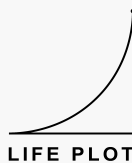


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# Parent's Playbook: Motivate a **WINNER**

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*From “I don’t know” to “let’s go!”:  
the cheat sheet every parent needs*





Let me guess:

Your teen is like I was at 16—bursting with ideas, but scattered.

One week it's "I want to travel the world!"...

The next, "Maybe I'll start a YouTube channel?"...

And by Friday, "I don't know, Mom. Just leave me alone."

***You're watching your kid, maybe fresh out of school, maybe still figuring it all out, and you're wondering, 'Where's the fire?'***

I've been there.

At 15, I was convinced I was going to be a rockstar.

By 30, I was crying on a street corner.

Wondering how I'd lost 15 years.

I had the music, the films, even the degrees—but no direction.

Just a 9-to-5 that drained me.

Sound familiar?

Here's the thing: it wasn't about talent or hard work.

It was about **cracking the code to real motivation**.

Not the kind they teach in school, but the kind that lights a fire and keeps it burning.

You're about to get that code.

In the next few pages, you'll find specific, actionable tips to understand **what truly drives your child**, based on their unique profile.

No lectures—just the kind of straight talk I wish someone had given me years ago.

Let's get started.



# Speak their language

You know that feeling when your kid just stares at their screen, lost in a world of endless scrolling?

Or when they start a project, only to abandon it halfway through?

That's not laziness.

It's a sign **they haven't found their spark.**

Remember when you were their age?

Maybe you had a dream, a passion, something that made you feel alive.

Now, think about your kid.

Are they living that feeling?

If not, why?

Maybe they're afraid of judgement, like I was.

Maybe they're waiting for someone.

To give them permission to chase their dreams.

**That's where you come in.**

You're not just a parent; you're their guide.

And this guide will show you how to **lead them to their own 'aha' moment.**

And let's talk about those conversations that go nowhere.

You know, the ones where you try to give advice, and they just roll their eyes?

It's not that they don't value your opinion.

It's that **you're speaking a different language.**



In this guide, you'll learn how to communicate with them on their level, using ***their unique motivational language***.

Trust me, it makes a world of difference.

Now, before we dive into the specifics of personalized motivation, let's explore some universal truths.

No matter if your child is driven by a desire for **recognition**, a need for **autonomy**, or a deep-seated **passion** for a specific subject, there are core principles that ignite the human spirit.

So, turn the page, and let's unlock the fundamental keys to unlocking anyone's motivation

## Martin BASILE

Award-winning **filmmaker** and **musician** with millions of streams on Spotify, I've built a successful career from my diverse passions. Now, I empower teens to **design** their **futures** using storytelling. Where traditional motivation fails with **Gen Z**, my cinematic approach speaks **their language**.





# 7 ways to kill EVERY child's motivation

(don't try these at home!)

Do you want to watch your kid stop putting in any effort?

Here are surefire ways to crush their spirit (that you should totally avoid):

## 1. **Jump in and take over their problems**

Rushing to fix everything for them says "I don't think you can handle this."

## 2. **Compare them to other kids**

"Why can't you be more like Jessica? She's captain of three teams, speaks four languages, AND volunteers at the animal shelter!"

This is the fastest way to make your child stop trying.

They hear: "You're not good enough as you are."

## 3. **Point out their mistakes in front of others**

Announcing "Guess who failed their driving test again?" at the family barbecue is a fantastic way to ensure they'll never share anything with you again.

## 4. **Break your own rules**

Telling them to put their phone away while you're glued to yours sends a clear message: rules are for them, not you.

They'll follow what you do, not what you say.



5. **Only care about perfect results**

When a B+ is met with "Why not an A?" they learn that trying hard means nothing unless they're perfect.

Soon they'll stop trying at all.

6. **Stalk them like they're celebrities**

Check their location every 15 minutes, text them constantly, and monitor their every move or standing over them while they do homework. This tells them you don't trust them one bit.

7. **Mock their interests**

"That TikTok dance looks ridiculous" or "Video games are rotting your brain" are excellent phrases if you want to ensure they never share their passions with you again.

The truth?

Teens are like plants growing toward adulthood.

They need some space to stretch, even if they bend in weird directions sometimes.

**Give them room to make mistakes** while you're still around to help pick up the pieces!



## What's next? Let's get specific.

In the next section, we'll dive into your child's unique profile. You'll discover:

1. Their **hidden motivators** (hint: it's not what schools reward).
2. The **exact phrases** that make them tune out vs. lean in.
3. How to turn their "I don't know" into **"I can do this!"**

Spoiler: This isn't about forcing them into a mold. It's about building a bridge between who they are and who they could be.

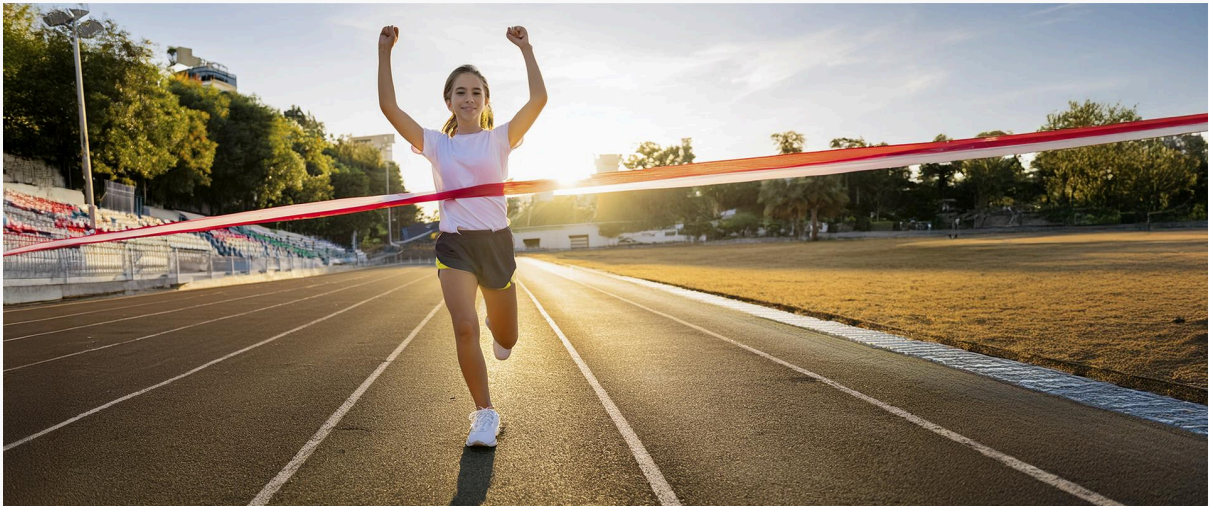
→ **Turn the page, to learn more about your child.**

**P.S.** Feel like you've tried it all and nothing works?

Let me prove there's another way.



# Your child is a WINNER 🌟



The Winner type is all about **personal growth and achievement**.

They **enjoy a challenge**, especially when there's something to strive for, and they're motivated by tangible benchmarks along the way.

Recognizing their efforts, not just their results, helps them feel valued and keeps them driven.

Winners are often the ones who push boundaries, **always seeking to do their best**, and inspiring others to do the same.





# Key traits of a WINNER

**Goal-oriented** – They love setting clear, achievable targets.

**Competitive to the core** — They don't just want to win—they want to be the best.

**Growth is non-negotiable** — Give them a goal that looks impossible, and watch them deconstruct it

**Constantly evolving** — They're never satisfied with “good enough”; they're always pushing for more.

**Motivated by impact** — It's not about recognition; it's about making a mark, proving they can change the game.

## Here's the hidden danger:

*If left unsupported, a Winner can become an adult trapped in a never-ending, unsatisfying pursuit of external validation, missing the joy of genuine personal growth.*



# How to motivate your Winner

## 1. Help them find joy in the journey

- **Instead of:** Focusing solely on outcomes
- **Try:** "What part of practicing did you actually enjoy today?"

## 2. Teach healthy competition (with themselves)

- **Instead of:** Comparison to others
- **Try:** "How did you improve from your last attempt?"

## 3. Create space for reflection

- **Instead of:** Rushing to the next achievement
- **Try:** "Let's take a day to appreciate how far you've come before setting new goals."

## 4. Balance achievement with well-being

- **Instead of:** Pushing through exhaustion
- **Try:** "Success includes knowing when to rest. What's your recovery plan?"

## 5. Celebrate effort, not just outcomes

- **Instead of:** Only praising final achievements
- **Try:** "I'm proud of the hard work you put in. How do you feel about your progress?"



## Why most Winners get stuck

Does this sound familiar?

- ✗ Your teen seems obsessed with rankings and comparisons
- ✗ Traditional achievement frameworks feel too limiting
- ✗ You worry they're burning out from constant pressure

## From insight to action

(...Because motivation without a plan is just wishful thinking)

Look, I've been where your teen is.

Let me tell you a story I've never shared before.

*When I was 21, I tried to start a band. Not just any band—a “fusion” of rap and folk music (yes, really). I dragged my friends into rehearsals, wrote lyrics about existential dread and skateboards, and even booked a gig at a café.*

*The night of the show?*

*Two people showed up. My mom... and the barista who just wanted us to wrap up so he could close.*

*I blamed everyone: “People don’t get my vision!”*

*But the truth? I didn’t get me. I was throwing spaghetti at the wall, hoping something would stick. Sound familiar?*



Here's the reality:

## Motivation is the spark but not the engine.

Your teen could light up with ideas, but without...

- motivation,
- self-awareness,
- goal-setting skills,
- financial literacy,
- personal branding,
- skills of negotiation,
- time management

...they'll stall before the finish line.

What they need is a **12-week plan** — custom-built for helping them visualize their ideal future and take the steps to achieve it.

Your two options:

- 1 **Keep guessing** → Cross your fingers they'll "figure it out"... while wasting €20K on degrees they'll hate.
- 2 **Take control** → 90 days to prevent 10 years of struggle.  
(Hint: One option involves way less gray hair.)

CLICK HERE TO

## Book your free 30-min strategy call

Let's create your child's success blueprint.



# What will we do on the call?

We'll plan their next **12 weeks**, step by step:

1. **Discover their profit-worthy passion** → what they love and the world will pay for
2. **Design unailable goals** → tiny, 100% achievable tasks
3. **Build an inspiring environment** → remove distractions, engage with inspiring people

**Click to book your call now  
and get the PLAN!**

**P.S.** If you want to make a real difference for your kid, this is your moment. One day, they'll thank you.