



## Exercise - Why We Do What We Do

What you link, or associate pain and pleasure to will determine every behavior and decision you ever make. So it's extremely important that you not only understand this...but you learn how to control what you link pain and pleasure to. And what you link pain and pleasure to is directly related to the identity you hold for yourself.

**So how is it that we create associations to what will bring us pain and pleasure?** There are a variety of ways that we develop beliefs about what will bring us pain and what will bring us pleasure. Through out your life you have been exposed to so many different experiences that have brought you pleasure and experiences that have brought you pain. All the way from your childhood upbringing, the way you were raised, the friends you hung out with, the teachers you had, the relationships you had, and everything else you've ever experienced in your life has all played a role in creating your beliefs about what will bring you pain or allow you to avoid pain, and what will bring you pleasure. And based on these references you create beliefs, and these beliefs drive all your decisions. And your decisions ultimately guide the result of your destiny.

*"The secret to life is learning how to use pain and pleasure instead of having pain and pleasure use you. If you do that you're in control of your life. If you don't life controls you." ~ Tony Robbins*

### How To Get LEVERAGE Over Yourself:

The easiest way to get leverage over yourself and shift your focus is to ask yourself pain-inducing questions. Too many times we focus on the cost of change rather than the cost of NOT changing. Ask yourself questions like:

- "What will this cost me if I don't change."
- "What is this already costing me mentally, emotionally, physically, spiritually and financially?"
- "What will my life be like if I never make this change?"
- "What am I missing out on by not changing?"

If those questions don't create enough leverage then focus on how not changing will affect your family, friends and loved ones. Most of us will do more for others than we'll do for ourselves. So focus on how your loved ones will be negatively impacted by your failure to change.



**What do you associate pain and pleasure to?**

*Here are some questions to analyze what you currently associate pain and pleasure to with some important topics such as health, exercise and self-education:*

What forms of pain if any do you currently associate to going to the gym?

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What forms of pleasure do you or could you associate to exercise and going to the gym?

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What forms of pain if any do you associate to learning or the process of learning and studying?

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What forms of pleasure do you or could you associate to learning or the process of learning?

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What forms of pain if any do you associate to eating healthy on a daily basis?

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What forms of pleasure do you or could you associate to consistently eating healthy?

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## How To Create INSTANT Change:

It's in our moments of decision that we can change our lives forever. If you decide that you are no longer going to do something because of the pain it's causing you or your loved ones, then it is in that moment of deciding to never again experience that pain that you will commit to change.

Here is a simple exercise that will allow you to change your focus and therefore aid you in creating and strengthening new neural pathways in your brain that will change your associations of what will bring you pain and pleasure.

Pick three areas of your life you want to make changes or improvements in. Once you've identified your three topics, then write down all the PAIN you are experiencing and will experience if you do not make a change in your behavior right now starting today. Once you have completed that, then write down all of the PLEASURE you will experience by making the change in your behavior.

### Example:

I want to change/improve my health and have a body I can be proud of.

### PAIN

- I am embarrassed to wear a bathing suit at the pool or beach in front of other people.
- I don't think I look sexy or attractive and so my self-confidence is low and my self-respect.
- I eat too much and then I feel bad that I did, and so I end up eating more to cover up the pain.
- I have no energy or motivation to exercise or even really go outside some days.
- I can't wear a lot of the clothes I'd like to wear because I can't fit in them.

### PLEASURE

- I am going to exercise everyday and only do a little bit at a time and work my way up to more!
- Everyday I am going to focus on how amazing I will start to feel and look as I make progress towards my ultimate goal I have for my weight and ideal body image.
- I will be able to have people call me beautiful and I'll actually believe them.
- My confidence is already better just knowing the action I am taking to improve my self.



1.)

I want to change/improve

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PAIN

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PLEASURE

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2.)

I want to change/improve

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PAIN

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PLEASURE

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3.)

I want to change/improve

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PAIN

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PLEASURE

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