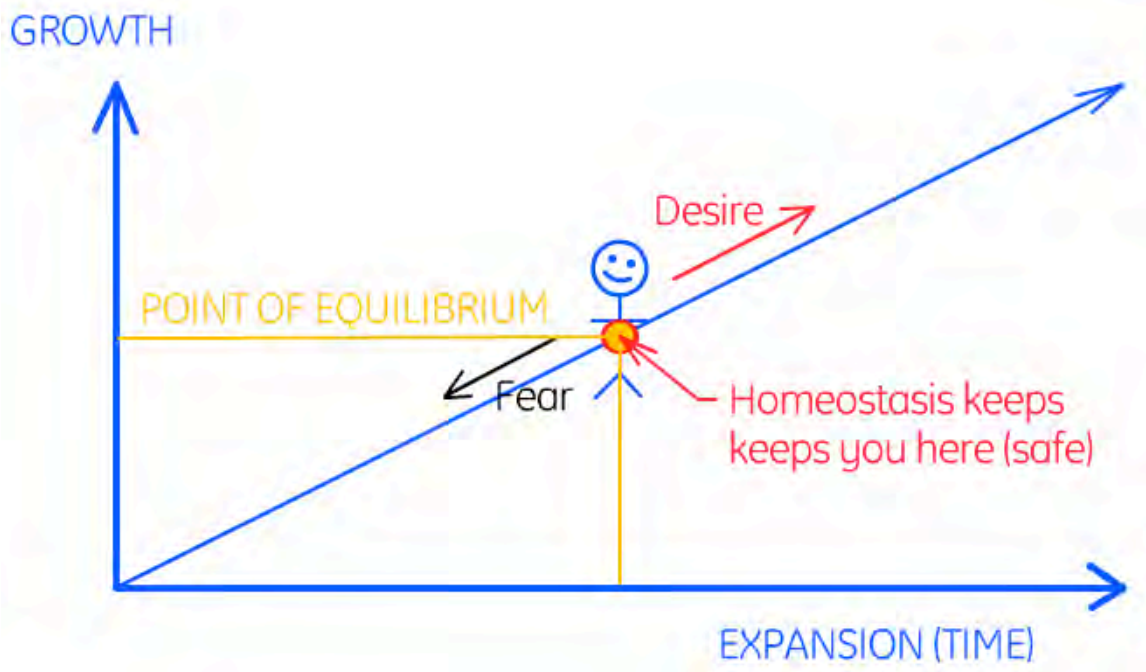
The #1 Reason You Procrastinate

What some people will do is give up. They give justifications and reasons for not pursuing their dreams and what's really important to them. They say things like,

- "Well, it wasn't that important to me anyways."
- "It must have been a sign from the Universe."
- "It must not have been meant to be because if it was it would be much more easier for me to do."

Once again their inner dialogue is giving justifications and reasons for their behavior. It's controlling how they act and behave.

All these doubts and fears surface because your mind wants to keep you exactly where you are. It doesn't like it when you rock the boat and venture outside your mental boundaries.



And here is the most important point I want to make: the way you act and behave is always in response to the way you think and perceive. Therefore, the **#1 reason you procrastinate** is because of the way you habitually think and perceive.

So how do you get around it? How do you **get motivated**?

You want to become **motivated** from the inside – not the outside. And the way to do that is by starting to thinking differently – not just “positive thinking,” but taking

deliberate control of the way you think at a deeper level in your subconscious. That's exactly what I teach you in my book: **How to Quickly Get Motivated in 7 Minutes or Less.**

The way you want to think of your subconscious is like an internal thermostat because once you learn how to control your internal thermostat, you can adjust that thermostat to any setting you want.

Your Internal Thermostat

You internal thermostat works just like the thermostat in your home. Let's say the temperature in your house is 25 C (77 F) and you adjust your thermostat down to 20 C (68 F). The thermostat will respond to this drop and adjust the temperature of your home.

The same thing happens if you raise the temperature in your home. If you set the thermostat to 30 C (86F) the temperature of your home will adjust to the setting on the thermostat - just as the way you act and behave always adjusts to the inner conditions of your mind.

Learn how to use it and you can learn how to change your behavior. It's just as Price Pritchett said,

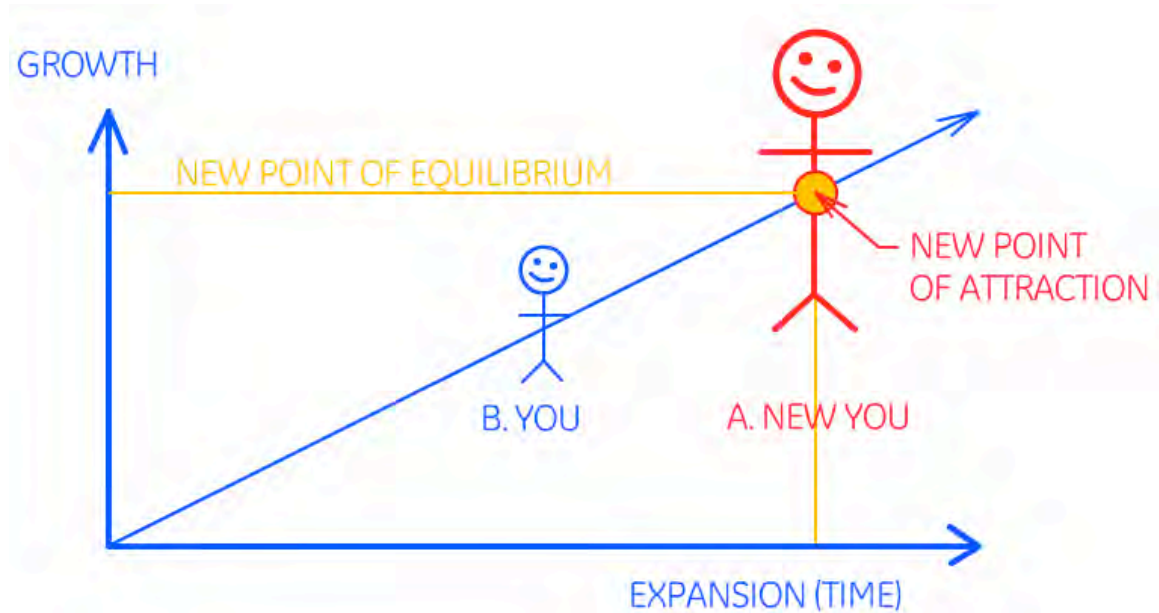
"You have the potential, the resources are available, and the opportunity is there. It's not something you have to struggle to make happen. You don't force it into existence... you just let it occur. The key is not to get in the way."

Raising Your Thermostat

Here's how this works. As you start to put new thoughts into your mind and change the way you think, your point of equilibrium will shift.

Now what happens is that you will naturally start to become

motivated (and move in the direction you want) because you've eliminated the only obstacle that was standing in your way in the first place - your mental resistance.



The mental resistance no longer exists because you've given your internal thermostat a new point of attraction. This new point of attraction will naturally pull you towards it - instead of you having to push up to it. Now you'll be moving with the current in your life (and naturally **motivated**) instead of pushing against it.

This is extremely powerful once you use it.

Now some people will say, "well, why would simply changing the way you think help you **get you motivated**?"

This works because of the way we habitually think. Realize that most people can read a book at about 300 words a minute - and we easily think at a frequency that is well beyond three times that rate - 900 thoughts per minute.

Multiply that out by a 12-hour day and you get:

900 words/minute x 60 minutes x 12 hours

= 648,000 thoughts per day

Now here is what's really mind blowing. More than 90% of those thoughts are from the day before, which means that most of the time we're thinking the same thoughts over and over again.

So by changing the way you think (even by a small amount) you trigger your hot buttons (and **motivation**).

For the most part you've been using these hot buttons all of your life, albeit unconscious. What I do in my book **How to Quickly Get Motivated in 7 Minutes or Less** is teach you how to bring them into your awareness so that you can start using them deliberately.

As a final example just think of a wood-burning fire that has died down.

After a fire has been burning for a few hours all you have left are hot coals. If you create a small change and add some wood to these coals, the fire catches again. That small change is all that's needed to keep the fire burning.

It's the same with **motivation**. A small change in the way you think and perceive is all that's needed to keep that fire burning inside of you. Like most of my life's experiences have taught me, the smallest change almost always makes the biggest difference.

To living your life a joy,

Steve



About the Author

Stephen Martile is a Fulfillment Coach and entrepreneur. His passion and love for personal development has inspired the creation of Freedom Education to increase human awareness across the globe.

Steve's passion lies in his purpose: to teach and inspire others to love and live life by following their hearts desires.