

Introduction

Motivation and actually working on your motivation level and thinking about what motivates you is a huge part of passing the CPA exams that no one talks about.

Yes, at the end of the day you have to learn enough information to go and pass all 4 sections, but doing that takes a lot of discipline and hard work, and therefore motivation to get you through it.

In this guide I'm going to give you 3 specific strategies that you can use for long-term and daily motivation. All 3 work... you can do all 3, or pick the one that sounds like it's the best fit for you.

Let's get started...

Strategy #1: The Gain/Loss Goal Statement

To implement this strategy, what you do is you write out the goal you want to accomplish. In your case it will be to pass the CPA exam.

Then, you make a list of 5 things that you will get or gain by accomplishing this goal. And you need to get elaborate with the details of each one. How each benefit of accomplishing this goal will improve your life and the life your family, how it will make you happier, how it will enhance, etc.

Then, you'll make a list of 5 bad things that will happen as a result of not accomplishing your goal. You won't get promoted, you will make less money, the exams hang over your head for a year, exams might expire and you have to pay more money... you get the idea. And again, be elaborate in your description of why each thing is bad for you and how it will negatively impact your life.

Then, and this is the most important part, you need to print out this statement, or keep it as your top file in your Dropbox.... Put it somewhere where you can easily look at it daily, and you'll read it out loud to yourself before every study session. Ideally in the morning. This is incredibly powerful, and works extremely well for lasting and real motivation.

Strategy #2: Goal Reward Breakdown

You can add this to strategy #1 or just do it on its own.

First of all you're going to come up with a reward for yourself for passing the CPA exams. This needs to be big and somewhat of a splurge. For me, my reward was going to be buying new golf clubs with most of my CPA bonus.

Then, ideally you'll break your reward down into pieces. So what I did was, when I passed FAR I was going to get a new golf bag. Then I did. So I had this sweet new golf bag sitting in my room that I looked at every day. But it was empty. Getting the other 3 done so that I could put some shiny new clubs into this bag was incredibly motivating. Then after I passed my next section, I bought 3 new boxes of Pro V1s. If you don't golf, these are the best golf balls you can buy and they are \$50 for just 12 balls- pretty ridiculous.

But again, looking at these new golf balls and new golf bag every day was super motivating to get me through the last 2 exams.

If your reward to yourself can't really be broken down into pieces, then go to strategy #3...

Strategy #3: Goal Reward Pictures

Again, this can work along with both strategies #1 & 2, and that's what I did.

The strategy here is simple: you simply get as many high quality pictures that represent your goal reward as you can, and you put them all in one place that you can look at each day.

It's easy to search things on Google Images, and then you can print them off so that you have a stack of 15-20 pictures to look at each morning, or my way of doing it was all in a free Blogger blog. I combined strategy #1 with this strategy by adding in pictures of each "benefit" I would get by accomplishing my goal, and then I would read it and look through the pictures each morning before my core study session.

You can use reward pictures alone and it will still be 1000x more motivating than doing nothing. All you need to do is make sure you look through your reward

pictures every day, and take a minute to think through the benefits of passing the exams and getting them out of your life.

These strategies will help carry you through every daily study session, help get you out of bed each day early so that you can study, and drastically improve your chances of passing when exam day comes.

Do not dismiss actively working on your motivation as a waste of time- by the time you're working on your 3rd and 4th exams, you're going to need deep motivation reserves, and this is how you get it.