

Gratification in Action

Core Desires inspire action.

by **Jack M. Zufelt**

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Most people want instant gratification. The good news is that when you're pursuing genuine Core Desires, in most cases you experience constant gratification.

You don't have to wait to have fun or joy when you are on the path leading toward your genuine Core Desire.

Having a life in which everything you do is driven by Core Desires - things you love to do or be - is the most satisfying and fulfilling way to live. When you embark on the journey to identify your Core Desires, you will open up to a new way of living - a life where everything you ever wanted will be available to you or you will be on the path toward it, and loving every minute of it.

You can enjoy that great feeling in every area of your life - going through life working on things you really, truly love or want. There are always the "have-tos" to get to your "want-tos," your Core Desires. If you are dedicated to losing weight or getting in shape, you know you must exercise, but you don't mind this, even if it is hard.

Only when your "have-tos" lead to an end result that isn't a Core Desire are you unhappy.

Core Desires inspire action. Throughout history, great leaders have rallied others to their causes, inspired people to accept risks and take action, by tapping into their Core Desires. American revolutionary Patrick Henry revealed his Core Desire for freedom in his famous statement, *"give me liberty, or give me death."* Most colonists shared that Core Desire. They felt oppressed and wanted to overthrow the oppressor. The closer a leader's vision corresponds with his or her followers' Core Desires, the greater and more powerful the leader becomes.

Leaders have followings because they tap into people's Core Desires.

When leaders fail to tap into their constituents' Core Desires, their popularity and influence wane. Smart leaders first learn what their constituents want and then adopt those concepts as their own. Once they know the people's Core Desires, they can promise to help them get what they want.

Most things that are worth achieving require that you put forth great effort. Usually the more worthwhile your desire is, the more effort it will require. You won't put forth all that effort unless you are pursuing a true Core Desire.

There may be many things you have to do to get to your "want-tos." To become a doctor, for example, you have to graduate from college and then from medical school. But if you really want to become a doctor, you don't mind that the path is hard, long, and expensive. Imagine going to college just because it's what your parents want for you. Imagine working at a job that you hate just to get a paycheck that can't support the lifestyle you desire. Imagine becoming a respected professional who earns a lofty income and yet, after years of practice, feels stuck in a rut or caught in a downward spiral, wondering, "If I am doing so good, why do I still feel so bad?" That crisis of meaning often hits after we have experienced some initial success.

By Jack M. Zufelt
"Mentor To Millions"

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Jack M. Zufelt - MLM Expert & "Mentor to Millions".

Jack's personal and business success in network marketing qualifies him to teach others how to achieve that same success in their own network marketing business and personal lives.

His book, *The DNA of Success*, hit the #1 bestseller slot in the first 3 weeks it was out. It is now in 11 languages.

- Jack has a vast amount of experience in network marketing. He rose to the #1 position in an MLM company. ***He had 50,000 in his***

downline and earned \$80,000 a month so what he teaches is NOT theory.

- Jack was awarded the **Presidential Medal of Merit** by the President of the United States.
- He was **honored by the United States Senate** for teaching Americans how to achieve better results in their lives and careers.
- **PBS** aired a special TV show featuring Jack that was broadcast via satellite to 127 countries.
- He was **selected by Winners Digest**, a publication for Fortune 500 executives, as one of the two most effective speakers in the U.S. The other the chose was elected President of the United States that year.
- He is listed as a **"Who's Who"** of Human Potential Superstars and the, **"Best of the Best"** by Nightingale-Conant. They featured his best selling audio program on the cover of their catalog twice. This program was also featured in SUCCESS magazine twice.
- The readers and editors of **Motivational International**, a multi-national publication voted Jack as one of two, of the decade's top international speakers.
- Florida Living Magazine, in an article featuring Jack Zufelt on the cover, reported, **"Jack is one of America's most booked speakers."**
- Jack been featured **on the cover** of many other magazines that published articles written by him in several countries including America, Canada, Malaysia, Taiwan, Singapore, Hong Kong, New Zealand and Australia Japan, Indonesia, Philippines, Korea and Thailand.

Jack has discovered a concept about achievement and making money in network marketing that had never been taught before. It has caused him to become very popular as a speaker, trainer, business consultant and "Mentor to Millions". He has gained worldwide recognition because of his unique and life changing approach and his "no hype" concepts about what it really takes to be successful and make a lot of money in network marketing.