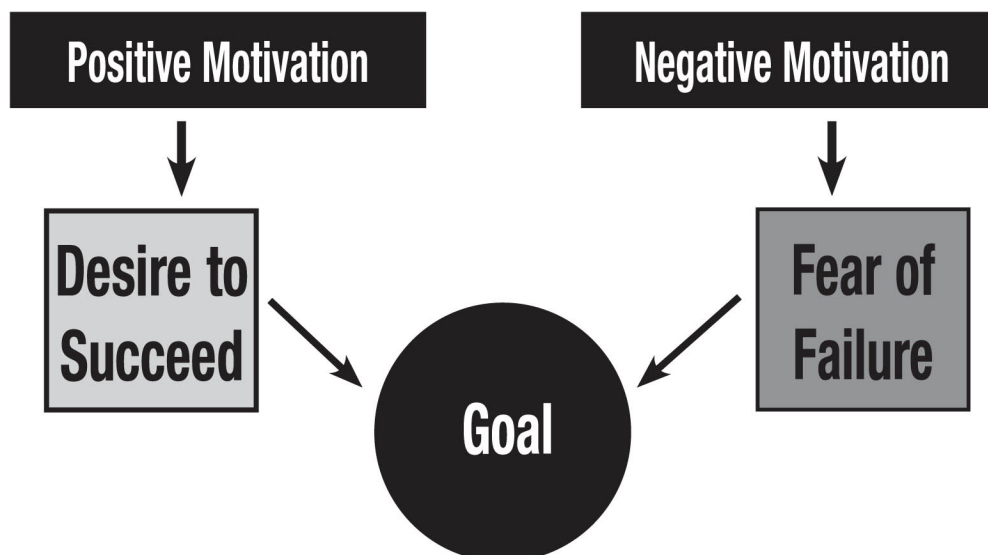


# Positive and Negative Motivation

FIGURE 7.1



**In the Right Direction** Positive motivation harnesses the power of positive thoughts and feelings to move you closer to your goal. *Why do you think negative motivation is associated with low self-esteem?*