

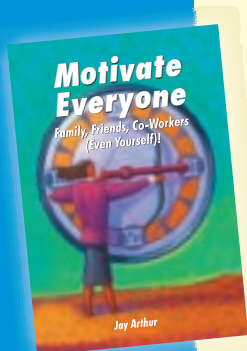
Do you ever have trouble?

- getting people to do their job?
- resolving conflict?
- getting your ideas across to people – friends, family and co-workers?
- getting your boss, peers, spouse or teens to listen?
- implementing change?

Then you might consider the breakthrough insights of **"How to Motivate Everyone."** It should be clear that those other people run their brain differently than you do. If only you could *"crack the code"* of what they're thinking.

Now you can.

With six simple questions you can easily discover how they think. Then, you can use simple, yet irresistible, words and phrases to hook into their way of thinking which will motivate them every time.



In the book **How to Motivate Everyone**, author Jay Arthur offers the seven keys to understanding and motivating everyone in your life without spending a dime or alienating anyone. The keys are beliefs, values, and the five mental motivation styles. The reader will learn how to use simple questions to discover anyone's motives and irresistible language to influence and motivate effortlessly.

Limiting beliefs can stop people's motivation. The five most common limiting beliefs are: hopeless, helpless, worthless, useless, and blameless. *"Sleight-of-mouth"* can transform these limitations into an invitation to explore what's possible, capable, valuable, desirable, and responsible.

Values motivate people to action. There are five core values: people, places, knowledge, activities, and things. Various people value relating, being, learning, doing, getting or having. To discover someone's values just ask: "What's important about your job? ...marriage? ...house? ...car?" The words or phrases they answer are their values. Just use these words to motivate them.

The five motivation styles each consist of two opposing attitudes and unique language:

1. **Achievers and Problem Solvers:** Achievers tend to move toward their goals and achieve them. Problem solvers move away from possible difficulties and consequences.
2. **Leaders-Followers:** Leaders gather information and decide for themselves. Followers tend to ask other people for direction on which way to go.
3. **Innovators-Processors:** Innovators like choices and alternatives. They love to break the rules and may have a hard time finishing projects. Processors like to make things right by following and finishing procedures.
4. **Doers-Thinkers:** Doers like to just do it. Thinkers like to reflect about things first.
5. **Evolutionaries-Revolutionaries:** Evolutionaries like to make things better. They like change every 7 years. Revolutionaries like new and different. They initiate change every 1-2 years.

The 144-page book **How to Motivate Everyone** will be available in early March, 2001 via Amazon.com, phone (888) 468-1535, or web: www.quantum-i.com. Cost for the book is \$21.95. To learn more about Jay Arthur go to www.quantum-i.com.

Jay Arthur, the KnowWare® Man, is a transformational speaker and resultant who works with people that want to master the mysteries of the mind, and companies that want to save \$250,000 and add it to the bottom line. Jay is a certified master and health practitioner of Neuro-Linguistic Programming (NLP) and the source of human excellence.

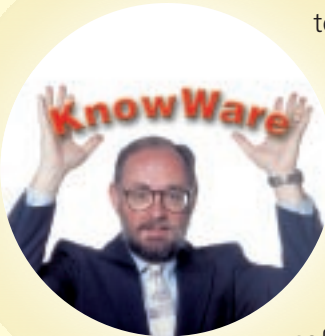
Growing up in Tucson, Arizona, Jay was obsessed with how people do things well. As a student of human nature, Jay began to study what works and what doesn't. He began to look for clues to human excellence. Jay would be almost 40 before he began to find the answers he was looking for. He graduated with a degree in systems engineering and spent the next 20 years developing software for the phone company. Becoming increasingly dissatisfied with the results he was creating in the world, Jay began again to look for solutions to his discomfort.

He had spent the last 20 years looking outside himself for answers, so he began in earnest to look within. What he found and still finds continues to astound him.

Jay found that the brain is like a computer and the mind is like software, but the software of the mind,

what Jay calls KnowWare, is much more rich and sophisticated than COBOL, HTML, or JAVA. While computers are binary (two bits: 0,1), human DNA is quaternary (four bits: A, T, C, G). Your mind uses seeing, hearing, feeling, smelling, and tasting as part of its programming "code." The mind, just like software, has modular routines that handle everything from tying a shoelace to driving a car while your talking on your cell phone and planning your next meeting. Some of this KnowWare is elegant and very useful; some of it is defective and causes problems; and some of it is missing.

Jay found that if you change your mind, you can change your life. It's possible to shed the past, design your destiny, and succeed at anything if you take the time to learn to do it well.



Here's what people are saying about **How To Motivate Everyone** seminars:

"The material was excellent. I am definitely going to use this stuff!"

"Very helpful. I appreciated the opportunity to practice techniques. Good examples."

"This was a fun and informative session. Thanks for the insight."

"Enjoyed the lighthearted nature of this session." "The information will take some practice, but I'm confident I can apply it."

"Jay is interactive, informative, and entertaining. My attention did not wander once."

"Jay was an excellent and non-judgemental presenter."

"Highly recommend him for future conferences."



To find out how to book Jay for keynotes, seminars and workshops on **How To Motivate Everyone**, call Jay at (888) 468-1537.