



DAY #2: CHANGE WHAT BRINGS YOU PAIN AND PLEASURE

YOUR MIND WILL MOVE YOU AWAY FROM PAIN AND TOWARDS PLEASURE

This rule is the single biggest influencer of human behaviour.

Your mind is constantly seeking to re-create behaviour and circumstances that have caused you pleasure in the past (and avoid those that have caused you pain).

You can use this principle to your advantage, because you have phenomenal power to CHOOSE WHAT YOU LINK TO PAIN AND PLEASURE.

4 Steps to changing what brings you pain and pleasure:

(1) CREATE POSITIVE PLEASURABLE ASSOCIATIONS WITH THE RESULT YOU WANT.

What is your End Goal? Is that a vision of yourself with a slender, slim, strong body? Is that being healthy and energized?

(2) CREATE AN ASSOCIATION BETWEEN PLEASURE AND THE THINGS THAT WILL HELP YOU TO GET THE RESULT YOU WANT.

Find ways to increase the pleasure you get from natural, nourishing, nutritious whole fresh foods. Perhaps think about the presentation of the dish, the plates you're using, how mindfully you are eating. Allow the enjoyment to really sink in.

(3) At the same time, CREATE AN ASSOCIATION BETWEEN PAIN AND THE THINGS THAT GET IN THE WAY OF WHAT YOU WANT.

Research what really goes into your favourite processed foods. Visualise the damage junk food is doing to your body.

(4) FILL YOURSELF UP WITH PLEASURE IN WAYS THAT DON'T INVOLVE FOOD.

Give yourself permission to experience pleasure so that you're not looking for it in the wrong places. How much pleasure, fun, excitement or variety do you have in your life? If you only experience pleasure when you're eating or watching TV, your brain will always seek out food and the sofa when it needs to feel good.