

The most powerful force on the planet!

One might think that gravity or love might be the most powerful force on the planet, but PAIN is really the most powerful force in everyone's life. More specifically, the avoidance of pain is what moves us all every day and what causes one person to work in a factory and another to own the factory! It's not ability; it's motivation that causes the difference.



We all have equally tremendous ability. Proof of this is people with poor background, poor education and poor luck who have worked past those environmental barriers and became successful people. The difference between someone living the life you really want and you has NOTHING to do with them having more luck or ability than you. The difference is how they have learned to use the force of pain differently than you have.

For example, one person with an ACT score of 14 doesn't go to college because she internally thinks she's not a good student and therefore would likely fail and thus decides to take a secretarial position with her father's trucking company. Another person with the same ACT score goes to college because she internally fears the pain of disappointing her family and losing her dream of being an accountant like her father.

Neither person would likely be aware of that consciously, but internally they "FEEL" the emotion of fear based on that pain. Because our brains are defensive mechanisms designed to protect us, we all naturally avoid fear.

The avoidance of pain can also be defined as missing out on pleasure. If I miss my favorite TV program, I will feel pain and want to avoid that by doing whatever I can to make time to sit down and watch it. From a weight loss aspect, missing out on eating a food that makes you feel good (like chocolate), makes you feel pain, so you are motivated to avoid the pain and get the pleasure. *So the avoidance of pain is why you keep eating the foods that give you pleasure, despite them giving you excess fat you don't want!*

But you really, really, really want to lose weight right? So why do you keep eating the foods in the amounts that cause you to NOT lose weight? Answer: Your brain doesn't want to miss out on the pleasure; it would be painful not eating in a way that your brain likes and is used to.

The avoidance of pain is also the reason for every fight/disagreement you have with others and especially your spouse. It's painful to feel inferior, stupid, or wrong, so you'll naturally fire back a criticism of your own to prove that he/she is stupid, inferior or wrong too which helps up alleviate the pain of being the only stupid, inferior or wrong person. (Think about this for a while so that you "see" this common human behavior.)



Pain is a Barrier

The fear of failure is the biggest barrier to moving your life forward. Why do you fear failure? Because it hurts (pain)! It hurts to think people think we failed and are therefore less than. The fear of public speaking isn't the fear of speaking in front of a group of people, but actually the fear of disapproval from a group of people if you screwed up or looked dumb in some way. The reason why many women stay in horrible marriages is because of Pain—the fear of trying to make it on their own. The reason why many people don't go to a gym, is the same as the fear of public speaking—they fear looking stupid, inferior or allowing their faults to be viewed by many people. The reason so many people who start a weight loss program and give a half-hearted effort is because it hurts more to fail at something you really put a lot of effort into!

The avoidance of pain is also the barrier to good relationships and the reason why we seem to be constantly getting in fights/disagreements with those we should love the most!

Pain is THE MOST powerful Motivator!

A Jewish man in a concentration camp during World War II crawled naked into a pile of dead bodies and waited until the truck drove away and ran 20 miles naked in the dark to his freedom. A woman runs into a burning building about to collapse to save her cat. A young man gets a second drunk driving ticket and decides to stop drinking and goes from drinking every weekend to not drinking at all in over 5 years! A little 6 year old girl who is afraid of the dark and won't even go in the basement without a parent, goes to bed and remembers her "Duckie" is still outside on the jungle gym. She marches right outside in the complete dark to get her stuffed animal while her parents stand there in awe of the little girls resolve!

Pain massively motivates people (both good and bad) because your brain is wired to avoid pain! Your brain MUST avoid pain and your brain will recruit every ounce of your ability to avoid it!

When it comes to weight loss, we are good at keeping our thoughts off those things that would make us feel pain and thus motivate us. We don't think about how embarrassing it is to go to the grocery store having people look at you like *"why are you here...you don't need any more food!"* when we are eating out of the pan or deciding to watch TV vs. go for a walk/jog. We focus our thoughts away from pain with self-talk like:

- *"I may be heavy, but I'm a good mother and good person...not like that skinny bitch at the office who hates her kids!"*
- *"I deserve to eat as I choose; I work really hard and do a lot for others!"*

If you really wanted to motivate yourself, you'd catch your brains BS and say instead:

- *"I can't be a good mother if I'm role modeling how to become fat and unhealthy to my kids!"*
- *"I work really hard and do a lot for others so I deserve to live in a healthy body I'm proud of!"*

The reason why most people choose the first beliefs is because of the fear of feeling bad about ourselves and thus our brain will automatically avoid that pain by making up justifiable (really good) excuses to keep us comfortable.

I hope you're seeing the power of pain avoidance in people's lives.

Now let's look at how YOU avoid pain and can use pain to motivate you to the life and body you really want!

Assignment:

1. Pain is a motivator that works below our conscious awareness so most people have no idea/realization how pain is motivating them. To get aware of how pain motivates YOU and others, ask yourself when you see someone do something that bothers you, seems strange or is really awesome: ***"How did pain motivate that person?"***

2. After becoming better aware of how pain motivates people. How has the avoidance of pain held you back in your life?

Example: I have been stuck in the same job for years because I have feared creating a resume and looking for a better position. I have been trying to exercise at home because I don't want to be embarrassed going to gym. I had a chance to run a 5k race with a friend at work, but I told her I had a family reunion and couldn't—I lied.

After writing down several of the places in your life where pain has held you back, don't you feel pain from the awareness? Don't you have a feeling like: *"dang, I need to do something about this!"* That is the power of pain motivating you! **Awareness causes pain so that's why people like to stay unaware!** I know people that won't go to the doctor for fear that they will become aware of some physical problem. They'd rather not know!

3. **How can YOU use the motivating power of pain avoidance to motivate you toward what you really want?** Example: I am going to focus on the pain of teaching my kids my eating and exercise habits that could cause them to struggle with their weight when they become adults! I am going to do this by writing this note and posting it next to my desk at work: **"I am teaching my daughter by what I do, not by what I say."**