

The Law of Reinforcement!

Understanding the Law of Reinforcement is the key to successful permanent weight loss. It can be summarized as:

What brings you comfort, pain avoidance or pleasure is deeply conditioned into your subconscious to keep doing.

What brings you discomfort, pain, or displeasure is deeply conditioned into your subconscious to avoid!

So with this understanding, you can see why diets and weight loss programs that give you loads of discomfort from changing your schedule, eating different foods, exercise, forgoing pleasure eating, etc., do not get reinforced and therefore cannot become a new habit!

Only when you experience pleasure (or pain avoidance) is something reinforced and then it becomes habit.

If you want to make something a habit, it must bring you comfort, pain avoidance or pleasure.



Key Point: Comfort, pain avoidance and pleasure are all PERCEPTIONS. Meaning you can DECIDE what gives you comfort or pleasure by how you choose to think about it.

Example: Going for a 20 minute jog can MEAN two different things to two people:

- Person 1: "Geez, I should be working on dinner now...I don't have time for this...I'm a bad mother for changing the dinner time so I can exercise!"
- Person 2: "This fresh air and exercise feels great. This time makes me a better person! "

PERCEPTION has more to do with what you CHOOSE to think and the attitude that comes from your choice of thoughts! The CHOICE is YOURS!

ASSIGNMENT

Think about 2 or 3 of your past weight loss attempts and list as many of the habits you tried to change at the same time.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Become aware of your brain's tendency to keep you stuck with old habits by listing things you've heard yourself say like "I'll never like water" or "I hate green beans" or "I'll never like exercise" or "I'm just not athletic". After each statement state your true ability to take a new attitude and belief if you choose to. Example: "I hate exercise." I can learn to like exercise if I just start and progress slowly. There's no reason why I can't love exercise when so many people I know do!

- 1.
- 2.
- 3.
- 4.
- 5.

[] I understand the law of reinforcement and know I must *make* everything I want to do bring me positive feelings. I resolve to stop making myself experience negative feelings for the things that would make me successful. _____