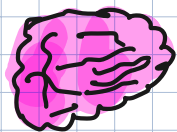


HOW TO MAKE AN IDEA IRRESISTIBLE

The 2nd Law of behaviour change: Make it Attractive



THE SCIENCE: DOPAMINE

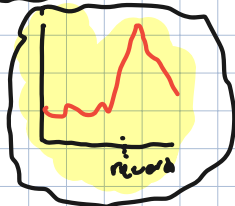
Dopamine = The Anticipation Channel

Cue → Craving → response → reward



Key Concepts:

- Dopamine strikes before reward
- Anticipation > Experience

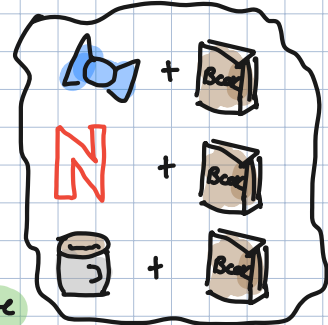


STRATEGY - TEMPTATION BUILDING



Definition:

Pair something you WANT with something you NEED to do.

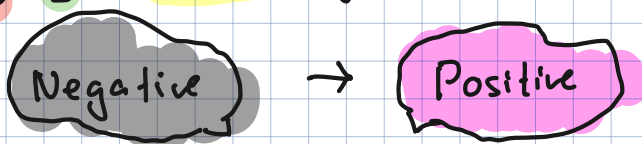


Associate habits with Pleasure

REFRAME YOUR MINDSET

Instead of: "I have to go run"

Write: "I get to build endurance"



Core Idea: Highlight Benefits, not Effort

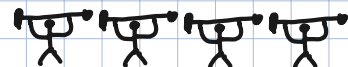
THE POWER OF CULTURE



runners



studying



Gym crowd

We imitate:

1. The close (friends)
2. The many (crowd)
3. The powerful (status)

Core Idea: Habits become attractive when rewarded