**Day 3**

**Title: Finding Your Motivation**

Making life changes comes down changing your behavior. Many people mistakenly think successfully changing behavior comes down to self-control and willpower. The problem is, willpower isn't strong when we need it the most, and self-control can fly out the window when we're tired or stressed or discouraged, or a long list of feelings other than perfect. So what works? A few things, such as setting a goal that is as clear and achievable as possible. But even then, it can be difficult to stay on track, especially when we set the goal for reasons that don't matter very much to us.

**Personal values are great motivators**

Researchers have spent decades looking at how people achieve goals or change their behavior. They have found motivation matters more than willpower. The type of motivation also affects the likelihood of success. Research indicates people achieve more when they set goals or attempt to change a behavior that aligns with their own personal values.

So it comes down to motivation. There are two broad categories of motivation: extrinsic and intrinsic. Extrinsic motivation comes from the outside, or sources external to you. It could come from your doctor telling you to lose some weight. Or maybe a friend or loved one has asked you (repeatedly) to get into shape. It could also come from clothes that are too tight or too baggy. But it usually comes from someone else and requires you to meet their expectations, rather than your own.

Intrinsic motivation is different because it comes from within. It's something that drives you, and only you, to work hard, focus, and stay on track even in the face of difficulty. Your intrinsic motivation won't be the same as mine. But our separate, intrinsic motivations may get us both across the same finish line.

**Why am I doing this?**

So how do you make your goal of completing this program align with your values? How do you find your intrinsic motivation? It's not difficult. All you do is ask yourself "why?" Specifically, "why am I doing this program?" What's the first thing that pops into your head? Have your answer? Good. Now ask "why" again, but this time, let it be "why" for your first answer. Now do this five times until you get to the core of why you downloaded Lume Wellness, why you're reading this article, and why you're on day 3 of the 42 day Wellness Challenge.

Walk through the exercise with me:

Why #1: "Why am I doing the Lume Wellness Challenge?"

Answer #1: "So I can get healthy." *Not a bad answer, but this sounds pretty generic to me.*

Why #2: "Why do I want to get healthy?"

Answer #2: "So I can feel better." *A-ha. Now we're getting somewhere.*

Why #3: "Why do I want to feel better?"

Answer #3: "So I can go out and do things I want to do." *Hmm...I guess I really have been limited in what I feel like doing lately.*

Why #4: "Why do I want to go out and do things?"

Answer #4: "So I don't miss out." *Ouch. I guess I do feel like I miss out on things because I don't feel good enough to do everything I want to do.*

Why #5: "Why don't I want to miss out?"

Answer #5: "So I can really live my life." *Yeah. That's it. I’m doing this because it will help me really live my life.*

**A final word**

Getting to the heart of why you want to make a change takes a little bit of thought and a lot of honesty, but the result is worth it. Your challenge today is to take a few minutes to figure out the real reason you’re on this path to a more balanced diet and a healthier you.