

Twitter Thread by Colby Kultgen



Colby Kultgen

@thecolbykultgen



Do you struggle to stay motivated?

I can help.

The 3 pillars of motivation and how to hack them:

- 1. Prize**
- 2. Purpose**
- 3. Accountability**

Thread ■

Motivation is a complex and unreliable force.

Too often we find ourselves waiting for it.

When instead, we should be taking active steps to create it.

There are 3 main drivers of motivation:

1. Prize

The temporary reward that awaits you upon completion of a task.

2. Purpose

The deeper internal reward we often associate with "meaning" in our lives.

3. Accountability

"Oh shit, if I don't get this done I'll be in trouble."

1. Prize

Rewards can be a powerful motivator.

But they can also be dangerous.

We need to be careful not to let external rewards be our sole motivator for doing things.

Rather than rewarding yourself with something material, go for something that rewards your soul.

Example:

The reward for completing a difficult task could be some time to hang out with friends, or doing a hobby that you love.

2. Purpose

"What man actually needs is not a tensionless state but rather the striving and struggling for a worthwhile goal, a freely chosen task."

- Viktor Frankl

Our purpose can be hard to nail down.

It's like a living, breathing thing that can evolve and change over time.

If you feel completely lost about your purpose, try this:

- Remove all distractions
- Sit with a pen and paper
- Write your eulogy (weird, I know)

What would you want people to say about your life?

This should give you some insights about the direction you should be heading.

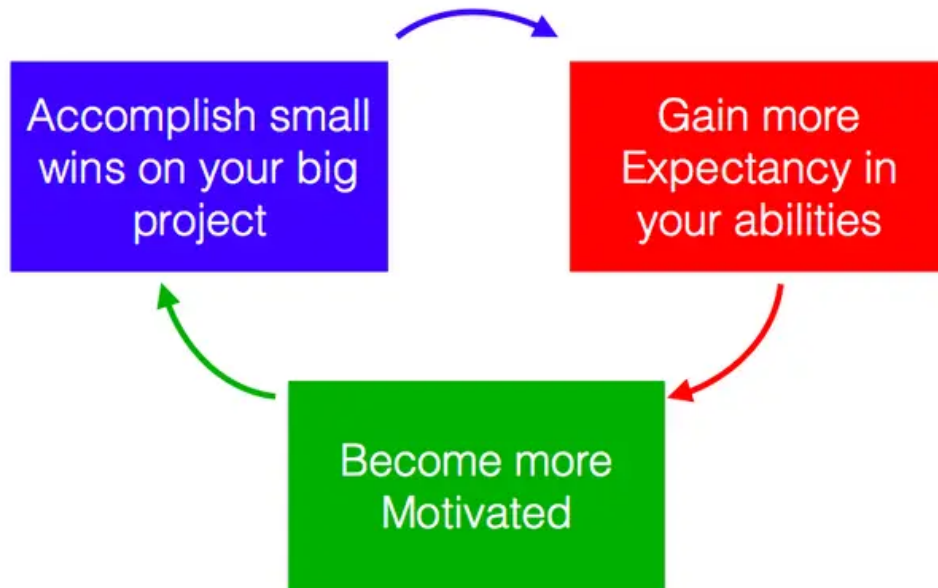
Ok, now we've got our purpose dialed in.

How can we utilize it to stay motivated on a daily basis?

The key is to keep the bigger picture in mind, while also breaking down our macro goal into micro steps.

This way, we can start to build a positive feedback loop of motivation.

The Positive Motivation Loop



3. Accountability

The most powerful/scariest of the three motivators.

We've all been there.

Pumping ourselves full of caffeine to stay up late and complete a project we should have finished weeks ago.

That's accountability in action.

But there are healthier ways to use it...

Healthy ways to add accountability:

- Join a community of people pursuing a similar goal
- Seek out an accountability partner to check in with
- Make your goals public on social media
- Hire a coach or mentor to work with

That's a wrap!

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— Colby Kultgen (@thecolbykultgen) September 16, 2022