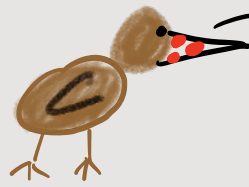


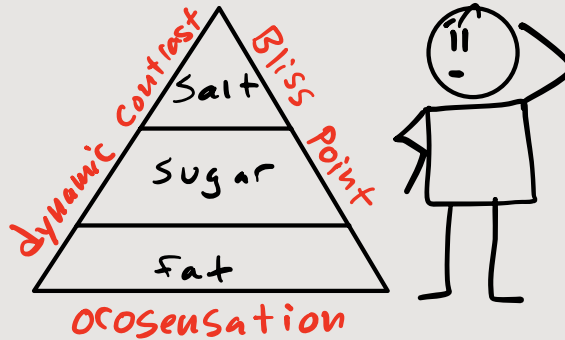
How to Make a Habit Irresistible

Supernormal stimuli

- heightened version of reality



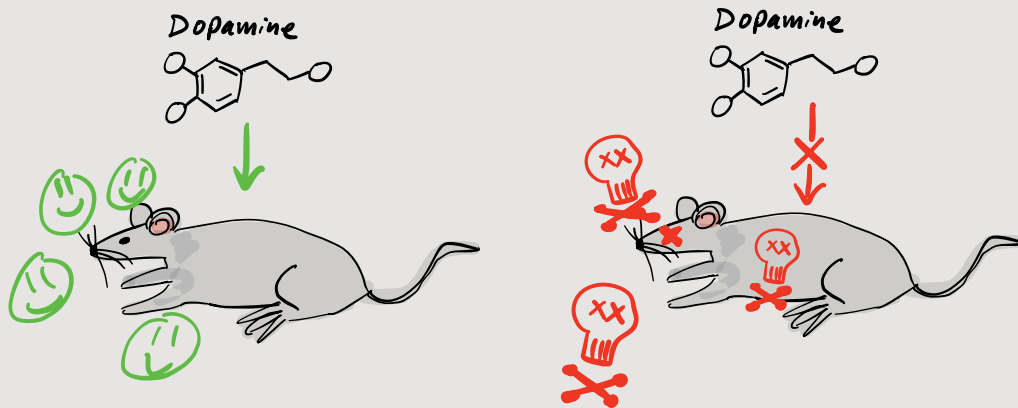
- relevant in food industry:



"to ↑ odds that a behavior will occur, you need to make it attractive"

Dopamine-Driven Feedback loop:

- habits are a dopamine-driven loop



Making Habits more Attractive

- associate things you need w/ things you want

