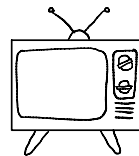


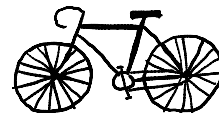
Habits are a dopamine-driven feedback loop.

## TEMPTATION BUNDLING



WANT

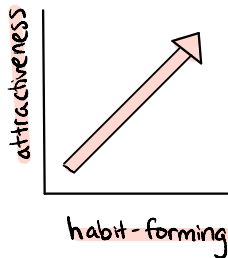
+



NEED

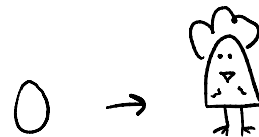
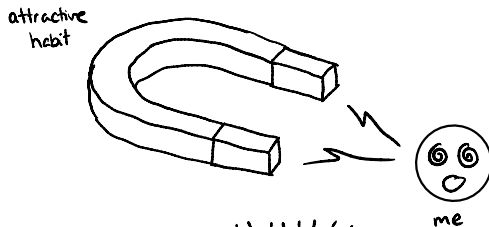
Try this to make your habits more attractive!

## Making Habits IRRESISTIBLE



The more attractive an opportunity, the more likely it is to become habit-forming.

### 2<sup>nd</sup> Law of Behavior Change:



anticipation

action

Anticipation of a reward, not fulfillment, gets us to take action.