

## Maintain your motivation using Blue Branch's top tips

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Direct sales and marketing specialists, [Blue Branch](#) believe that having the right motivation is the difference between the successful and the unsuccessful.

About Blue Branch: <http://www.bluebranch.org/about/>

Everyone has an intrinsic motivation in life, the thing that they would get up regardless of external influence and do anyway. However, for most, each day differs from super motivated, and a drive to ensure everything is complete, and others where the drive is less present and an additional motivational resource is needed. Successful sales and marketing specialists Blue Branch reveal their top tips for maintaining motivation during low days:

1. Have A Precise Vision – Time moves fast, and without a precise vision it is easy to let goals fall by the wayside. By focusing on one thing every day that moves us closer to our end goal.

"Vision without action is merely a dream. Action without vision just passes the time. Vision with action can change the world." – Joel A. Barker

2. Positive Social Media Consumption – With the average person spending 1/8th or 2 hours of their waking life on social media, it can dramatically affect our overall motivation level. So, take the time to carefully select people on the social network, follow inspirational figures and individuals who add value to life, rather than those who bring drama and can reduce motivation levels.

3. Have Productive Contact Information – take the time to assess your social circle, it is important to surround yourself with people who have experienced more success or are laying the foundations of a successful career. If your phone book is filled with individuals who are struggling to create an impact, chances are your job will match theirs in the long term.

4. Find Enriching Entertainment – Down time doesn't mean watching tv or reading trash magazines. Use this time to upskill and enhance industry knowledge to gain an advantage over the competition. Entrepreneurs are on a constant learning drive. Therefore, those who don't use some of their spare time will eventually get left behind.

"The mind is everything. What you think you become." – Buddha

Based in Edinburgh, Blue Branch is an [innovative sale and event marketing firm](#) that works with a broad range of clients throughout Scotland. The firm helps their clients to boost their customer acquisition, retention and sales through unique event marketing campaigns. The firm meets with clients on behalf of their customers' one on one, allowing them to give their feedback and share ideas to help create a highly personalised customer experience.

Source:

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