

RARE = BETTER

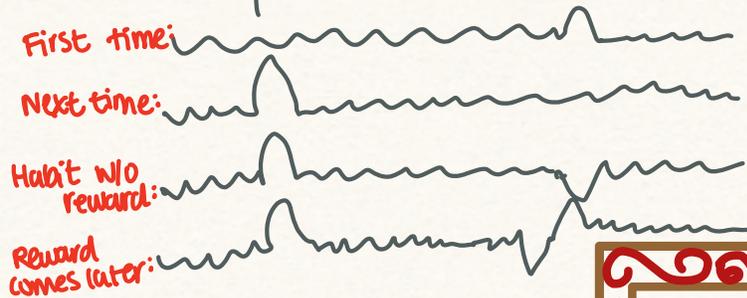
exaggerated features captures our attention = stronger responses

Modern environments amplify cues beyond what our brains evolved to handle

CRAVE

The Dopamine SPIKE

| CUE | CRAVING | RESPONSE | REWARD |
|-----|---------|----------|--------|
| 1   | 2       | 3        | 4      |

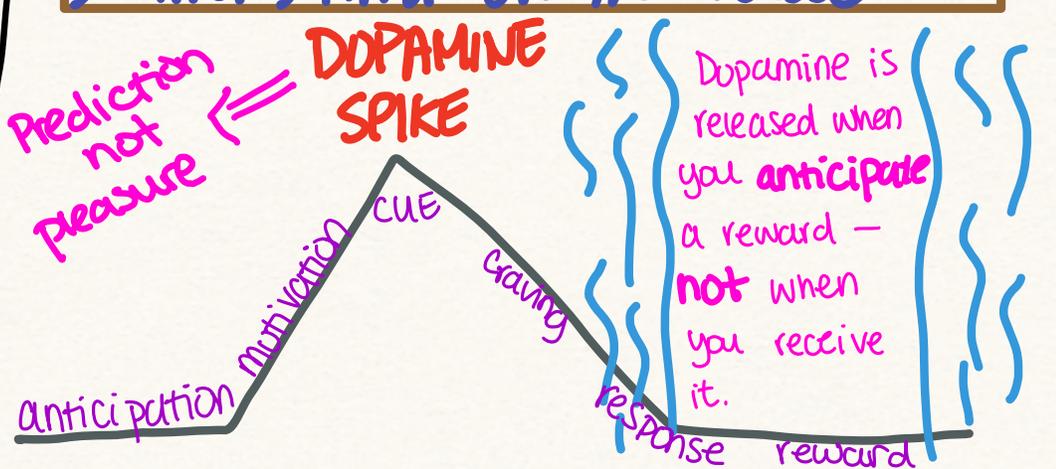


How to make a habit more ATTRACTIVE

1. pair with something you enjoy ♥
2. Design your environment to make cues more appealing
3. associate habits with 😊 emotion
4. ↑ anticipation

3 days until...

Mirror Mirror On The Wall...



How To Make A Habit...  
IRRESISTIBLE