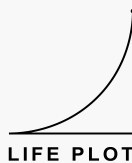

Parent's
Playbook:
Motivate a
WORLD CHANGER

*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 **WORLD CHANGER** 🌟



If your teen is the one starting petitions at school, speaking up about social issues at the dinner table, or brainstorming ways to make the world a better place, you're raising a World Changer.

They're not just dreamers — they're driven by a **deep sense of purpose** and the belief that their actions, no matter how small, can create a ripple effect.

Their core motivation isn't personal gain — it's **aligning their life with their values** and making a **meaningful contribution**.

They easily turn down a profitable offer if it goes against their principles. For them, **staying true to their mission** is more important than achieving material success.



Key traits of a **WORLD CHANGER**

Heart-led activist — They feel a strong emotional connection to causes and injustices

Impact seeker — They measure success by how much positive change they create, not by personal rewards

Bold voice — They speak up, even when it's uncomfortable, because staying silent feels worse

Mission-driven — Their sense of purpose guides their decisions, often putting values over personal gain.

Uncompromising ideals — They won't back down from what they believe in, even when it's inconvenient.

Future-focused — They constantly think about the bigger picture and how their actions impact the world.

Integrity-first — Their decisions are rooted in ethics, even if it means taking the harder path.

Here's the hidden danger:

An ungrounded World Changer can grow into an adult who either burns out from carrying too much or gives up entirely, believing their voice doesn't matter.



How to motivate your **WORLD CHANGER**

World Changers need more than just encouragement — they need practical tools to turn their passion into sustainable action. Without this balance, they risk burnout or feeling like their efforts don't matter. Your role? Help them pace their activism and celebrate progress, not just big wins.

1. **Shift from global overwhelm to local impact.**

- **Instead of:** "You can't fix everything."
- **Try:** "What's one small change you can make in your school or community this month? Change starts close to home."

2. **Celebrate effort, not just outcomes.**

- **Instead of:** "Did your petition work?"
- **Try:** "What did you learn from running the petition? How did it feel to rally people to your cause?"

3. **Reinforce the power of collective action.**

- **Instead of:** "You can't do this alone."
- **Try:** "Who can you team up with to make this idea even stronger? Great movements start with strong teams."

4. **Balance empathy with boundaries.**

- Help them recognize that caring deeply doesn't mean sacrificing their own well-being.
- Ask: "How are you taking care of yourself while you're helping others?"

5. **Connect their passion to long-term goals.**

- **Instead of:** "This is just a hobby."
- **Try:** "How could your passion for this cause shape your future career or studies? Let's explore the possibilities."



Why most World Changers get stuck

Does this sound familiar?

- ✗ Your teen feels frustrated or hopeless when change doesn't happen quickly enough
- ✗ They pour all their energy into causes but struggle to balance school, friends, and self-care
- ✗ You worry they might burn out or lose faith in their ability to make a difference

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.