

The Motivating Power of “*The MacGuffin*”

by Alex Mandossian

The MacGuffin is a technique utilized in movies first popularized in Alfred Hitchcock's suspense films. Hitchcock defined it as “The object around which the plot revolves.”

During a *Star Wars* interview, George Lucas described *R2-D2* as “*The MacGuffin* ... the main driving force of the movie or the central object of every character’s search.”

Yet no matter what object or form *The MacGuffin* takes on, it is something that almost every character in the plot is concerned with. It creates suspense, tension and intrigue.

In a movie, *The MacGuffin* is commonly the central focus of the film in the first act, and then declines in importance as the struggles and motivations of the characters play out.

By the end of the story, *The MacGuffin* is all but forgotten.

Suspense, tension, intrigue ... Alfred Hitchcock had the masterful ability to utilize *The MacGuffin* to prevent his audiences from jumping ahead in his stories so they wouldn't figure out what was going to happen next.

In his thriller, *Psycho*, he utilized *The MacGuffin* (the stolen \$40,000) to keep his audiences spinning in a certain direction while the real action was getting ready to come forth from a completely different direction. “A true *MacGuffin* will get you where you need to go but never overshadow what is ultimately there,” said Hitchcock.

Here are *The MacGuffins* of eight well-known movies during the past 65 years:

<u>The Movie</u>	<u>The Year</u>	<u>The Director</u>	<u>The MacGuffin</u>
<i>Casablanca</i>	1942	Michael Curtiz	<i>The letters of transit</i>
<i>Notorious</i>	1946	Alfred Hitchcock	<i>The uranium</i>
<i>Psycho</i>	1960	Alfred Hitchcock	<i>The stolen \$40,000</i>
<i>Star Wars</i>	1977	George Lucas	<i>R2-D2</i>
<i>Repo Man</i>	1984	Alex Cox	<i>The trunk's contents of the Chevy Malibu</i>
<i>Pulp Fiction</i>	1994	Quentin Tarantino	<i>The briefcase's contents</i>
<i>The Spanish Prisoner</i>	1997	David Mamet	<i>The formula</i>
<i>The Life of David Gale</i>	2003	Alan Parker	<i>The video tape</i>

Motivation ... To paraphrase famous film critic, Roger Ebert, the element that distinguishes *The MacGuffin* from other types of plot devices is that it's not important what the object is. The only thing that's important is that *The MacGuffin* serves as a “motivating force” for the characters to reach their final goal or objective.

Sports ... *The MacGuffin* also motivates athletes to reach their goals faster. In American Football *the first down* is *The MacGuffin*; in Australian Football it's *the mark*.

Business ... In business, *The MacGuffin* can motivate to capture more sales. For instance, when you watch a DeBeers TV commercial, *The MacGuffin* - that motivates a man to buy diamonds for a woman - is *the look on her face* as she opens the little black velvet box.

It doesn't matter if "the plot" takes place in a film, television show, TV ad, sporting event, literature, or a competitive business environment ... *The MacGuffin* helps create enough "tension" and "motivating force" to move the characters closer to their goal.

Partnership ... As for me, *The MacGuffin* in my Teleseminar Secrets™ course is all about *Partnership*. Here's the 3-step process I've developed to keep my *Students* motivated:

Step 1: Student ... when they learn what I teach.

Step 2: Affiliate ... when they demonstrate they can market and promote what I teach.

Step 3: Partner ... *The MacGuffin* ... when they Joint Venture (JV) Partner, once they have learned what I teach (*Student*) and have demonstrated they can market and promote what I teach (*Affiliate*). Thus, my *MacGuffin* is *Partnership* - the 3rd and most critical step.

It's a 3-step "rite to passage" of sorts, and it can take up to three years. With a few *Students* it has taken just three months. And in one rare case it happened in three weeks!

This diagram (right) depicts the "flow" to *The MacGuffin* for *Students* who take part in my Teleseminar Secrets™ course.

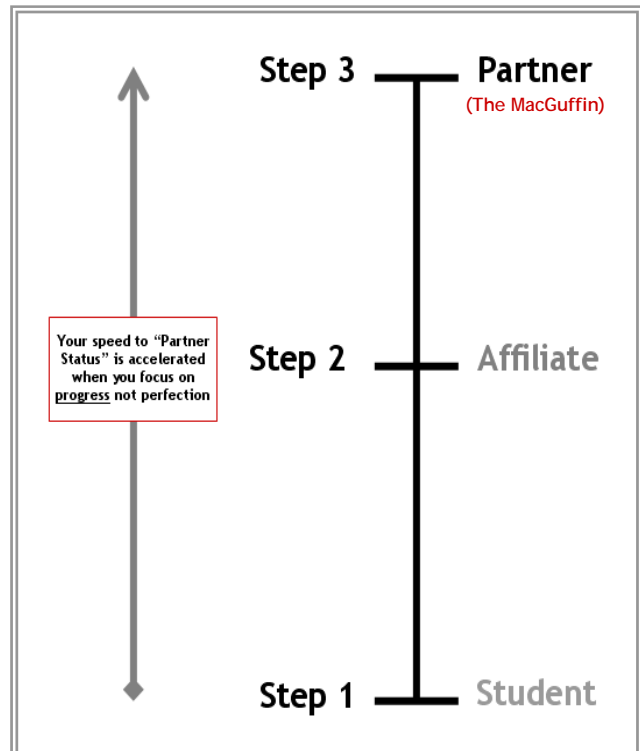
Partnership is *The MacGuffin* because it motivates my *Students* to drive forward to achieve their goals and dreams faster.

What's *The MacGuffin* for your business?

If you want to motivate your own *Students* or *Customers*, then I encourage you to develop *The MacGuffin* that's right for your business. The end result can be more accelerated business growth for you!

Key Point ... *The MacGuffin* motives your customers and/or students to more swiftly end up where they ultimately need to be.

It is the "motivating force" that influences them to speed-up their decision making and provide them the necessary inspiration to reach their goals and dreams faster, better and with less effort.



"Partnership" is The MacGuffin that motivates Teleseminar Secrets™ students to learn faster.