

# KEN LINDNER

The Founder of *LIFE-CHOICE PSYCHOLOGY*™

## How To Motivate Yourself To Make Great Life Choices!

By Ken Lindner

The author of *Your Killer Emotions: The 7 Steps to Mastering the Toxic Emotions, Urges, and Impulses that Sabotage You*  
(Greenleaf Book Group Press, January, 2013)

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**H**aven't you, at one time or another, let your feelings of hurt, anger, loneliness, resentment, rage, neediness, insecurity, jealousy, and/or hopelessness cloud your best judgment, which resulted in you making a disappointing, self-sabotaging, and/or spirit-deflating life choice? If your response is, "Oh yes, unfortunately far too many times!" Have you considered what led to these life-derailing situations?

The answer may well be that you were energized, catalyzed, and led to act in response to the energy charges from potentially poisonous feelings, urges, and impulses because they, at the time, overpowered and thereby negated your intellect and your best judgment. You wound up opting for an emotional quick-fix by assuaging an intense impulse or urge rather than opting to make a positive life choice. Your actions were not a well thought-out reflection of your very best judgment, as you didn't take into account what you truly want in and for your life.

In my book, *Your Killer Emotions: The 7 Steps to Mastering the Toxic Emotions, Urges, and Impulses That Sabotage You* (January 2013), I discuss that a key to achieving your most treasured personal and professional goals is to master your emotions and urges and to turn them into your *allies* when you are making important life choices. One of the ways by which you can accomplish this is by correctly identifying your own unique set of *Personal Emotional Triggers*™ (or *PETS*™). Your *PETS* are the values, things, people, and events that motivate you the very most. These *PETS* are so supremely motivating and so highly super-charged that they will overpower and counteract, and thereby nullify the less potent, competing, and/or conflicting energy charges of potentially destructive and/or sabotaging emotions, urges, and impulses.

Here's an illustration of the great power that your *PETS* pack to motivate you to make positive life choices: "Karissa" was a corporate executive who had custody of three young

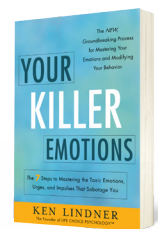
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children from her first marriage. Two years after her divorce from her first husband, she married “Daryl,” who had custody of his four children.

Apparently, right from the start, there was tremendous marital discord, and Daryl reacted by becoming an absentee dad to all seven children. This left Karissa as the primary breadwinner and essentially as a single parent. The stress that Karissa experienced was tremendous. The five-foot seven-inch Karissa, who weighed one hundred and thirty pounds when she married Daryl, ballooned to two hundred and twenty, as her stress triggered uncontrollable eating binges.

For over a year, Karissa thought about and tried to lose weight with no tangible success. Then one day, her seven-year-old biological son, “Bradley,” approached her with tears in his eyes. Karissa immediately sat him down and asked what was wrong. Bradley, with tears now streaming down his cheeks, answered, “Mommy, I don’t want you to die! Please don’t die!” Karissa, shocked by the profound trauma that Bradley was experiencing and by what he was saying, said, “Bradley, sweetie, why would you think that I’m going to die?” Bradley responded, “Because you’re so heavy, Mommy! I’m afraid you’ll have a heart attack and die, and with Dad not around, I have no one but you! I’m scared, Mommy! Please don’t leave me, Mommy! *Please!*”

According to Karissa, Bradley’s fears profoundly touched, jarred, and upset her, like no other! During the next two years, she consciously, strategically, and continually visualized the one thing that she never wanted to experience again: Bradley uncontrollably crying and being traumatized by the thought of her dying from being overweight. With this thought/value squarely atop of mind, Karissa exercised religiously and totally changed what she ate, as well as the portions and the times that she ate. As a direct result, she lost more than eighty pounds and thereby permanently allayed Bradley’s fears of her dying because she was overweight.

The Karissa/Bradley story is an example of how a supremely motivating *PET*—Karissa not ever again wanting to see or be the cause of her son’s deep pain—can generate such high voltage energy charges within you, that it can break-up your toxic emotional, psychological, and/or intellectual scripting or status quo so that you are psychologically and emotionally fueled to consistently make highly beneficial choices regarding the area in issue.

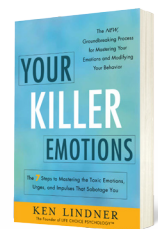
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**K**en Lindner graduated Magna Cum Laude from Harvard University, where his honor's thesis was devoted to the science of decision-making. He later graduated from Cornell Law School, where he focused on conflict resolution. He currently owns and operates the country's premiere news and hosting representation firm, Ken Lindner and Associates, Inc. Among many of the notable individuals whose careers he has helped to develop are Matt Lauer, Lester Holt, Mario Lopez, Robin Meade, Megyn Kelly, Sam Champion, Tom Bergeron, Shepard Smith, and Nancy O'Dell.

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