



MORE TIME TO RIDE

» By Alisa Clickenger

Whether you're an old pro or have a freshly earned motorcycle endorsement, sometimes it's hard to find time to ride. Whether the constraint is carving out time or psychological motivation, sometimes it takes a slight reframing to reinvigorate your ride.

SET GOALS

Don't let riding become another one of those things you aren't doing. Like any aspiration in life, setting a goal makes it much more likely to attain. If riding is a

priority, write down the goal and tape it somewhere you'll see it all the time.

If riding isn't a good enough reward, add something extra for reaching your riding goal. Perhaps new gear or farkles for your bike. Putting a mileage goal between you and an object of desire creates a double win in that you'll be riding more to earn it.

SCHEDULE TIME

Time constraints are the most common reason people don't ride as much as they would like to. Balancing demands

Too busy? Here are some practical ways to get in the saddle more often.

on our time seems to get harder every day. Apply the same time management techniques that boost efficiency at work and schedule some riding.

Riding can provide stress reduction and other health benefits, simply by being outdoors. By shifting your focus and providing a pleasurable outlet, you can return to your nonriding life renewed, reinvigorated and more efficient.

COMMUTE TO WORK

Think of it as a gateway activity to more riding. It may not be a relaxing ride

along a scenic byway, but riding to work gets you geared up and on your bike. It will remind you of those fun leisure rides and inspire more rides without work as a destination.

Since you are already geared up and mounted, it's also easier to take that longer, winding road home. The biggest bonus is that riding daily will improve your visual awareness skills, keeping them fresh.

GET TRAINING

It could be a plateau in your riding skills or a lack of confidence that keeps you from swinging a leg over your bike or fully enjoying a ride. The cure is more training. Do something that stretches your mind as well as your skill set.

That could be an off-road course, track day, racing curriculum, even an MSF course. Picking something opposite of your normal interests will shake things up, teach you new skills and inspire you to ride more.

PICK A DESTINATION

My first motorcycle road trip was 400 miles, a huge distance for me. At the end of the journey was my first motorcycle rally. It forced me to prep my bike and consider every detail of a "big" trip. Getting psyched up to ride is much easier when there's a destination.

Pick the most powerful motivator, an event or dreamy location that truly inspires you, and get stoked to ride there.

RENT A MOTORCYCLE

When paying for something, it's human nature to want maximum value. A rental program like Club EagleRider (\$29 per month) lets you earn a free rental credit each month and gives you access to thousands of newer motorcycles from all the major brands, across North America. You also get a free rental credit on your birthday, which is an excellent excuse to go for a ride!

There are also local motorcycle rental agencies as well as online sharing economy options like riders-share.com and twistedroad.com.

GET OFF SOCIAL MEDIA

There are tons of content online for motorcyclists. Forums are phenomenal sources of advice, for learning, and for connecting with a community to which you can relate. But it's easy to do more typing about motorcycling than riding. Set a timer on electronic interactions, stick to your schedule and go ride.

PHONE A FRIEND

People are social animals, and having someone with whom to ride makes motorcycling more enjoyable. Scheduling rides with a friend keeps you committed. You won't want to disappoint them by not showing up. You're much more likely to gear up and go if someone is waiting for you.

JOIN A CLUB

Belonging to a club is like having a riding buddy on steroids. Riding clubs are all about the lifestyle of riding motorcycles.

A good club has a healthy balance of social activities, planned rides and destinations to keep you interested in the sport. In a riding club, there are more motivated motorcyclists, encouraging you to meet and ride.

FIND A MEETUP

Coffee clubs and bike nights function like riding clubs, with less organizational structure. People suggest ideas and plan rides together, often on forums or meetup.com, then gather at a specific place and time to ride.

You don't know who will show up, but that's no different from a riding club; it's a numbers game. There could



be hundreds or thousands of people who see the invite.

The array of personalities and riders might be broader than a riding club, which are often brand or riding style focused. With greater numbers, there is greater opportunity to find a perfect long-term riding buddy.

WHEN YOU SPEND more time riding your motorcycle, you might even be inspired to make motorcycling a full-time gig. **MCN**