

What Makes People Do What They Do?

Becoming a quicker, more decisive person increases confidence and ultimately helps most people find that same confidence showing up in every area of their lives.

by **Michael Bernoff**

1228 words | 5 pages



Today, Michael Bernoff is a results coach. Yet it was only fifteen years ago that he was a young adult forging his way through the network marketing world: absorbing, selling, and collecting every single bit of information he could sink his teeth into about how to sell and become MORE as a person. He was actively looking for the answer to one question that he believed could hold insight into a new way of living and looking at life:

What makes people do what they do?

Michael is still defining that question today. Yet, through his network marketing journey, Michael eventually found the answer to another profound question that he didn't realize he was looking for at that time: What is my purpose?

Today, Michael Bernoff answers that question every single day as he works with people all over the world to improve the quality of their lives. Because through the journey of improving his own life, he realized his passion was to assist others to do the same.

When you sit down with Michael and ask him about his journey, he will candidly share with you that he does not have stories of woe that you often hear from other personal development coaches. You know the

story...*"I was down on my luck, sleeping in my car, miserable, lonely and broke."* That's the story so many coaches have to tell which leads to *"how I got where I am today."* He does not have that story. He didn't experience a huge comeback from the depths of addiction or other malady. Instead, Michael's story is one that he believes is almost worse than having a crisis strike your life. Michael was raised in a home with two educated parents in New Jersey.

His story is rooted in a plight that Michael explains strikes homes across the United States by the hundreds of thousands, every single day.

And do you know what that is?

It's Middle-Class.

How many network marketers do you know could be classified as middle class? Almost all of them! The industry draws the middle class because they suffer the same plight...*"I have just enough and maybe a little more than that so I never really need anything."* Then when you are an adult with your own responsibilities - just enough is not enough. In the grown up world, success is immediately defined by your own performance, which may come as a surprise to those who grew up without any real need to push. Michael explains this middle-class effect as also limiting one's goals.

You see, in a middle class mentality there are limits to what you can expect from life. A good job, a nice home, a nice car - by all means yes! A luxury car, multiple homes, extravagant vacations? No way! To Michael, the middle class mentality means you accept average and you take on a belief that affluence is for someone else, not you.

Michael didn't buy that answer for himself nor does he believe that to be true for his clients. In fact, that's why Michael adopted one of his mantras that has become a cornerstone of what he teaches in nearly every course he offers: **Average Sucks.**

He has learned that when we always have our needs met, food is on the table, clothes are on your back, your home is warm and dry and you are given opportunities to have a middle-class, average life, there is little need to really stretch or grow. This malaise of middle thinking often stops any chances of risk for the person who wishes to expand and grow outside of this environment. Michael points out that when you are taught that “your place” is in the middle and that this is where you belong, it becomes easier and easier to play life safely and stay exactly in the same spot.

Michael helps people who want more in their lives define exactly what that “MORE” looks like. He helps his clients understand themselves and dig deep inside to figure out what they truly want their life to be like.

Once someone knows what they want, the next step is to help them figure out how they will “feel” when they are becoming the person they are meant to be and achieving the things they really want in their lives.

He explains that when a person can recreate a feeling of being FIRED UP and ACHIEVING, they will do more, more often toward the lives they want. These intense and extraordinary feelings are fuel to help get past hurdles and maintain momentum in moving forward in life.

The network marketing world has embraced Michael’s instruction as many, many networks have found his training and instruction massively useful in becoming more skilled and stronger in communicating with all kinds of people.

As a network marketer himself, Michael realized that the thing that stops people from going for what they want are the

unfortunate events that shape their expectations of what their life can be like.

He went on a mission to find out how to remove the negative impact “life” has on people and discovered tools that help people overcome the beliefs and challenges that hinder growth. Michael found by helping people shift their thinking, they can shift their actions and become the person they have dreamed of becoming. The network marketing world has embraced Michael’s instruction as many, many networks have found his training and instruction massively useful in becoming more skilled and stronger in communicating with all kinds of people.

As a network marketer himself, Michael recognized many people missed the amazing opportunities offered through the network marketing world because they lacked the correct skills to really excel. As he studied the barriers they experienced, he found he knew how to help them race past those hurdles, jumping over them easily and quickly using his proprietary communication techniques and coaching tools.

“The way you do one thing, is the way you do all things” is one of Michael's most profound beliefs.

As Michael works with his students, he teaches them to bolster their decision-making skills and learn to do things faster and with more certainty. Becoming a quicker, more decisive person increases confidence and ultimately helps most people find that same confidence showing up in every area of their lives.

As Michael works with network marketers from a myriad of different companies, Youngevity, DoTERRA, Wukar and 31 Gifts to name a few, his method of teaching people to take action--the right actions--more often are treasured by the leaders. After learning to take action more often and with more confidence, Michael then helps these business-minded people work on strengthening their core or their confidence muscle so that they may continue to achieve more in their businesses and in their lives, consistently. Even more, Michael encourages sharing the wealth so that they may not only build their networks stronger but also

have the right tools to help lead others toward the success all are seeking.

Michael Bernoff can be contacted through his website [MichaelBernoff](#).
