

BJ Fogg, author of Tiny Habits said, "Emotions create habits. Not repetition. Not frequency. Not fairy dust."

Social Media becomes habitual because of the emotional hit you get from participating in it - positive or negative.

They are DESIGNED to do so - it's no accident you spend hours scrolling - the secret sauce behind social media habituation is the dopamine hit.

So let's apply this emotionally charged secret sauce to our budding habits, especially the ones that don't seem to stick.

How do we harness the power of positive emotion?

Three steps - Motivate, Ability, and Trigger.

The three steps go together like a dance-

Motivation is the primary driver (and we know motivation is in response to, not a force unto itself) to get the thing we want -

- weight loss
- less pain
- no medications
- VIBRANCY
- ALL of the above

Therefore - staying on the Sprint, for example, is imperative.

Ability determines if it's feasible. That is in the eye of the beholder though - can I do this? Stick with it? Am I prepared? Do I have what I need? Can I go all in?

Trigger - this is my favorite! It's the emotional 2x4 to give you what you need to keep going - the dopamine, baby!

BJ Fogg tells you how -

"As you do the behavior, fire off a positive emotion - say out loud you're doing great! SMILE like a big toothy goofball, high-five yourself!"


Okay, so I added the big toothy goofball part, but Dr. Fogg definitely advises high-fiving yourself. 😊

Your brain LOVES this stuff! "Here, have ALL my dopamine!!!"

"The celebration makes your brain want to do it again!"

Our brains are basically 3 year-olds.

I remember, "Do it again Mommy" on repeat when my children were little, and I would dance down the aisle doing the pony at the grocery store. Anyone else? 😊

My kids thought I was hilarious! (Ah, the good old days!  
 )

BJ Fogg says, "If you get good at firing off that positive emotion, you can make a new habit stick in a few days."

Mic drop!

A. FEW. DAYS!!

Not 21 days (as per the old research), or 66 days as the new research shows -

Just a few days!

Connect the dots -

✓Motivation

✓Ability

✓Trigger

Heck yes- let's do this!