

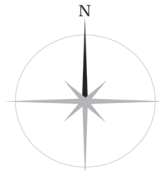
# **MOTIVESTIONS**



# MOTIVESTIONS

The Missing Key to Living  
Your Best Life

MICHAEL JENET



Guide Point North Publishing  
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For Dafna

Nothing would be possible or worth it without you.





# Foreword

## From the publisher

As the publisher of Journey Institute Press and all our imprints, I should also say that I am the author of this work. I originally wrote this book in 2014. It was published under the title *ASK: The Questions to Empower Your Life*.

That wasn't my idea. It was my publishers' at the time. He didn't like the title MOTIVESTIONS because he thought no one would know what it meant and thus wouldn't pick it up to read it.

I suppose the fact that you are here now, reading it, proves him wrong.

I was a first-time author who knew nothing about the publishing industry. I had talked to a publisher a few years before who seemed interested in publishing the book, but when I reached out with a draft, he said they were already committed to other authors. So, when I found someone willing to publish the book, I jumped at the chance and trusted them to guide me through the process.

Little did I know they didn't have my best interest at heart.

They talked me out of not only the title, but the cover design that I originally wanted. I trusted them when they told me the book had been professionally edited (it was not).

The bottom line was that I didn't know what I didn't know back then.

A lot has changed.

Having been in the publishing business for years now, we updated the manuscript, had it professionally edited, laid out, and typographed so that we could re-publish it the way it was originally intended.

Ie hope this new version will help you on your life's journey.

In gratitude,

Michael Jenet  
Publisher-Author

# INTRODUCTION

I wrote this book because I had to.

I had been trying to write it for a long time—years when I think about it. I even gave a TEDx Talk about the basic concepts it contains.

At first, I couldn't decide how or what to write. I had been formulating the idea in my mind but wasn't sure how to approach it. I wasn't sure if anything I had to say was worth reading. My wife was the one who got me started.

She asked me why I wasn't writing the book. She knew, even before I did, that it was because of fear. I was afraid no one would want to read it. I was afraid that I had nothing original to say. I was afraid that this idea was old hat, and that everyone knew it already.

In her own way, my wife slapped me in the face (not literally) and told me she had never heard of the things I talked about. Then she asked me why I thought everyone else had heard of them. She pointed out that most books are not based on new ideas. With the information age and the internet, almost everything is based on something else,

which is based on something else, and so on. “Besides,” she said, “aren’t you the one saying that the true ‘secrets’ to success have been around forever?”

Of course, I still had another fear to serve up, but before I could gather my thoughts, she dished out one other simple truth.

Even if I had nothing new to say (a notion she disagreed with), no one could say it the way I did. Maybe, she pointed out, my book was supposed to reach those who had not yet cottoned on to the ideas and principles I shared, and the only way they could do so was if I told them by writing in my own way.

So, I began writing. I found it difficult when I started. I wanted to explain my ideas simply so that anyone reading this book could grasp them, whether they were lifelong students of success or beginners.

I soon found, however, that my writing was . . . well, boring. It sounded like every other business or self-improvement book on the shelf. That is not what I wanted; it wasn’t me.

I don’t talk about this stuff behind a lectern while reading from a script. When I teach the concept of MOTIVESTIONS, I’m excited about it. I walk around waving my arms. My voice becomes passionate, and the more I talk, the more excited I become. So, writing it down in a lecture style drove me crazy.

It just wasn’t me.

I finally decided that I would not “write” this book. I was going to *speak* it. (That ought to come across interestingly in the audio version.)

What I mean is that I am going to have a conversation with you, just as though we were sitting down together over a cup of coffee.

I’m sure an editor who looks at this will get a headache just from the style of writing, never mind the sentence structures; I don’t care. I want to communicate as if I were sitting with you, and we were discussing the points in the

book face to face. This book isn't something I want you to read and then put on the shelf and forget about. It's something I want you to absorb. My hope for you is that this book will become a part of your everyday life—a resource you can turn to again and again as you grow and move on to living your best life.

This would be a good time for me to say that much of what you will read is based on my study and knowledge of human behavior, combined with my own experiences and beliefs. I hope this book will help you realize that achieving your dreams and goals is possible—and enjoying the process along the way is not only possible but necessary.

If what I say makes sense to you, great. However, if something I say doesn't sit right, that's okay too. Take what you want from these pages and apply them to your life. The stuff that doesn't resonate with you may not apply to you, or it may not apply to you because of where you are on your journey. That's fine. I want this book to be a resource you can return to as you continue to grow in life. Chances are, when you reread it, those pieces that spoke to you the last time may or may not still apply to you, and perhaps concepts that did not seem to fit your life before will fit better now.

Think of it this way. Have you ever watched a movie or read a book, and then later, maybe even years later, you reread the book or rewatched the movie and there were details you saw or read that you swore were not there the first time? What about a movie you *loved* years ago, but when you watched it again more recently, you just didn't get it?

Why is that?

Well, it's because our lives change. Just like how your taste buds change, and foods you didn't like before, you like now—the same is true in other areas of your life. You enjoyed the movie the first time you saw it because of your life experiences and where you were at that moment. Years later, you have changed. So, many things that did not really apply to you back then do now, and you notice them.

So, I hope you're comfortable. Grab your favorite blanket; get a cup of hot cocoa, coffee, or tea; sit in your favorite chair; and let's get started.

I can't wait to tell you about the principles in this book. They're going to change your life. Not just the big goals and ultimate dreams of your life—though definitely those—but the normal “everydays” of your life as well.

Come on, let's go!

# Chapter 1

## Life's Journey

Why?

That's the word I've been saying more than any other my entire life.

I was always a curious child, and when I began understanding the world around me, the first thing that didn't make sense to me was why things differed from one person to another.

Why, for example, was one couple happy and another miserable? Why was one person more successful than another when they both had similar, if not identical, opportunities? Why did different parts of a country thrive while other parts struggled?

The more I asked why, the more confused I got. There seemed to be no rhyme or reason for the answers to my questions.

As a young adult, I was introduced to the personal success genre of books, the so-called "self-help" section of bookstores. Today, words like "guru" and "expert" are thrown about like confetti, along with "success coaches," "personal

achievement,” and “life coaches,” to describe an entire industry created to help people live better, more fulfilling lives.

I devoured those books. I listened to tapes. (For those of you not old enough to know what I am talking about, google “cassette tape” and laugh.) I attended conferences, and I studied.

I studied the so-called “Masters of Success.” I completed countless programs, made lists, set goals, wrote everything down, and followed every principle, tenet, rule, and “secret” that would help me live the life I wanted.

I admit this took a long time—years, in fact. Although I achieved varying levels of success, like most people, I also struggled and remained befuddled by the variation of success—or lack of it—from one person to another. “Why?” my mind screamed. I wanted to know!

Why?

The power of this one word has driven me to try to understand human behavior—not from a scientific point of view, with blind studies and laboratory research, but from a simple approach through observation, reading, listening, and asking a lot of questions.

When you boil it all down, “Why?” is really the one question that gets to the heart of everything.

Why, for instance, are you reading this book? It’s going to sound strange, but I actually know the answer.

I know we have probably never met before, and yet I can say with absolute certainty that I know why you’re reading this book, and I can give you that answer by simply using that one powerful word.

Say you picked up this book because you want to achieve more in your life, or you want to accomplish some goal that you have. Perhaps you want a new job, a new relationship, more money, or to lose weight. Whatever the reason, or whatever goal or desire you want to accomplish in your life, I simply ask you . . . Why?



Let's pick losing weight as a goal. Why?

You might answer, "Because I don't like the way I look, and I want to be healthier."

Excellent . . . Why?

You might think that not liking the way you look and wanting to be healthier is enough of a reason, but bear with me for a minute. Why do you want to look better and why do you want to be healthier?

You might say, "Because I want to live longer, and I want to like who I see in the mirror."

Brilliant! Why?

I know, it's annoying, but stay with me. We're getting there.

Why do you want to live longer or to like who stares back at you in the mirror?

Here's the thing. Ultimately, if you keep digging, everyone everywhere is doing what they do for the same reason. You don't want to lose weight because you love watching what you eat, counting calories, and exercising. You don't want to be healthy because you love limiting the amount of good food you get to enjoy, or because you want to spend some of your limited free time exercising. The real reason you want to lose weight is simple.

It's because you want to be *happy!*

That's it. That is the end to every single thing you want in life. Ask *why* enough, and ultimately, you'll get down to whatever makes you feel better—what makes you happy.

You want a better relationship, not because you love the agony and trials of dating or enjoy wondering if he or she will ever call. Or going through all the bad dates and the cost, time, and anguish of finding a partner. It is because being with someone who loves you as much as you love them makes you *happy*.

You want more money, not because you enjoy having pieces of paper with pictures of current or former dignitaries on them, or because you love looking at your bank account

and seeing the numbers tick up. You don't even want more money because of the things it will buy for you. Sure, paying off those bills, upgrading your lifestyle, or even being able to give more to charities is something you might want to *do* with more money, but that is not why you want it. You want more money because all the things I just mentioned will make you feel good. They will make you *happy*.

You see. We're doing the same things in life no matter what those things are. We do things to be happy and to avoid being unhappy.

Sounds simplistic, doesn't it? But it's true.

Here is the really obvious part that most people don't realize. We want to be happy with everything we do. Every action we take during our day is an attempt to avoid being unhappy and to achieve happiness. As Tony Robbins puts it, we want to avoid pain and gain pleasure.

Think about it.

Now, I know what you're thinking. You're thinking that not *everything* you have to do during your day makes you happy, and you're right. There are plenty of things we must do, either personally or professionally, that we may not like to do or want to do. So why do we do them? Because we have to? Actually . . . no.

When you think about it, we always have a choice. We choose to do what we do because it gets us closer to being happy than the alternative. You brush your teeth not because you love scrubbing your pearly whites with little pieces of plastic, but because you would rather do that than deal with the pain and unpleasantness of cavities or, even worse, the potential admonishment the next time you visit the dentist.

We attend meetings we would rather avoid because if we don't, we could get in trouble or maybe even lose our job. We aren't crazy about going to the meeting, but it's better than not having a job, right?

No one enjoys taking out the trash, but the alternative is foul smells, disease, and unsanitary living conditions.

Every decision we make answers the question in the back of our minds—will this get us closer to or further away from our goal?—and our ultimate goal is to be happy and to experience joy. Maybe the action we are about to take won't actually make us happy in that moment, but it will get us closer to being happy than the alternative action.

It makes sense that we would all rather be happy than unhappy, and if happiness is the ultimate goal we want or need to achieve in our lives, then the question we all want the answer to is, How do we get it?

That's what this book is all about: how we can achieve that ultimate goal in everything we do. I'm talking about everything from super huge goals and dreams to the minutiae of day-to-day living.

My quest for an answer to this problem expanded beyond careers and fortune to life itself. Many people measure success by economic outcomes, social status, or material possessions, but genuine success is about how you live your life, not just the things you possess.. There is nothing wrong with having or wanting nice things, but that is not the end-all and be-all of success.

Now, let's talk about *your* success.

Most business and personal achievement books deal with success on a grand scale. Free yourself up to dream big, write down your goals, put together an action plan, execute the plan, stay consistent, don't give up, and go for your dreams!

Great. Perfect. Wonderful stuff. I am right there with you!

Here's the thing. I have read more books on success and personal achievement than I can count. I have attended conferences and events with amazing speakers. Each speaker taught me something or reinforced something I knew before. I learned a great deal from every book I read.

So many books and speakers focused on the end goal, the dream—that big motivator that we had to keep our eye

on. The prize at the end of the rainbow of our life that we worked toward.

Don't get me wrong; I am a passionate believer in dreaming big!

I absolutely believe in setting huge goals and working toward them. Never settle for mediocre. Never shoot for the lamppost when you should aim for the moon. I agree with that wholeheartedly, but there was always something missing that kept nagging at me. It took quite a while, but I finally figured out what it was.

You don't have to be a sports enthusiast or even a fan of the rich and famous Hollywood stars to get a glimpse of what I was missing. Take any star or athlete and examine their lives. Maybe they're an Olympian, a tennis pro, or a member of a football team; whoever they are, they're working toward a goal. The gold medal, the World Cup, Wimbledon, the Super Bowl—whatever it is, they have their goal, but what happens to them when they reach it?

Some continue and try to do it again, but for many, the achievement was the goal. Maybe they'll write a book afterward or become a coach or trainer, but nothing compares to the exhilaration of winning the prize. They spent all that time training and working toward the goal, and once it is over, they often find themselves at a loss.

Movie stars, rock stars—the news is full of those supposedly at the top of their game, with plenty of fame, fortune, and notoriety. And what happens to them? They overdose on drugs, or their relationships fall apart. You hear story after story of how unhappy their lives are. Why? How can this be? They have achieved what they worked so hard for. How could they be so unhappy?

I realized the same was true of my friends. Many found successful jobs, married wonderful people, started families and had bright, responsible children, and experienced what

seemed to be great success in their lives, yet so many seemed miserable. Why?

The problem is not with achieving our dreams. There are plenty of great people who write and talk about how to do that. With all the information available today, it's easy to find someone who has gone where you want to go or has achieved what you want to achieve so you can model yourself after them. There are plenty of tools available to teach you how to identify your goals and dreams and how to write them down, put plans together, and implement them.

It's not the result and how to get it that's missing; it's the journey to the dream that is the problem. We are so focused on the big goal, the ultimate dream, that we forget the point of it all.

Remember what we talked about earlier—that our ultimate goal is to be happy and to experience joy in this wonderful journey of life? As human beings, our nature, our instinct, and our built-in desire is to be happy and live in a state of joy. But being happy should not depend on achieving our dream or long-term goal. Being happy is what we should experience along the way *to* our dreams and goals. By being happy on our life's journey, we can also be happy when we reach our destination. Life is meant to be lived, not merely endured.

The often-used Latin phrase “*carpe diem*” tries to capture this, imploring each of us to wake up and make the most out of each day. Another well-worn phrase is “Live every day as though it were your last,” which echoes this sentiment. We can all see the logic and wisdom in such platitudes, but how many of us can truly say we're able to do that day in and day out?

If you were ever inspired by a movie or a speaker who urged you to “seize the day,” you probably woke up the next morning energized and excited about your new attitude and outlook on life. You may have been able to live in your

newfound happiness for a short period—an hour, a morning, and maybe, for a few lucky people, even a day or two. But life is not a straight path to nirvana, with beautiful landscapes on both sides, warm sunshine above, and the soft sounds of singing birds to keep you company. Life can be challenging at best, and downright arduous and heartbreaking at worst.

I respectfully suggest that “carpe diem” has it all wrong.

It is a great idea, and I am all about the notion that we should make the most out of every day. The challenge is that for most of us, it is nearly impossible to start our day and end it without facing numerous hurdles and obstacles that distract us from, and often derail, our best attempts to make the most out of that day.

For us to truly make the most out of every day, we have to make the most out of every moment.

I think the real notion we should all adopt is “Carpe Momenta” or “seize the moment”!

I am not suggesting we spend each second of our day focusing on how we can seize that moment while ignoring all that is going on around us, or that we somehow pay attention to every thought in our heads and try to correct our attitudes constantly—that would be impossible. It would be like walking on a sidewalk and looking straight down as we put each foot forward to make sure it was safe to do so. This might eventually lead us to our destination, but it would take far too long, and we would miss out on all the experiences and the surrounding beauty along the way.

So, what do I mean by Carpe Momenta?

We’ll talk about the answer to that question as we explore this idea I call MOTIVESTIONS.

To do that, we need to start at the beginning.