

## Human Motivators Mission–

### Current/Painful state–

This current state of my life is excruciating because I can't do what I want without worrying about money. Also, there are people I want to take care of and can't accomplish that due to my lack of financial stability. There are places I want to visit, foods I want to eat, simple activities that I dream of doing that I can't because of my lack of money. → This is why I take action daily to get away from this painful state.

### Desired State–

In my desired state I have the ability to travel to places, meet exciting people, experience the best things in life, and also be able to do the same with the simple ones without worrying about being obligated to be somewhere at a specific time or fearing that I won't be able to pay for some of the essential things in my life. I would be able to take care of my family and those around me and live a life free of financial worry. → This is why I continue to take action based on likelihood and belief

### **A massive component of taking action is believing that you can do something.**

If we leverage this and control the beliefs of our audience, we can get them to do anything we want. ← This is talked about later in the Bootcamp but it correlates with our current topic.

The feelings of uncertainty and not being able to provide amplify the pain of this current state.

The desires to be better and provide for my family amplify the desired state.

→ If we as copywriters understand this on a deeper level with other people in the same situations we have greater control over our influence on them