

## Pain-Pleasure Principle Exercise

1. Write down one thing you've been putting off that you would really like to do.

Examples could be losing weight, to stop smoking or to leave an unhealthy & unhappy marriage.

2. Why haven't you taken action? What pain or unpleasant consequences have you linked to taking action?

For losing weight, for example, perhaps it's the pain of depriving yourself of your favorite foods.

For stopping smoking, maybe it's the unpleasant withdrawal symptoms you will experience.

For leaving an unhappy marriage, maybe it's the fear of being alone or making it on your own.

3. Write down all the pleasure you've had in the past by indulging in this negative behavior.

So, for weight loss, maybe it's the pleasure of eating whatever you want to in whatever quantities you want.

For smoking, maybe it's the stress relief.

For staying in an unhappy marriage, maybe it's the fact that you get to remain in your comfort zone and avoid venturing out into the unfamiliar.

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4. Write down what it will cost you if you don't change now?

What's it going to cost you physically if you keep gaining weight or keep smoking?

What's it going to cost you emotionally?

What's it going to cost you in terms of the relationships with the people you love?

What's it going to cost you financially?

What's it going to cost you in terms of self-respect?

Really tap into the emotions.

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5. Write down everything you will gain if you make this change right now?

*How is this going to impact your life now?*

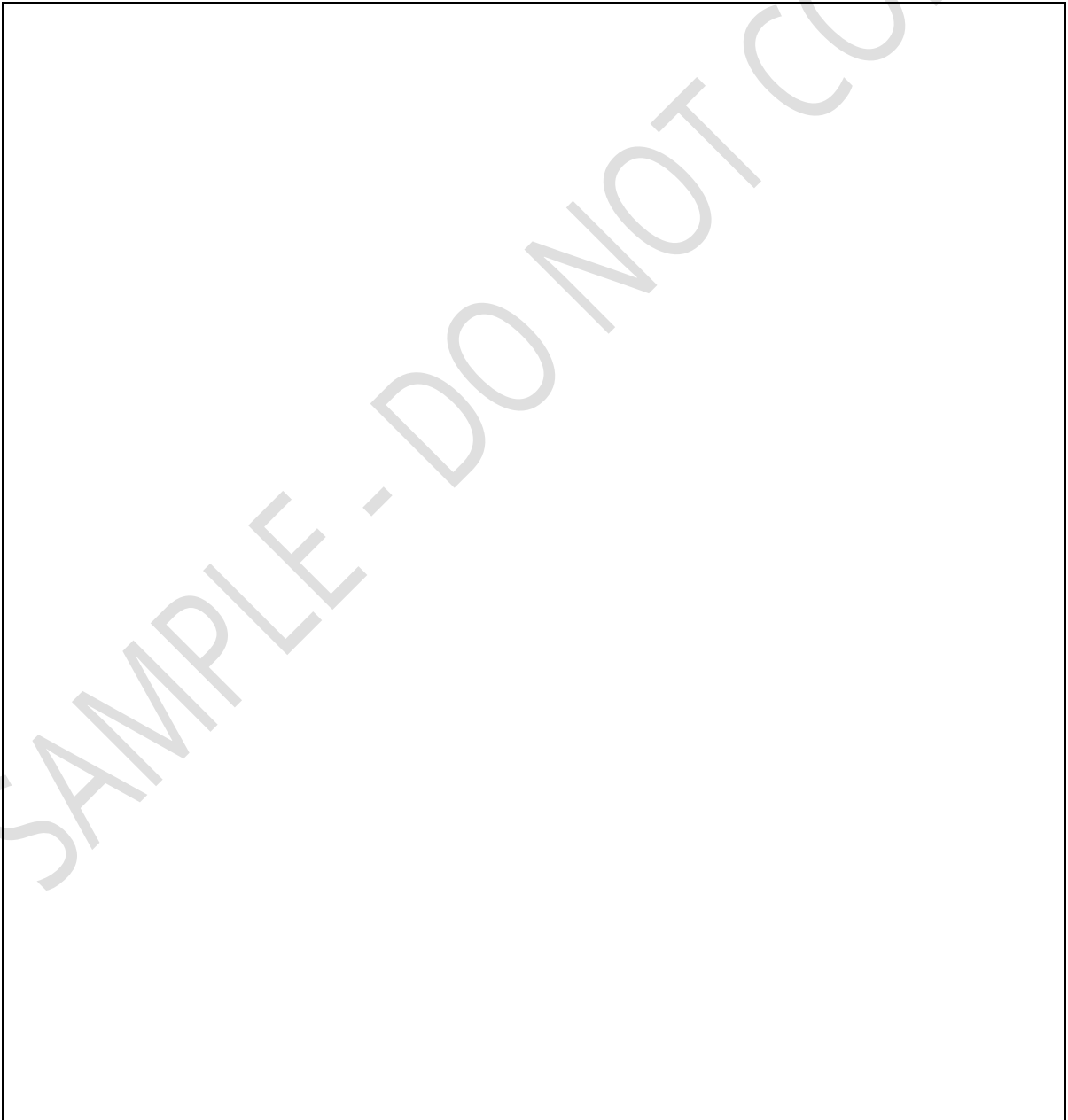
*2 years into the future? 5 years into the future? A decade into the future?*

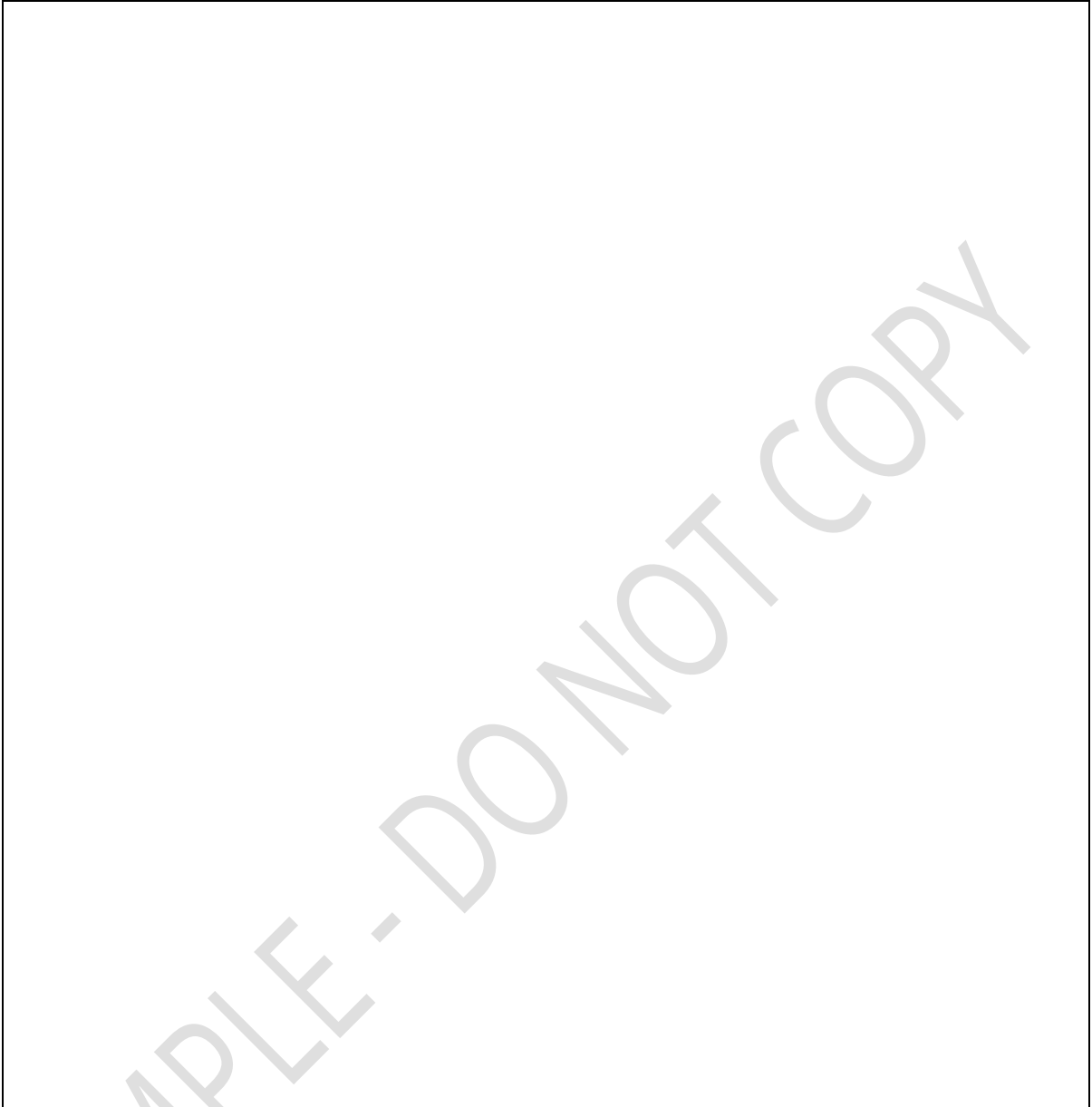
*How will this impact the relationships you have with your loved ones?*

*How will this impact your self-esteem and your sense of what's possible for your life?*

*How will it impact you financially? How will it affect you physically?*

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Now read this list every day (morning and evening) for the next 30 days.

\*This exercise has been adapted from Awaken The Giant Within

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