

# How To Build Constant Momentum

*- and be persistent in the pursuit  
of your Success!*



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of your Success!*



CREATED BY MARCUS INGEMANN  
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*Special message from the author,  
Marcus Ingemann*

Dear friend,

Let's once and for all launch your motivation and your persistence towards your personal success!

I think it's fantastic that you have reached this far, and that you have decided to pull through all the way and reach your dreams! And to keep that strong and dedicated mindset all the way to the finishing line, I proudly give you this powerful e-book that will reveal the fundamental process of how to keep your resolutions!

When you have read this book, you will have the knowledge and the key of becoming totally persistent in your strive, every single second of your time, and you will be able to build a constant momentum that will take you all the way to fulfillment and success!

Please feel free to give this e-book away to your friends and family, and also to your website visitors and your business customers. I'm confident that they will be extremely excited to receive this powerful tool and appreciate your gesture of improving their lives!

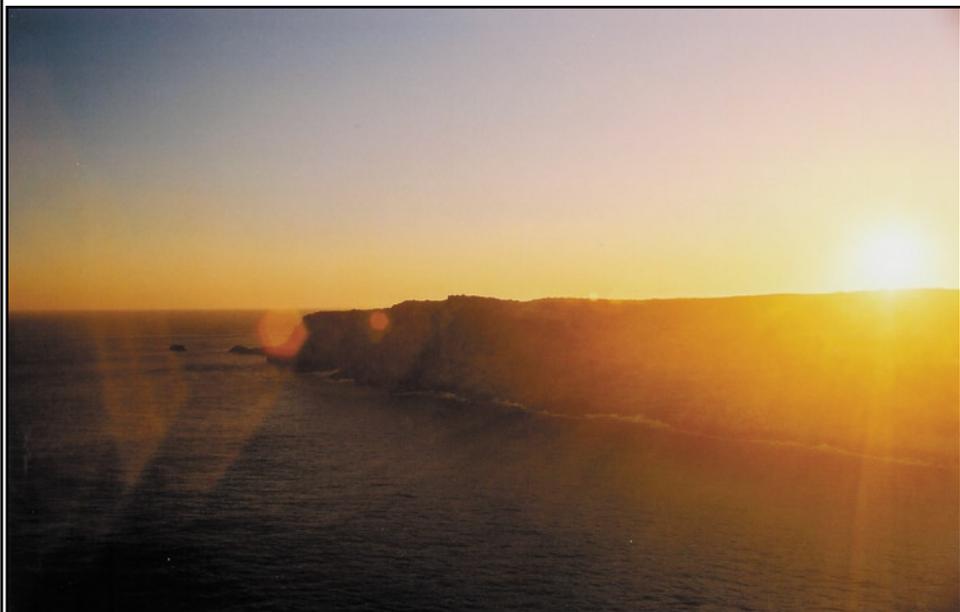
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## How To Build Constant Momentum - and be persistent in the pursuit of your Success!

That's right, in this e-book we will once and for all kick-start the unstoppable momentum towards your dreams!

And before we begin, let me just say how happy I am that you have decided to take action and to make a change in your life. I'm so excited that you have decided to replace all the negative things in your life, with all the fantastic, captivating and exhilarating things that make out the life you've always dreamt of – the life you have now decided to realize and to live!

And I know, I don't know you personally. But as I've said before; I know that we are the same in at least one big and important thing, and that is that we both want reach success in our lives and to live our life to the fullest every single day. That alone is more than enough for me to feel excited for your progress!

Besides, I know the extreme and positive impact this has made in my own life, and I'm simply just thrilled that you are on your way to experience the same dramatic changes in your life!

Alright, good stuff, so what this book is about is just as the title says. We will find the simplest and yet most powerful technique of creating a momentum in your strive towards your dreams.

*- Sound's good? I can tell you that it is! This is the key to unlock your persistence and drive!*

This is the second active step you need to take in your "Dream-Catching" –Session. The first one was To Reach the Turning Point, and I don't even consider that to be an active step, since without the turning point, you would still be standing still, waiting and wishing for your dreams to come true.

What the turning point did for you was to let you “go on board”, if you understand my metaphor. Without the turning point, you would still be standing on the dock, hoping to one day embark on the ship that would sail towards your dreams. The turning point made you realize that it is actually just one simple step, just one simple walkway up to the boat, and then you set full sail towards success. It’s just a simple change in your mindset, and then you have begun your journey towards your dreams.

The first *real active step* came when you Defined Your Goals. See, at that point, you were already on the boat, and you were just about to cast off. But without a proper destination, you would just be roaming aimlessly over the seven seas. So before casting off and leaving the protection of the harbor, you needed to know your destination.

By *defining* your goals, you created that destination. You decided the exact place where you want to go to. And then you are almost ready to cast off and begin your journey.

So what’s our second active step? Well, let’s stretch the metaphor with the boat just a bit further. What does a boat need in order to move forward?

- Wind.

That’s right, but the wind is something we can’t control. The wind is an external force that makes an effect on our boat, but it’s not what makes us move forward. What we need is the very essence of propulsion.

- The sails!

Absolutely correct! We need to set sails on our beautiful ship. Without sails, we would just be drifting over the sea with no power to steer, with no control and most important of all; not on a straight heading towards the destination we’ve decided to go to.

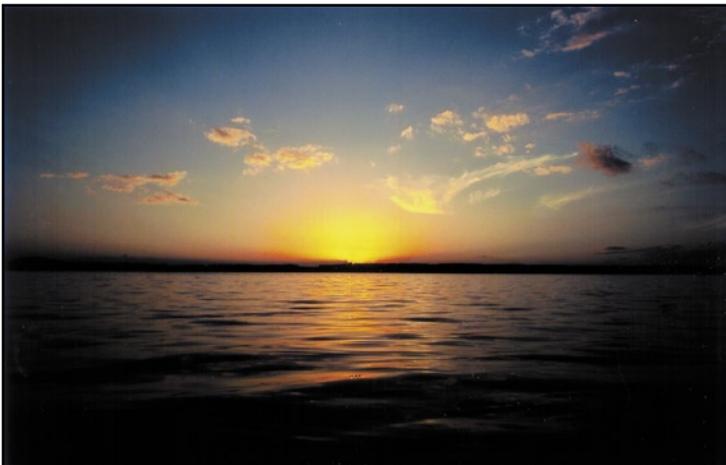
So we need to set sails, because the sails are the propulsion that takes us forward. The sails give us the ability to steer the ship and to have control through the turbulent and wavy sea. With the sails up, you will have a constant momentum towards your destination.

So what does this really mean? How can we use this metaphor in the pursuit of our dreams?

Simply that when you have finished this book, you will know how to have constant persistence towards your success. We will explore the propulsion of your mind, the processes that make you move forward. And we will learn how to use these to our advantage and benefit, so that you can have constant thrust towards your goal!

See, in this e-book we will find the very essence to what creates momentum towards any goal you have. You will discover the reason to why you will proceed with determination towards your goal, every single day. You will finally understand how you can become totally persistent and strive with constant speed and constant focus towards your dream!

Yes, I know, it sounds too good to be true. But this is the real deal, so follow me good here, because if you get this, you will have enough speed and power to reach the stars.



Alright, so let's begin with finding out the *process* of how this usually works. Let me ask you a question:

Have you ever *stopped*, in the middle of pursuing a goal?

Sure you have. We all have. In fact, this is one of the most common reasons to why most people miss out on their goals and dreams. It's one of the most common motives to why a lot of goals remain unfulfilled.

I know; it's really obvious. If you don't follow through and proceed all the way to your destination, you will clearly not achieve it either.

However, the interesting thing here is to ask the question: "Why does it happen"?

Why do you stop in the middle of your pursuit? Why do you strive on for a while but then lose interest and quit the whole thing? Why do you divert from the path that leads to the very thing you want to achieve?

I believe that it's extremely interesting why we behave this way, and I've spent a great deal of time and energy finding the answer to this contradictory process. I mean, why would anyone choose not to fulfill his or her desires?

Look at it this way: When you have defined your dream, you know your destination and you know the life you want to live, why would you not go there? Why would you quit your strive and your determination? Why would you all of a sudden, in the middle of your journey, choose a far worse destination, or even to go back to the unfulfilling life you once had?

Right, there is no point, is there. But still, people quit their resolutions all the time, and there is a *specific process* to this behavior.

- Control the process, and you will be able to change your behavior so that you can reach the results you want and be constantly persistent!

Both you and I know that this is one of the biggest problems there is to any dream-catching journey. Millions of people around the world suffer from this problem. Huge companies and big businesses throw away huge amount of money, time and effort just because they don't follow through. And I could tell you heaps of personal experiences in my own life where I have "failed" because of this, and I'm sure you will find thousands of situations in your life where you have experienced this too. You start off with your project with great ambition and pursue your goal with full commitment and energy. You work like a maniac to make it happen, invest your time, money and energy into it, and you feel like you are in the flow towards success.

And then it stops. Either you become bored of all the hard work that your goal involves, or you encounter a problem that you decide is impossible to conquer. You might even *forget* to work on your project and not remember where your path towards your dream is!

One of the most common reasons to why you don't reach your dream, is that you stop being persistent.

Of course, there are situations where you should stop being persistent, and there are situations where your values and intentions will change, but these are not the situations we are talking about, right?

- No, the situations we are talking about are the ones when we have a goal, a dream, a mission to fulfill, and we stride on with persistence until a certain point. And at that point, we mysteriously stop.

Why do we do that?

And even though I know that you recognize this, I just want to reassure you that it is extremely common with virtually everybody.

For example, you wouldn't believe the amount of people I've interviewed and met, who've had this as their biggest Achilles heel. Just the other week, I spoke to a guy who was really depressed because he didn't have any consistency in what he did. He would start on his project, work on it for a while, and then he would gradually become bored and uninterested. He would lose all motivation for his goal, and finally decide that he didn't want to continue with it. He would then start on another project, and repeat the process. And he would feel more and more unfulfilled and miserable, since he would never ever finish one single of his projects. He would never ever succeed with his goals, because he always left them incomplete. He would never reach his dreams, because he couldn't force himself to get to the finishing line.

Recognize the situation? You probably do, because we've all been there, and most people are still in it!

Now, I know that there are many different reasons to why a project, a goal or a dream can go down the drain. There are many reasons to why you can lose your persistence, your drive and your thrust. But as far as I'm concerned, there is only one major answer to the question, an answer more important than all the other, and that is what I want to reveal to you now.

Are you ready? Great, here we go!

***- You need to Create some Powerful Reasons!***

That wasn't too hard, now was it? As a matter of fact, I'm pretty sure that you might be a bit confused right now since that statement seems too easy. And I know, but stay with me here, and let me explain the power of this technique, because you will soon find out how you can use it to maximize your momentum.

So why do you need to create some powerful reasons for yourself? Well, to be honest with you, it's simply how you work. It's part of the standard processes already built-in in your own mind. What do I mean?

Your mind is a fantastic creation. It is one of the most advanced things we know of today. It is in fact a very sophisticated learning- and survival machine that helps you get by in this world.

From the day you are born, it sorts out all the information that you receive through your senses and creates a model of the world around you. And this model is so easy for you to understand that you can both interact with it in real time, and also survive all the difficulties that the world puts upon you. It will do anything in its powers to make you survive all the dangers and all the difficulties, and make you understand complex situations so that you can learn from your experiences and optimize your life.

That's quite a fantastic achievement!

And if that wasn't enough, your mind will do almost anything you ask of it. If you ask your mind a question, it will search through the enormous knowledge-bank you have inside of you, and find a solution. It will do whatever it thinks is the best to optimize the quality of your life and make you happy. It will do anything it can to achieve goals and reach success.

There is a catch though. And that catch is that your mind needs a reason to perform.

If your mind doesn't have a reason to perform, it won't. If your mind doesn't see the point of doing all the great stuff that it can do for you, it will rather do something else. If your mind doesn't have a reason to find a solution, if it doesn't have a reason to optimize your life, if it doesn't have a reason to reach success or to make you happy, it simply won't take action.

Well, see it this way. Would you drink your own urine?

- How's that for a question! It's pretty disgusting, right? I mean, just imagine taking a drink of your own urine when you are having dinner with the family, and after the main course is served, your own urine is poured into the wineglass in front of you. I don't know about you, but I can definitely feel how my stomach twist in agony from the imagined taste of the sickening fluid. It's not a nice experience, and the answer to the question if you would drink your own urine is obviously "No!"

Now, if I would give you *Ten Million* if you did it, would you do it? Maybe you would, maybe you wouldn't, but at least the possibility is far greater.

See, the point here is that you would do something you would normally do anything to avoid, as long as you have a powerful reason to do it.

I'm sure you've heard about all crazy things that people have done, and you always wonder, "what the heck made them do it!?" What makes people jump out of airplanes, swim with sharks and crocodiles, or climb dangerous mountains? What makes people jump into the water to save a drowning child, or run straight into a burning building to rescue a possible survivor? What makes people risk everything they own, and sometimes even their own life, for grounds that you and I cannot possibly understand?

It's really simple. They had a powerful reason behind their action.

I'm sure you are beginning to see the power of this process on your own mind right now.

As a matter of fact, let us do an experiment right here, just so you get an experience yourself about how this process works in your own life.

Take a look at all the situations in your own life. You go to your job or study an education. Why is that?

You meet friends and family, try to do a good job raising your children if you have any, you strive for a good life and to be happy. Why is that?

There are billions and yet billions of things you do in your everyday life; you shop for food, you get your hair cut, you shave in the morning or put on make-up every day, pay your bills, watch certain TV-shows and go to bed at a certain time in the evening. And you do all of this because of...

- That's right, because there is a Reason for you to do it!

In every situation you can imagine, you have a reason for acting. Whatever you do, you always have a motive for your behavior. In fact, you cannot find a single thing you do haphazardly. You are more than welcome to try to find such a thing, but I *know* that you will find a reason behind everything. Even though the reason is really simple, such as "I just happen to like it" or "it makes me happy", it's still a reason and you will find it when you examine your own behavior.

So you see, your mind needs a reason to perform. If it doesn't have a reason to perform, it will simply stop performing.

- So how can we use this to create an unstoppable momentum in the pursuit of our dreams?

Well, that's the purpose to why I started out this book with a quick resume of the previous "Turning Point" and "Unveil Your Passion". You have already decided to get on the ship that takes you to the life of your dreams, and you have already *Defined* exactly what that life is to you.

- Now you just have to give your mind some powerful reasons to go there!

Look, your mind will do anything in its powers to complete the mission. Your mind will never ever stop working towards its goal, as long as it has a powerful reason to do it.

On the other hand, if you don't have a reason, your mind will simply not understand why it should perform to get you there.

- Are you following me so far?

See, if you want to loose weight and live a healthy life, you need to ask yourself **why** you want to achieve this. The goal of becoming fit and get rid of all those extra kilos is not enough for your mind. You have to give your mind a good motive to **why** it should accomplish what you desire.

If you want to become financially abundant and live a life in luxury, you need to have a reason to **why** you should get there. Otherwise, your mind simply won't understand why it should bother spending all that energy to get you there.

If you want to quit smoking, if you want to learn a new language, if you want to move to another country, get the perfect house, change career, finish your exams and your education, you need to give your mind a really strong reason to why it should motivate and inspire you enough to make you succeed.

No matter what dream you have, you will only follow through and reach the finishing line when there is a Powerful Reason pushing you forward!



See, when you have a powerful reason to why you should continue with your strive, you will always have a clear and strong purpose with your actions. You will be able to wake up every single morning with total awareness of where your focus should be that day. You move through your day with total awareness of where you are heading and with a burning desire to go there. You will be motivated every single second of your waking life, because you know the very purpose and the essence of your actions, your thinking and your entire life -And that is to reach your dream!

And even better; as soon as you hit the hard times, when everything seem to work against you, and you fight against slow downs and set backs, you can still feel excited and move forward with same speed and power as before!

- How? Well, normally, you would loose faith in your strive and your pursuit of your goal. Your pace would slow down, you would feel uninspired and bored and unable to complete the tasks of your project. Worst-case scenario is that you would quit the entire thing altogether, and miss out on the fantastic dream that is waiting for you in the horizon, the dream that will give you so much pleasure.

Now, with a powerful reason, you will still work on your project with great stimulation. You will still be fully motivated to reach your success, and you will feel even more encouraged to realize your dream. The reason gives you a meaning to continue your work and your strive. The reason is telling your mind the importance of continue on the road towards your goal, and the rewards you will get when reaching it. The reason is giving you the purpose of why you should fight through the challenges, why you should conquer the mountains and why you can endure the most difficult times with brilliance and majesty!

The reason is the power to creating a constant momentum towards your dream!

Alright, great stuff! I'm sure that you see the power of this already and that you are really eager to start applying this to your own life and your own journey. So let's get down to it right away:

The key to getting some really powerful reasons is simply to ask yourself **WHY** you want to reach your dream.

Let's take an example: Say you want to change your career and start working with something that gives you more pleasure and is more meaningful for you. You already know what this new job is, but you lack the motivation to take action towards it. So what do you do?

You find a strong and powerful reason to reach your dream! It might be that your new job gives you more money, or that it has better working hours. You might get a lot of benefits, or work in a more exciting environment. You might be able to see clearly the advantages of the new career, the joy you will get every day, the stimulation of working with something that matters to you, and waking up every day with a smile on your face and a song in your heart, happy just to go to work.

Let's say that you want a new place to live. I don't know what this place is, and it doesn't matter if it's just a nicer flat, if it's your perfect house in the countryside, or if it is the castle of your dreams. The process is the same.

A good reason might be that you are getting kicked out of your current apartment and you desperately need a place to live. That's a really good reason to create momentum towards your dream! Maybe you are setting up your own business in that new place, and you urgently need to move, so that you can start earning money. That is also a great reason to create thrust in your strive. You and your partner might be expecting a child, a new member of your family, and you only have a couple of months before you need a bigger place. Then you also have a great reason to achieve your dream.

No matter the dream, you need to ask yourself **WHY** you want to go there, **WHY** your dream must become reality. That is the key to find the most powerful reason and create constant momentum!

Now, I know that you might be a bit skeptical:

“Sure Marcus, it sounds nice, but I’ve already tried this. It didn’t work”.

- Let me tell you why: Your reason wasn’t powerful enough!

Imagine a young man is sitting in the hospital, in one of those small examination rooms with bright white light, instruments all over the place and an x-ray board on the wall.

Suddenly the doctor walks in to the room. He walks across the room and sits down behind a big wooden desk. He sighs heavily, peers under the small glasses on the tip of his nose and says to the young man that he has an evil cancer, as a result of smoking two packs of cigarettes a day.

“Now”, says the doctor. “You have two alternatives. In the first alternative, you continue smoking, but you will die within one week. The other option is that you quit right here, right now, and you will live to die of old age”.

I’m sure you can imagine what the young man would choose. His motive for quitting smoking would be that he would have the strongest, most urgent, definitive reason in the world. And he would most certainly succeed in reaching his goal!

So it’s extremely important that you find some really powerful reasons to why you should achieve your goals. If you only give your mind a half-hearted reason, you will work towards your goal for a while and then quit, just because your mind can’t see the benefits of continuing.

I'd like to share a story with you from my personal life.

As you might know, I'm one of those extremely creative and imaginative people with thousands of ideas exploding in my mind, all the time. I love to find solutions to problems, new approaches to challenges and to optimize virtually *everything* in life. It's my sincere and true passion to be constantly inspired and to live life to its fullest, every single moment!

Now, I've been like this for as long as I can remember. But before I started giving my mind reasons to kick-start my own momentum, I didn't get anywhere at all.

See, I already knew that I could reach my dreams, and I had already described and outlined the goals I wanted to reach. So I had done the first two important steps of "Reaching The Turning Point", and "Defined The Goals". But I was still not getting anywhere. I was standing still, on the path towards my dream, but not moving forward.

*- And that, my friend, is extremely frustrating!*

So what I started to do, was to give my mind really powerful reasons to reach my dreams. I would picture my life in a couple of years and how it would look like if I didn't reach my goals, and feel the horror of not achieving the life I desperately wanted to live. That itself became a really strong reason to work like a maniac towards success!

I started to find the benefits of different goals, and every time I felt my pace slow down, I would just sit down and relax, and think about the fantastic things I would experience when I had reached the finishing line. That itself became an extremely powerful reason to keep striving towards accomplishment.

Of course, sometimes the reason I had created wasn't powerful enough. And when this happened and I would be on the

edge of losing my persistence and motivation, and sometimes even on the verge of losing my faith in the dream, I would simply review the reasons I had at the moment, throw them away, and then create even more powerful ones!

- In one situation I actually linked together total failure and complete collapse of my own life, if I did not succeed in reaching my destination and dream!

Now, I don't suggest that you should do that, because it could be slightly bad for your mental health if you mess things up. However, the point is that it works and that I got the job done and had constant thrust all the way to success!

So you see the extreme power of giving your mind reasons to achieve your dreams. The stronger the reason, the more powerful momentum you will have. The more vital the reason, the more urgent it is for you to achieve. The more critical your reasons are, the more motivation you will have, the more inspiration you will feel and the more thrust you will have the entire way to success!



Now, before we round this up, I'd like to share with you a great secret to this process as well. I don't know how much you know about mind mapping, but you can learn the basics in the e-book at [www.fortunewell.com](http://www.fortunewell.com). The book is called "The Power of Mind Mapping, and is free to download at the site.

In this book you will learn the technique that a single words can work as a "trigger for information", and we explore this area more thoroughly in the advanced sequel "The **Mind Mapping Power Pack**", which you can find at [www.fortunewell.com/mmp](http://www.fortunewell.com/mmp). This is basically the foundation of mind mapping, and is actually also the basis of the processes your own mind. Let me give you a quick example:

When I ask you to think about a "**BICYCLE**", you will instantly get a picture in your mind, or a special internal sensation that represents that specific word. However, if I ask you to describe the bicycle, you will come up with thousands of details regarding the color, the size, the frame, the tires, and the style and so on.

Now, what happens when I say the word "Bicycle", is that this word acts like a trigger for a huge amount of information. And all that information is released at the same instant as the word is pronounced.

So why am I telling you this?

Well, the power of using this together with what you have already learned in this book, is to use your Reason as a Trigger for your mind and instantly create momentum!

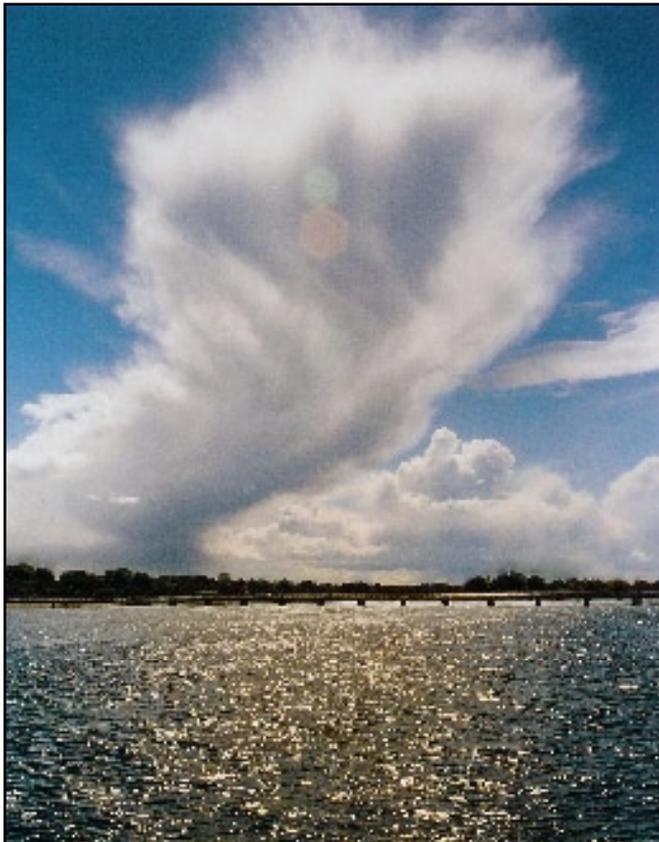
See, at the very moment you think about your reasons for reaching your dreams, a huge process will start taking place in your mind. When you remember your reasons for striving towards success, it will trigger all the necessary emotions inside of you, all the needed motivation and inspiration that lies dormant, and make you explode with creativity and thrust!

Whenever the pace is slowing down and whenever you “feel tired” of working towards your goal, it’s just enough to **think** about your powerful reason, and that single thought will trigger the propulsion you need.

Whenever you feel worn out or miserable, and whenever you lack the right motivation or creativity, simply think about the reason of your strive, and it will trigger the entire process in your mind that give you total understanding and enthusiasm for reaching your dream.

Have your reason in constant awareness, and you will have infinite momentum towards the life of your dreams!

*- And that, my friend, is true power!*



So, are you absolutely exhilarated now to get this powerful process into your own Dream-Catching Journey! I bet you are, and before we wrap things up in this book, let's just review the book briefly so you know exactly what do and what you have learned so far:

**1) *Your mind needs a reason to perform.*** If it has a reason, it will perform. If it doesn't have a reason, it either won't perform, or it will do something else.

**2) *Find the reasons by asking yourself WHY you must reach your dream.*** *WHY* is it essential that you follow through all the way to your goals. *WHY* is it vital that you achieve your personal success. The answers are the basis for your reasons.

**3) *Create the most powerful reasons you can imagine.*** The more powerful reason, the more momentum you will create. The stronger reason, the more motivated, inspired and excited you will be.

**4) *The only thing deciding your momentum, is the power of your reason!*** If you have a poor reason, you will have a poor momentum. If you don't believe in your reason, your mind will stop performing. ***If you have the most powerful reason, you are unstoppable!***

**5) *When you loose momentum, simply remember the Reason to trigger your inner thrust again!***

From now on, you will always be constantly inspired and motivated to reach your dreams, because you will always have a powerful reason to go there. You will always be creative and energetic, since you are in control of the process that gives you forward motion.

You will wake up every morning and know the purpose of your day. You will be able to live your life with total awareness of where you are heading. And you can allow yourself to be thrilled and ecstatic every single moment of your life, since you are moving towards your dream with power!

When you give your mind a reason to perform, an intense reason to achieve your goals, you will move towards success with permanent persistence and constant momentum!

From Now On,  
You Are Unstoppable!



*- So what should you do now?*

First of all, you need to take action! You need to do the exercises in this book and start using the powerful concepts that you have just learned. It's only when you start taking action and using these techniques that you will build that unstoppable momentum!

- And if you really want to achieve your goals and live the life of your dreams, you need to start taking action towards it right now!

Second, keep your eyes open for upcoming releases from FortuneWell.com! This is the 3rd e-book in the "DreamCatcher" -collection and there are several more that will complete this exclusive and life-changing collection!

There are several other optimizing and motivational e-books and movies on the way, and to benefit from these, please go directly to [www.FortuneWell.com](http://www.FortuneWell.com) and sign up for the **Free membership**. When you become a FortuneWell Member, you will get immediate access to all the books and movies in the exclusive Members-area. You will also be instantly notified via mail whenever there is a new, powerful release that you can download, so you don't have to check up on the site all the time. You can learn more about all the benefits of the membership at [www.FortuneWell.com](http://www.FortuneWell.com).

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Stay motivated and enthusiastic! I hope to speak to you soon again!  
Best of optimization and success!

*Marcus*