

Unlocking the primal brain: The hid- den force shap- ing your thoughts & emotions

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This book wouldn't exist without these pillars of inspiration.

Introduction

Have you ever wondered why you procrastinate on important tasks, even when you know they'll benefit you? Why you make impulsive financial decisions that sabotage your future? Why you stay stuck in a career that drains you instead of pursuing something better? Why addiction—whether to social media, food, or toxic relationships—keeps pulling you back in, no matter how much you want to break free? What if I told you that most of your thoughts, actions, and decisions aren't truly yours? That an ancient part of your brain—the primal brain—has been making choices for you all along?

In my previous book, I explored how emotions act as complex tools that once helped our ancestors survive. I covered 34 human emotions in detail, explaining how each served a purpose in primal times—and how our world might look without them. If you haven't read it yet, I urge you to do so, because understanding why you feel what you feel is crucial to understanding why you do what you do. You may be shocked to realize that the primal brain influences nearly every aspect of your life—your habits, relationships, career path, financial struggles, and even your addictions. Some call it the subconscious mind. Others refer to it as "the flesh," "the lower self," or "the ego." It doesn't matter what you call it—what matters is recognizing its influence.

In this book, we'll break down how the primal brain operates, why it hijacks your decisions, and most importantly—how to override it so you can finally take control of your life.

This is going to be a fascinating journey. Because by the time you finish reading this book you will have known:

- Why you have emotions and where they arise from
- Why you find yourself procrastinating
- Why controlling emotions is always a struggle
- Why we get addicted
- Why its hard to break some habits
- Why you easily get distracted
- How the primal brain shapes your thoughts, work life, love life, finances, and more
- And how to be fully in control over your emotions, habits and thoughts.

I'll do my best to highlight everything that truly matters. My desire is for this book to serve as a guide—to increase your awareness by helping you understand the mechanisms that shape you. I want to give you deep insights into your internal world and how it operates. I always say, "In order to know where you're heading, you need to understand where you're coming from." This means understanding what shapes your emotions and thoughts—and ultimately, how to take complete control over your life.

Most people don't realize that their emotions and thoughts shape the reality they experience. My analogy is simple: thoughts and emotions start within you and then trickle down into everything you experience—your job, relationships, friendships, finances, and more. While I can't highlight everything here, I will dive deep into each of these aspects in the chapters ahead.

So buckle up, my curious friend. Let's embark on this journey of discovery and expanded awareness.

The secret behind what shapes your emotions and thoughts

I'm going to ask you a question—one that you've probably never heard before or even asked yourself. **Have you ever wondered why you feel emotions?, why you have emotions in the first place? Or why you have thoughts? Or even why you can hear that voice in your head—loud and clear—despite it producing no physical sound?**

That inner voice, the one constantly speaking and expressing your thoughts in an audible form, is something you're already familiar with. In fact, if you're reading this book silently, it's the very voice you're using to do so. That inner voice, along with your emotions, makes up what we call your inner world—your internal mental state.

Right now, we've already started something important: we've begun paying attention to this inner world simply by asking these questions. And trust me, most people don't do this. They focus entirely on the external world—observing, reacting, and engaging with it—while forgetting to observe their own thoughts and emotions. I get it. Self-reflection can be uncomfortable, and it takes effort. But here's the thing: once you start, it gets really interesting.

For me, my entire life trajectory changed the moment I began paying attention to my thoughts and emotions. I realized that I was never in control of my emotions—I was always reactive rather than self-reflective. If someone triggered me, I would react, but I never took the time to ask myself *why I always reacted that way.*

I'll never forget the day everything *shifted for me*. It happened during a seemingly normal work shift, but what went down changed how I saw my emotions forever.

A man walked into the store, looking for a specific type of diaper. We checked the shelf—nothing. So I told him, "Let me check the back, just in case we have some left." He nodded, and I rushed off, not wanting to keep him waiting.

The storage room was dimly lit, with stacks of boxes everywhere. I sifted through them quickly, scanning for what he wanted. No luck. But I found a similar variety—same brand, just a slight difference. Maybe he'd be open to it, I thought. I grabbed the pack and hurried back.

What happened next hit me *like a truck*.

Before I could even open my mouth, he exploded.

"What is wrong with you!? Did I even say I wanted this variety!? What is wrong with you!?" His voice cut through the air, sharp, aggressive.

For a second, I froze. My brain didn't even think—it reacted. A flood of emotions surged through me—anger, frustration, a heavy pressure in my chest. My hands clenched around the diapers. My jaw tightened. That deep, animalistic instinct to fire back kicked in.

But then, something new happened.

I caught myself. I remembered a principle I had just talked about in a video the previous week—*The Art of Not Wanting to Prove Yourself to Others*.

Instead of lashing out, instead of explaining myself—I did nothing.

I just breathed. Held my frame. I didn't even try to argue. I simply walked past him and placed the diapers back on the shelf, my hands moving slowly, deliberately. Inside, the emotions were still roaring, but I refused to act on them.

Then, I calmly called a supervisor over to handle the situation.

The customer, still fuming, refused to buy the alternative diapers and stormed off. The moment passed, but inside me, the *storm was still there. I stood there for about 10 minutes, silent, letting everything sink in.*

And then, *the question hit me:*

"Why did I just get angry?"

That was it. The question that flipped my entire perspective.

Later that night, I couldn't let it go. I *needed answers. I fed that question into ChatGPT, and what I discovered sent me down a deep rabbit hole. That was the moment my journey into self-awareness truly began.*

And now, I'm going to share with you everything I've learned about emotions, the primal brain, and how they control us—*without us even realizing it.*

Our main focus in this book is to understand what the primal brain is, what it does, and how it shapes your thoughts and emotions. More importantly, we'll explore how to control it—a process I call self-mastery. You might be surprised to realize that, all this

time, you've never truly been in charge of your thoughts and emotions. But get ready, because we're about to peel back layer after layer of what's to come.

Let's begin.

YOU ARE NOT YOUR EMOTIONS

Your internal world consists of **thoughts and emotions**, but let's start with emotions and their deep connection to the primal brain.

I want to emphasize something I already mentioned in my previous book:

“YOU ARE NOT YOUR EMOTIONS, BUT YOU ARE THE ONE WHO Notices YOUR EMOTIONS.”

What do I mean by that? Let me explain with an example.

It's a beautiful Sunday morning. You wake up feeling refreshed and excited for the day. You put on your favorite playlist as you get ready to go out for breakfast. You're out of milk and bread, so you have no choice but to make a quick stop at the grocery store nearby.

On your way, you accidentally bump into someone. Out of nowhere, they start lashing out at you with hurtful words. You're confused. But then you start feeling something else—anger. Rage begins to build up inside you. Now, here's the tricky part—the part you probably never noticed before. You have the ability to observe emotions as they build up inside you. I repeat:

*You have the ability to **notice** whenever emotions arise within you—whether they're positive or negative.*

So here's the real question:

If you can observe emotions as they rise, doesn't that mean you are separate from them?

Think about it. If you can watch your emotions building up, that means there's a part of you that is capable of observing them as they build up and as you feel them build up—a part that can choose either to respond or not respond to them. But most people don't realize this. Instead, they automatically react. They lash out, say something hurtful back, or get defensive—because the process happens in microseconds, and they don't even realize they have a choice.

But here's the truth: you do have a choice. There's a second part of you—the observer—that can choose not to react to emotions.

If this concept isn't completely clear to you yet, don't worry. By the time you finish this book, you will fully understand that you were never your emotions to begin with—you were simply responding to them all this time. Now, let's start by breaking down how the primal brain influences your emotions.

WHAT IS THE PRIMAL BRAIN?

You, as a human, are made up of both the conscious and subconscious brain. The subconscious brain—also known as the primal brain—is the most critical part of your entire brain

system. Without it, you'd automatically be dead. Why? Because it controls most of the essential functions that keep you alive in the first place.

Think about something as simple as breathing—you don't have to consciously remind yourself to inhale and exhale, do you? That's the work of the primal brain. The same goes for blood circulation, digestion, and even regulating your body temperature. You can't physically feel your blood flowing or your food moving through your intestines, yet these processes happen automatically, thanks to the primal brain. And trust me, we should be grateful for that—because the moment it stops working, so do you.

But here's where it gets even more interesting—your emotions. Most of the emotions you experience, such as hate, anger, rage, love, lust, all originate from the primal brain. But why? Why do we feel these emotions in the first place? To truly understand, we need to go back to where it all started.

The Evolutionary Role of the Primal Brain

Humans have been living on this planet for a long time. And there's plenty of **evidence** to prove it. If you're skeptical—don't worry. This book isn't here to challenge you but to help you understand the mechanisms that make you who you are—specifically, the primal brain. In the past, our ancestors lived in harsh environments. Survival wasn't guaranteed. They had to constantly be on high alert, because life was a matter of eat or be eaten.

To survive in such brutal conditions, evolution had to equip them with something powerful—something reactive. And

that's where the primal brain comes in. Why did evolution give our ancestors this brain system? Because according to evolutionary principles, every living organism is forced to adapt to its environment. If it doesn't, it gets wiped out.

Take the cheetah, for example. You know it as one of the fastest land animals. But what if I told you that the earliest ancestors of cheetahs weren't fast at all? They were slow—too slow to hunt down gazelles or antelopes, which were already naturally fast due to their need to escape predators.

Gazelles and antelopes existed before cheetahs in the evolutionary timeline, meaning the cheetah's ancestors had to catch up—literally. Over time, through natural selection, only the fastest cheetahs survived and passed on their genes, gradually creating the speed machines we see today. The same concept applies to the primal brain. As our ancestors faced dangerous, unpredictable environments, evolution equipped them with one of the earliest and most important emotions—FEAR.

And that's where our journey into the primal brain truly begins.

FEAR: THE PRIMAL EMOTION

The primal brain is wired with a set of deeply embedded reactive mechanisms—mechanisms we call emotions. And among all emotions, fear is one of the oldest and most fundamental. Why?

Because if our ancestors didn't fear a lion or leopard approaching them, they wouldn't have stood a chance. They'd

have been an easy meal. And if they failed to reproduce before being eaten, their lineage would have ended right there—completely erased from existence. If you’re observant, you’ll notice a universal pattern: every living organism—humans included—wants to survive, live, and thrive. That’s why when you approach a chicken, it instinctively runs away.

Why does it do that? The chicken has no idea whether you’re coming to pet it or to turn it into dinner. Evolution doesn’t waste time analyzing your motives. Instead, it makes a split-second decision using a pre-programmed fear response, forcing the chicken to escape first—just in case. And guess what? That same mechanism works in you, too. The reason you feel fear today isn’t because you consciously choose to. You never asked to have fear within you—it’s because evolution designed it that way. Fear was a mechanism that helped your ancestors survive, and since it worked by helping humans flee from dangerous situations or predators, it was passed down to you.

If fear hadn’t existed, our ancestors would have walked straight into danger—whether it was a lion, a forest fire, or an earthquake—and gotten wiped out. But those who felt fear? They ran, they hid, they survived. And because they survived, they got to pass down their genes—including the very fear response that kept them alive.

So when they eventually got “busy” (yes, I mean when they had sex), they brought new tiny humans into the world—humans who, without knowing it, had already inherited a survival system that would stay with them for life. This inner guide, called fear, would activate whenever that child, as they grew into an adult, encountered danger or uncertainty.

Fear isn't just an emotion—it's an evolutionary tool. And whether we like it or not, it's here to stay.

And I bet you didn't know that you, as a human, are made up of DNA. And DNA itself is a highly complex molecule that stores information—and it has been storing information since the very day it came into existence. It holds everything about how a living organism should behave, look, move—things like hair color, eye color, body size, and so much more. And here's something crazy: Every emotion you've ever felt, including fear, is also stored in your DNA.

Because every emotion is information. It's encoded in your DNA in a way that ensures it never gets lost, no matter how many times two humans get "busy." Every new generation of humans is an updated version of the previous one—because DNA is always evolving. And even though you don't notice it happening in real-time, evolution never stops.

Take giraffes, for example. There was a time when some giraffes had short necks. But when they approached tall trees, they struggled to eat. The ones with longer necks? They survived—they could reach the highest leaves. And over time, evolution rewarded those long-necked giraffes by allowing them to pass down their genes. Meanwhile, the short-necked giraffes? Wiped out. They couldn't keep up, so nature didn't keep them.

But back to how every emotion you experience was already embedded in your DNA—because, as crazy as it sounds, emotions are not just feelings. They are complex survival tools that help organisms navigate their environment effectively. And because they work so well, they get passed down

through generations. If you pay close attention, you'll notice something wild—life itself has this insane drive to keep going. From single-celled bacteria to complex human beings (yes, you reading this book right now), every living thing is wired to reproduce. And in this case, that drive comes from emotions pushing us to do it.

But here's where it gets interesting: not all life forms feel emotions like we do. Bacteria and algae don't need attraction, flirting, or courtship—they just replicate by fusing their DNA. Simple. No complex interplay. But for humans? It's a whole process—attraction, courtship, flirting—until it finally leads to sex, where genetic material is exchanged. And here's the punchline: It doesn't matter how an organism gets it done. As long as genes are passed on, life wins. And in humans, all that behavior comes from the primal brain.

ANGER: THE PRIMAL FIRE WITHIN

Anger. That surge of heat in your chest. That sudden urge to slam a door, yell at someone, or even throw a punch. Ever wondered why you feel it so intensely? Why a simple comment, a minor inconvenience, or a disrespectful tone can send you into a full-blown rage? Why, even after the moment has passed, you replay the situation in your head, still fuming, still ready to react?

Let's get one thing straight—you didn't choose to have anger inside you. It was built into you. It's been inside every human long before you ever existed. And the reason? Survival.

Imagine your ancestors, thousands of years ago, living in

harsh environments filled with danger. They weren't just fighting off wild animals—they were fighting off other humans. If someone tried to steal their food, take their shelter, or threaten their tribe, anger had to kick in. Without it, they would have been weak, defenseless, and easily wiped out.

Think about it. If early humans just let things slide—if they didn't stand their ground, didn't fight back, didn't protect what was theirs—they wouldn't have survived. They would have been overpowered, left with nothing, and eventually disappeared from existence. But those who got angry? Those who fought for what was theirs, defended their people, and refused to back down? They survived. And because they survived, they passed down their genes—including the primal fire of anger that you now carry within you.

And let's be honest—anger still serves a purpose today. It fuels revolutions. It pushes people to fight injustice. It makes you stand up for yourself when someone tries to take advantage of you. It gives you the courage to say, "Enough is enough." Without anger, humans would be passive, walked over, and dominated.

That's why **you** explode over the smallest things. That's why **you** can't let go of that argument from weeks ago. That's why **you** let your emotions take control, even when it costs you everything.

Your primal brain doesn't understand the difference between an actual threat and a minor inconvenience. Back then, anger was a survival tool—if someone tried to steal your food, harm your tribe, or challenge your dominance, your anger made sure you fought back. But now? Now, that same anger is ruining your life.

- It's why **you** get furious when someone cuts you off in traffic, as if they just threatened your survival.

- It's why **you** lose your temper when your boss disrespects you, even when walking away would be the smarter move.
- It's why **you** snap at your partner over a single comment, turning small disagreements into full-blown wars.

And what does that anger give you? Nothing but destruction.

- It makes you say things you later regret.
- It pushes you into fights and reckless decisions.
- It destroys your relationships, your opportunities, your peace of mind.

How many times have you let anger control your actions, only to feel ashamed afterward?

How many times have you held onto bitterness, while the person you're mad at has already moved on?

How many times have you burned bridges that you later wished you could rebuild?

Your primal brain doesn't care about consequences—it only knows one thing: when it feels attacked, it fights back. But not every battle is worth fighting. Anger is a weapon—but it's also a trap. If you don't learn to control it, it will control you.

HATE: THE PRIMAL POISON THAT BLINDS YOU

Hate. That deep, burning resentment. That uncontrollable disgust when you think of someone. That satisfaction you feel when they fail, when they suffer, when they get exactly what you think they deserve.

But have you ever asked yourself why?

- Why does hate consume people so easily?

- Why do grudges last for years—sometimes even lifetimes?

- Why does your brain keep reminding you of that one person, that one betrayal, that one humiliation?

Here's the raw truth—**hate is not an accident. It was wired into you for survival.**

Imagine the world thousands of years ago. Tribes weren't just groups of people—they were your entire world. Your tribe gave you food, protection, and a chance to live. But there was always an enemy—another tribe, another group, another outsider that could steal your resources, kill your people, or threaten your way of life.

So what did your ancestors do? They hated. They didn't just dislike their enemies. They despised them. They saw them as less than human. They painted them as dangerous, evil, and unworthy of mercy. Because if they didn't, if they hesitated—they would be wiped out.

This is why hate feels so natural. It's why we feel a rush of adrenaline when we see someone we despise. It's why people get obsessed with revenge. It's why wars have been fought, nations have been destroyed, and entire generations have been poisoned by bitterness.

And the scariest part? **Most people don't even realize that their hate is controlling them.**

Hate makes you blind.

1. It makes you see people as villains instead of humans.

2. It convinces you that you're justified in your anger, that your pain is more important than peace, that getting even is more important than moving on.

But here's what your primal brain doesn't tell you—hate is a prison. It keeps you trapped in the past. It makes you relive pain over and over again. It poisons your mind, your relationships, your happiness. Have you ever noticed that the person you hate doesn't suffer like you do? They sleep at night. They move on. They live their lives. Meanwhile, you? You're still carrying the weight of it.

Hate doesn't punish them—it punishes you. And if you let it, it will own you. It will dictate your thoughts, your actions, your future. It will keep you bitter, angry, and stuck—while life moves forward without you. So ask yourself—is it worth it? Is your hate making your life better, or is it just keeping you trapped? Are you in control of it, or is it controlling you?

Because the truth is, **your primal brain doesn't care if you waste your life hating**. It only cares that you survive. But you? You deserve more than just survival. You deserve to be free.

EMOTIONS: THE PRIMAL TOOLS THAT HAVE BEEN CONTROLLING YOU

Emotions aren't just feelings—they're survival tools. Your primal brain wasn't designed to think; it was designed to react. And if it didn't react, you wouldn't be here. Imagine you're crossing the street, and out of nowhere, a speeding truck comes straight at you. Do you stop to analyze the situation, weigh your options, and calmly decide what to do? No. Your heart races, adrenaline floods your system, and before you can think, your body jumps out of the way. That's not logic—that's fear saving your life. Now, let's take another example. You're in an argument with your partner, and they say something that feels like an attack. Before you can even process it, you snap back. Why? Because your primal brain thinks it's under threat—just like it would have been thousands of years ago when defending itself from a predator or an enemy. Anger, fear, sadness, love, hate—they are all tools, designed to make you react fast. The problem? Your brain doesn't know the difference between a real survival threat and a rude comment from a coworker. That's why people explode in road rage over minor inconveniences or get stuck in depression over setbacks that aren't life-threatening.

- That's why you jump in fear when you hear a loud noise. Your brain doesn't stop to analyze whether it's a gunshot or just a car backfiring—it reacts instantly to protect you.
- That's why you snap at your partner in an argument. Your primal brain sees criticism as an attack, just like ancient humans would have defended themselves against insults in a tribe.

- That's why you feel instant rage when someone cuts you off in traffic. Your primal brain perceives it as a challenge to your dominance, just like losing your spot in line for food or water meant survival risk in ancient times.
- That's why you obsess over an ex who hurt you. Your brain refuses to let go of betrayal because, in the past, trusting the wrong person could mean death. It keeps replaying the pain to make sure you never forget.

Your emotions **were never meant to be controlled by you**—they were designed to control you. The question is, will you let them?

WHAT IS ATTRACTION?

Have you ever asked yourself why you feel that strong pull—why it's so hard to ignore someone who's physically attractive? Have you ever paused and wondered why certain physical features grab your attention? Whether it's a woman with well-shaped curves, a tall, muscular man with a fit body, or someone with striking eyes, have you ever questioned why these traits matter to you? Why do they always trigger a reaction? Why do they seem to hold power over your attention?

I bet you've never really stopped to ask yourself why. You've been reacting to these features your whole life, but have you ever considered what's actually happening beneath the surface? Every time you notice these things, it's not random—it's your primal brain at play.

Like I said before, your primal brain is designed to react. It

constantly scans for things that are either beneficial for survival or threatening. And when it comes to physical attraction, your primal brain recognizes beauty as something beneficial for your survival.

How? Let's start peeling back the layers.

As long as you live, you'll always find yourself noticing someone your brain perceives as attractive. And the ability to recognize them? That's hardwired into your primal brain. But why does this happen? Simple—evolution made sure of it.

Our ancestors weren't just randomly checking people out for fun. No, they were prioritizing survival. And one of the ways nature ensured that survival was by embedding in them the ability to notice good facial symmetry and strong physical traits. Why? Because these were indicators of good genes. A symmetrical face? That meant fewer genetic mutations. A strong, well-built body? That meant resilience and the ability to survive harsh environments. And because these traits increased the chances of producing healthy offspring, the habit of noticing attractive people got passed down through generations.

Fast forward to today—you react to attractiveness not because you choose to, but because your brain is wired to. The very act of locking eyes with an attractive person isn't some conscious decision—it's a mechanism inside you, working behind the scenes. Your primal brain automatically scans for traits beneficial to survival, just like it did for your ancestors.

And here's where it gets even crazier—evolution doesn't care about what you "want." It only cares about one thing:

ensuring that traits which help a species thrive get passed on. If that means programming you to feel a pull towards people with strong genetics, so be it. Because at the end of the day, evolution isn't just about survival only—it's also about reproduction. And the fact that you can't ignore someone attractive? That's just proof that your primal brain is doing exactly what it was designed to do

It's designed to spot good facial symmetry because it signals good genetic makeup and a higher probability of producing healthy offspring because it's a trait that was passed down onto you by your ancestors. that's why it's so hard to ignore someone attractive. because your primal brain triggers an immediate reaction.

Hold on Ashwa! “Wait, so you’re saying I don’t actually choose who I find attractive? My brain is just running a survival program?” yes! My curious friend. You’re brain all along has been running survival programs. The very act of noticing someone attractive was never a conscious choice but was an automatic response coming from the primal brain.

The moment you lay eyes on someone attractive; your brain fires up a chain reaction, releasing a cocktail of **hormones**. Did you know that also? Well, if you didn’t—let me break it down for you. But take time to digest the fact anytime you ever found someone *physically attractive it was never a conscious choice but rather an automatic reaction arising from your primal brain.*

You see, the primal brain designed the eyes—because eyes are survival tools. They help you navigate your environment, scan for threats, and spot things essential for survival, same

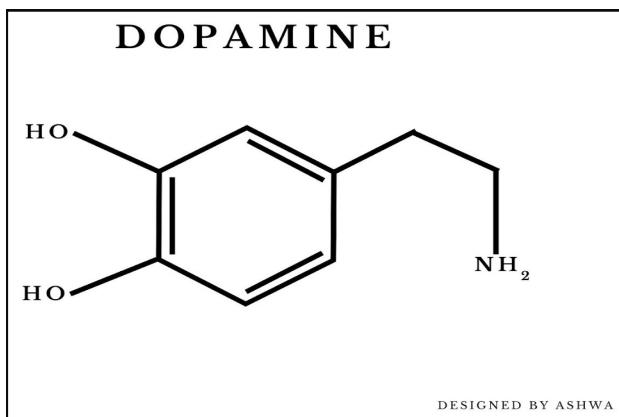
with ears, nose limbs, hands all these are structures designed by evolution to help you navigate your environments effectively and increase your chances of survival. But here's where it gets even more interesting—the moment you see something significant; your brain reacts chemically. This reaction is an interplay of complex molecules called hormones!

And we need to talk about hormones, because they shape your behavior. Emotions and hormones are deeply linked—they influence how you feel, how you react, and even how you make decisions. Take dopamine, for example. Ever heard of it? It's one of the key hormones your brain releases whenever you see someone attractive or encounter something that excites you. But here's the wild part—dopamine isn't just about attraction. It has been the driving force behind countless human actions throughout history.

You have no idea how much power this single hormone has. It has shaped civilizations, driven ambition, sparked love, and fueled obsessions. And guess what? Right now, as you're reading this book, dopamine is at work. Small bursts of it are being released without you even realizing it.

Even me—writing this book—dopamine is what's making me enjoy the process, stay focused, and keep going. Are you ready to dive deeper? Because things are about to get crazy. Let's begin.

DOPAMINE



As you can see, this very chemical structure gets produced in your brain. It's the chemical signal you release anytime you witness something fascinating—like looking at someone attractive, getting a kiss from your favorite person, or winning a lottery ticket. This hormone, called dopamine, is what makes you perceive the feeling of *what feeling good feels like*. *Even if it's just eating your favorite snack or the food you've been craving, dopamine always gets released. Because dopamine reinforces that whatever you're experiencing is or can be beneficial for your survival.*

But is dopamine always accurate? Or the better question to ask: *Is the primal brain accurate in knowing when and when not to produce dopamine? Things are about to get tricky, so buckle up, curious friend.*

SO WHY DO WE HAVE CIVILIZATIONS AND HOW IS DOPAMINE INVOLVED?

Like we said, humans are a social species. Why? Because we evolved to live in groups—it ensured our survival as a .

species. Living alone decreases our chances of survival since we're not equipped with large fangs, claws, or thick fur that would help us survive better alone.

And if you didn't know, any organism you look at that is equipped with such features is most likely more ancient than us. We as a species came later in the evolutionary timeline. The more survival features an organism has—like fangs, claws, or thick fur—the stronger the evidence that it's older than the human species or that its ancestors existed much earlier than ours. That's why these animals are built to survive alone, in small packs, or in groups that rarely exceed 200. That's why you'll never see a pack of lions more than 200 strong. That would be crazy to witness in the first place. They don't need to be in a large group like humans because they're already equipped with the tools to survive alone or in small numbers.

Looking back at us, the need to be social in the first place was driven by evolution's need to ensure survival. And dopamine? That's the hormone that glues or solidifies this drive

Due to the need to be in groups, evolution saw that the best way for the human species to thrive was by staying together. But here's the tricky part—back then, humans didn't have civilizations. As massive and complex as civilizations are, they only emerged later in the evolutionary timeline.

Now, I'll tell you why we built civilizations, but first, you need to understand this: the very need to be in groups is what gave birth to the civilizations we have today. Evolution also wired us to be in groups which led us to being social. That's why, if you're someone who pays attention to yourself, you'll

notice that staying alone for too long can start to feel depressing. You'll either feel the urge to go outside for a walk, make a phone call, talk to someone, or do something that engages your mind. You *are not designed to be completely alone. And if you do try to be? Your primal brain starts flooding your system with stress hormones, signaling that you're going off track.*

So, do you still think the reason you're social is a conscious choice? Or are you just doing what evolution designed you to do?

"But let's go back—why did we build civilizations in the first place? As humans evolved, something changed. We moved from small groups to tribes. But why?" Because I believe the moment the human brain developed the ability to convey speech, it drastically increased the exchange of ideas and improved survival. Before humans could speak, it was hard to know exactly what was on another person's mind. And without that, it would have been difficult for large numbers of humans to live together—because holding a big group together required something complex. That *something was speech, the ability to speak. "The moment we developed speech, everything changed. Before that, living in large groups was impossible—we simply couldn't communicate complex ideas. But once we could talk, we could plan, strategize, and form deeper bonds. That's what allowed us to move from small groups to tribes. And from there? Civilizations began to take shape."*

And behind all of this? Dopamine.

You see, every time you speak, you release small doses of dopamine—or maybe even large amounts, depending on the situation. And the primal brain is designed in a way that it

starts producing stress hormones like cortisol to push you to engage with others or even have a small chit-chat so that your brain can get the chance to produce dopamine that dopamine hit.

Which leaves me asking you, if its chemical processes happening inside your brain that pushes you to engage and talk with others, was it your choice in the first place? Or it was subconscious processes happening in the background?

Dopamine is the chemical compound that has been designed in a way that ensures you are thriving and surviving or doing the things that ensures you are alive. "That's why, if you've never noticed, when you step into an elevator with a stranger and it's completely silent, it feels uncomfortable for no reason. Why? Because your primal brain is wired to treat silence as uncertainty. It doesn't like anything it perceives as uncertain. That's why you might feel an urge to comment on the weather, make small talk, or even pretend to check your phone—because on a subconscious level, silence feels like a potential threat. And so, your primal brain pushes you to engage in order to reduce this uncertainty that you're lowkey picking up on. And when you engage, and the interaction is positive, dopamine gets released. Crazy, right?" Lets continue on why we build civilizations:

We used to live in groups. And we lived in groups for the longest time possible, right up until we were able to build civilizations and develop speech. As we transitioned from small groups to tribes, our primal brain started producing dopamine, pushing us to be social.

Why? Because being social meant exchanging ideas that .

benefited survival. Nothing has *ever sped up human innovation and development more than the ability to speak and share ideas through speech*. This is exactly why social media exists today. The need to be social isn't just some conscious choice—it's deep-rooted subconscious programming. A primal drive to be in groups, because groups ensure safety. And this very need to belong to a group? It manifests in ways you don't even realize.

Let's peel back the layers.

"You scroll through your feed. A new trend is everywhere. The ice bucket challenge. The mannequin challenge. Planking. You weren't even thinking about it before, but now—suddenly—you feel the urge to join in. But why? Have you ever stopped to question that pull?" Why do group discussions feel so interesting and fun to engage in? Or why social media challenges—like the ALS Ice Bucket Challenge or the planking challenge—even exist in the first place? And maybe you've never asked yourself why you enjoy joining WhatsApp, Facebook, or Telegram groups.

That very need to do all these things? It's rooted in your primal brain's deep desire to connect and belong. Your primal brain believes that by engaging in trends, you're ensuring your survival—signaling that you're part of the group, that you belong, and that you're contributing to the collective. In other words, in the modern world you live in today, *this is how your brain plays the game*.

NB: Listen, my curious friend—always question things. Anything that can be questioned, should be questioned. And every human behavior that manifests in front of you? Always remember, there's a deeper mechanism driving it.

Maybe you don't ask yourself enough, but you need to question your habits to understand why you even do them in the first place. Otherwise, you'll always be floating through life, never knowing the mechanisms that make you tick.

So, you might think you're making a conscious choice when you jump on the latest trend or social media challenge, but in reality, it was never a fully conscious decision. Instead, it's your subconscious programming at work—pushing you to join in so you don't feel left behind. Your primal brain is wired for group belonging because, in the past, survival depended on it. It hates being excluded. That's just how it was designed.

So now, ask yourself—how many of your choices have truly been conscious? How many have been influenced by the primal brain without you even realizing it? If you think you're in full control, allow me to peel back the layers and show you exactly how your emotions, thoughts, and subconscious instincts have been shaping your decisions—and more importantly, how to take that control back.

SO WHAT DRIVES AMBITION AND HOW IS DOPAMINE INVOLVED?

Before I even dive into what drives ambition, let's first define what ambition really is—why some people seem to have more of it while others don't, and how you can develop a strong sense of ambition toward what you love or are passionate about.

Ambition is the deep desire and determination to achieve

something big. It's what drives you to set goals, push through challenges, and keep going even when things get tough. It's like an inner fire that makes you want more for yourself—whether it's success, growth, or making an impact.

Dopamine is literally the fuel behind ambition. It's the chemical in your brain that pushes you to chase after something, whether it's a goal, a dream, or even just something you really want. Every time you make progress, your brain rewards you with a hit of dopamine, making you feel good and keeping you motivated to move forward. But here's the thing—dopamine isn't just about getting the reward, it's about the chase. The more your brain links effort with success, the stronger your ambition gets. But if you're constantly chasing quick dopamine hits from things like social media, binge-watching, or junk food, your brain stops linking effort with reward, and ambition slowly fades. That's why understanding how dopamine works is key.

Why do some people seem to have high ambition while others don't? It all comes down to setting specific goals and having a clear strategy to execute them. Without a goal in place, your brain won't produce dopamine because it has nothing to latch onto. Those who achieve their visions do so because they first envision them and then take action to bring them to life. In fact, the very act of envisioning a goal triggers dopamine production in your brain.

The second key is following through with your strategy. Without consistent effort, motivation fades. Even if you work on your goal some days but neglect it on others, you create what's called cognitive dissonance—when your actions don't align with what you truly want. This back-and-forth pattern

makes it increasingly difficult to achieve your goal. It's that simple. And here's something most people don't realize: when you're stuck in a state of cognitive dissonance, your brain releases cortisol, the stress hormone. This not only makes you feel worse but also lowers dopamine production, making it even harder to stay ambitious and motivated

- Your brain has a hormone called dopamine that fuels motivation.
- To activate that motivation, you first need to set clear goals.
- You need a strategy and plan to execute those goals effectively.
- Consistency is key—because being consistent reinforces dopamine production, creating momentum for your drive and ambition.
- But when you don't follow through, your brain produces another hormone called cortisol, which inhibits dopamine—the fuel needed for motivation.
- This leads to cognitive dissonance—a state where your vision (your goal) is out of sync with your actions (procrastinating, lacking discipline, or only showing up half-heartedly).
-

Master these principles, and you'll understand exactly how to build unstoppable ambition. This is how the dopamine system has been fueling drive in all the innovation and development you see around you. Even if someone is simply getting paid to complete a construction project, their brain is still wired for reward. The goal (getting paid) keeps them going, and their brain anticipates that dopamine hit once the job is done. If the construction isn't completed, there's no dopamine reward—no salary.

Now, let's take another example. Imagine it's been months since you last saw your partner, and the day has finally arrived to meet them. Have you ever noticed how time seems to slow down before the moment you finally see them? And when you do—when you hug them, hold them—it feels incredibly intense? That's because your brain has been anticipating this reunion for so long that it floods you with dopamine when it finally happens. But here's the twist: this isn't just anyone. This is your partner—the person tied to your survival and replication instincts. So along with dopamine, your brain also releases oxytocin, the love and trust hormone, making the moment feel even more powerful. No wonder it hits differently.

Or picture this: You tell yourself, *"Just one more episode."* But then—boom—it's 3 AM. *Your eyes are heavy, your body is begging for sleep, but you can't look away. The episode ends on a cliffhanger, and suddenly, stopping doesn't feel like an option. Your brain is buzzing, locked in, desperately craving resolution. What happens next? You don't even hesitate—you hit "Next Episode."*

That urge? That's dopamine in action. Every time a question is left unanswered, every time a twist leaves you hanging, your brain keeps feeding you dopamine, keeping you hooked. The anticipation is just as addictive as the reward itself. And the more you chase it, the harder it is to stop. Your primal brain doesn't care that you have work in the morning—it only cares about *completing the loop, about getting that next hit of dopamine.*

Thats why i asked you earlier *do you think your primal brain is wise enough to know when and when not to produce dopamine?*

Because people who understand how dopamine and your primal brain work can easily influence your decisions. And I'm here to tell you—those who can influence how you think can also control your actions, which means they have control over you. *That's why you find yourself watching way more episodes than you originally intended.* The people behind film and episode production know exactly what they're doing. They craft every last scene to leave you hanging, guessing, wanting more. And in that moment, your brain floods with dopamine, making it almost impossible to resist hitting "Next Episode."

And just like that—boom—another hour is gone. Time you were supposed to use for your project, for studying, or even for getting that extra hour of sleep so you could wake up feeling refreshed. The sad truth? This is how your primal brain has been steering your decisions without you even realizing it. And if you haven't been in full control of it, then who has? It's time to start taking back the wheel.

Because if you don't, you'll always have this nagging feeling that something is off. And that feeling? It's not random. It's the universe whispering to you, telling you to wake up, stay on track, and master your primal brain—before it masters you.

The same mechanism applies to social media. You tell yourself, "Just a quick scroll." But before you know it, minutes turn into hours. Your thumb moves instinctively, flicking up, up, up—each swipe bringing something new. A funny meme. A shocking headline. A message notification. Your brain lights up with every fresh hit of novelty, rewarding you with tiny bursts of dopamine. You don't even realize you're chasing something. But that's exactly what's happening. Your brain is wired to seek out new information, new rewards, new surprises—because in the past, that curiosity

kept our ancestors alive. But now? It keeps you locked in, hypnotized by the endless feed, always wondering, What's next?

And so you keep scrolling. Even when your eyes are tired. Even when you have a million other things to do. Even when you know you should stop. But your brain doesn't care about the time—you're in the loop now. And the algorithm? It knows exactly how to keep you there.

And those behind the development of social media apps understand exactly how your primal brain works. So, they design these apps in a way that keeps you hooked. For example, they make notification icons red and send you alerts because they know your brain is wired to seek connection through socializing. They add features like infinite scrolling because your attention is what keeps their apps running. They are literally using the way your brain is wired against you. And listen—I'm not saying social media is bad. But you need to understand that this is how it's designed. The people behind these platforms know human psychology better than you do. So what are you going to do about it? Are you still going to let your primal brain dictate your actions? Or are you going to tighten your belt and take control? Because remember what I told you—you are not your emotions. You are not your hormones. You are the part of you that notices all of this. And once you realize that, you can take charge of your life—once and for all.

Emotions do not dictate you, you are the one who dictates them

But what happens when emotions seem to dictate our actions—pulling us into addiction, making us hooked on

things, substances, or even people? Well, in the next chapter, we're going to break it all down. We'll dive into what truly causes addiction—whether it's to a habit, a person, or a situation. And most importantly, I'm going to show you how to completely break free, once and for all. Stay with me. This next part is going to change everything.

WHAT MAKES YOU ADDICTED AND HOW IS DOPAMINE INVOLVED?

Before we begin, I need you to pay *extra attention to this chapter*. If you're not fully locked in, take a moment—minimize all distractions, get comfortable, and prepare yourself. Because what I'm about to share isn't just information—it's a reality check. A deep, controversial, and eye-opening journey into the very thing that might have been controlling you without you even realizing it. And if you've been struggling with something—whether it's alcohol, social media, pornography, or even compulsive habits like masturbation—then I'm glad you're here. Because this chapter? It holds the key to breaking free once and for all.

So, are you ready?

Let's begin. Let's first define what is addiction and what to be addicted is

What Is Addiction?

Addiction is when your brain gets trapped in a cycle of craving and reward, making you repeatedly seek out something—even when you know it's harming you. It's not just about drugs or alcohol; addiction can be anything that hijacks

your brain's dopamine system, like social media, porn, junk food, or even video games. It tricks you into thinking you need it, even when deep down, you wish you could stop.

What Does It Mean to Be Addicted?

Being addicted means losing control over your choices. You don't want to scroll endlessly or binge-watch for hours, but something inside pushes you to do it anyway. It's like your brain is on autopilot, chasing that next dopamine hit. And the worst part? The more you feed the addiction, the stronger it gets—while your ability to resist gets weaker.

But here's the truth: Addiction is not about being weak. It's about **your brain being wired against you**. Once you start understanding this you are already on the path to breaking free. But this isn't enough ill take you through the mechanisms of what creates addictions.

Let me start by sharing my story about how I used to be addicted to something we call masturbation. And how I completely broke free. Sometimes, I even sit down and ask myself—was I really the same person who used to struggle with masturbation? Because the way I overcame it still surprises me. It feels like I became someone entirely different. And you can reach this point too—where not even the slightest urge has the power to pull you back if it ever arises.

Back when I was around 14 years old, I was transitioning into adulthood. I was in my adolescence—a stage where hormones are produced in high amounts, especially growth hormones and sexual drive hormones like testosterone. Little did

I know that this surge would lead to something I would struggle with for years to come.

So as my body was being flooded with these hormones, especially the sexual hormones, I remember that day vividly. It started like any other normal day—I went to school, headed home afterward, and worked on my homework. I had dinner, told my step dad and mom goodnight, and went to my bedroom. I made a short prayer, slipped under my duvets, and rested my head on the pillow, waiting for sleep to take over. But strangely, sleep wouldn't come. I tossed and turned until the moment arrived.

The thought crept into my mind, a thought that would lead me into a struggle I wasn't yet prepared to face. That was the moment I took my hand, slowly slid it into my pajamas, and held my manhood. At first, it wasn't aroused, but as I rubbed it back and forth, it started to harden. When I finally reached the point of no return, I released, leaving behind some mess. After the deed was done, I cleaned myself up and changed into fresh pajamas.

Then I asked myself, What did I just do? I felt both fascinated and disgusted at the same time. But the fascination took over—because I had just discovered a way to get pleasure through self-inducing. Little did I know, This moment would set the stage for a struggle I wasn't prepared for.

I didn't realize I was stepping into a battle that would be too tough for me to win for the years ahead to come. The next day at school, I couldn't stop thinking about what had happened the previous night. The curiosity, the rush—it lingered in my mind all day. So I told myself, *I'm going to do it again*

after school. And that's exactly what I did. After school, I went home, did my homework, took a shower, had dinner, said goodnight to my stepdad and mom, then slipped under my duvet. This time, I didn't hesitate—I dove right into the act. In the moment, it felt good, like an escape, like a secret only I knew. But as soon as it was over, a deep wave of regret washed over me.

But here's where things started to get tricky. As the years went by, I had already formed a habit—one that had a grip on me tighter than I ever expected. I found myself masturbating three to four times a day, caught in a cycle I couldn't break. Each time, I would make endless promises to myself: "*This is the last time. I'm done for good.*" But no matter how determined I felt in the moment, the next day would come, and I'd find myself doing it all over again.

I remember fasting and praying about it as the years went by. I would fast for three days at a time and pray consistently, hoping for a breakthrough. I searched the Bible for verses that talked about masturbation, and while I found one or two that seemed to relate, the word masturbation itself wasn't mentioned directly. That left me confused.

So, I turned to the internet, watching videos from pastors and content creators who claimed that masturbation was caused by the spirit of lust—a succubus demon that latches onto you, feeding off the seed I released whenever I masturbated. Hearing this was overwhelming, even terrifying. The idea that something supernatural had control over me made it even harder to fight. And so, I believed it. I truly thought I was battling a demon, that the spirit of lust was the force pulling me back into the cycle.

So, I tightened my belt and went all in—praying and fasting against it. I was desperate for a breakthrough. I even opened up to one of my closest friends, Cyrus. He was my spiritual companion, someone I prayed with a lot. When I told him about my struggle, he encouraged me to keep praying, to keep fighting.

And I did. I prayed, fasted, cried out to God, begging Him to free me from this thing. I didn't want to be a slave to it anymore. But to be completely honest, from my experience—nothing really changed. No matter how hard I prayed, the thoughts would creep in, and in the end, they would win. I'd find myself masturbating again, sometimes even watching pornography.

And actually, that made it even worse. Because pornography, only added more fuel to the fire, making the urge even stronger. I felt trapped, stuck in a cycle I couldn't escape. And the worst part? I had no idea what was really driving me to do it in the first place. I was fighting something I didn't even understand.

I remember even going to pastors and bishops, asking them to pray for me so this thing could finally end. I was that desperate. There was this famous pastor in Kenya at the time, Pastor Tee. I had seen one of his videos preaching powerfully about masturbation, and it really spoke to me. So, I did something I had never done before—I messaged him on Facebook. And to my surprise, he actually responded. He encouraged me to pray and fast. The same thing I had already been doing for nearly five years. Yet, nothing seemed to change.

Maybe, just maybe, all of this was happening for a reason.

Maybe it was meant to push me to stop searching for answers outside myself and start looking within. That's when everything shifted. Instead of looking for something to blame—whether it was the spirit of lust or the demon of the succubus—I started paying attention to the actual mechanisms driving and shaping my actions. I had reached my breaking point. Enough was enough.

So, I changed my approach. I stopped relying solely on prayer and fasting, because after years of doing the same thing with no results, I knew I had to try something different. I dove deep into research, picking up books I never thought I would read. I started expanding my awareness beyond just the Bible—not because the Bible is wrong, but because, in my experience, it wasn't giving me the full picture. I realized I had only been seeing a fraction of the truth, and that was why I remained stuck in the cycle of addiction, unable to truly break free.

That's when I came across a book called *You Are Not So Smart* by David McRaney. It was a complete eye-opener. It explained how human psychology works, how the brain is wired to take shortcuts, and why we do the things we do—often without even realizing it. But I was only scratching the surface. I kept searching for more books that explored human psychology, emotions, and thoughts. That's when I stumbled upon a strange book—one I later lost, unfortunately—written by an Indian doctor. It covered something fascinating: how engaging in masturbation as a man depletes your seed, which takes around 67 days to fully regenerate.

And it takes a lot of energy and nutrients to manufacture sperms and semen. This completely shocked me. I remember, just before reading this part in the book, I was previously

from masturbating. And now, here I was, learning that I had been wasting my seed in mere minutes—something that takes nearly three months to fully regenerate? Crazy!

I felt a wave of anger rush over me. Furious at myself. Furious at how blind I had been to what was really happening. Right then and there, I made a decision—**never again** would I let this cycle continue.

But a few weeks passed, and then—boom—I was back to masturbating again! It was frustrating. Exhausting. I started reaching a point where I was completely giving up, accepting the idea that maybe masturbation was never going away. That maybe it was just a part of me, something I'd have to live with until the day I die. I felt trapped. Like no matter how much I fought, I was always pulled back in.

I reached a point where it became completely normal for me to do it. It was just part of my routine, like brushing my teeth or eating dinner. But no matter how much I tried to ignore it, there was always that voice inside me.

"Ashwa, you need to do something about this."

It never stopped. It had been there from the very first day I started doing it. A quiet whisper at first, but over time, it grew louder. A constant reminder that something wasn't right.

I read a lot of books and exposed myself to different perspectives, which started sharpening my cognitive abilities. I began seeing patterns in life that I had never noticed before. I tried self-help books that advised me to change my environ-

ment, avoid triggers, and distance myself from anything that fueled the urge to masturbate, but none of that seemed to work. I would still take my phone, open those websites, and scroll endlessly, searching for the perfect video to masturbate. It became a cycle I couldn't break, no matter how much I wanted to. Then, one day, everything changed. It all began with a simple question.

Why do I masturbate and what causes me to masturbate?

The funny thing is, all this had been happening for years, yet I never stopped to ask myself one very simple question: "Why do I masturbate and what causes it?" I had never framed it this way before, but the moment I did, everything changed. That single question was the key that made me overcome it completely. I didn't need therapy or counseling—I simply understood the mechanics of what made me do it in the first place. And that understanding alone was enough to break free. And here's the crazy part—you can apply this exact method to anything. I don't care if you're struggling with an addiction that feels bigger than the tallest mountain in the world; if dopamine is involved, this method will bring it crumbling to its knees. And what method am I talking about? I'm talking about understanding the mechanisms that drive behaviors and addiction through awareness. Because once you see the system for what it is, you no longer have to be controlled by it.

So how does this work? I remember when I became so fed up with this behavior—I had reached my breaking point, what

some call the point of no return. And I need you to pay attention here because if you don't fully understand what I'm about to explain, you will always continue with your addiction. It will consume you, eat you alive, and most likely stick with you until the day you take your last breath. And I don't want that for you. You need to overcome your addictions so you can finally move to the next chapter of your life. So let's begin.

I took the question, raw and unfiltered, and fed it straight into ChatGPT. I remember it was early 2022, and this is what I got:

CHAT GPT: The reason why you masturbate and why you're addicted to it is because your brain is wired to seek dopamine—a pleasure hormone.

ASH: Dopamine?? What is dopamine, and why is my brain wired to seek it? And why is it called a pleasure hormone? I asked.

CHAT GPT: Buckle up, because you're about to understand why your brain is wired to do this behavior and why it has been so hard to break free. And not just this behavior—this applies to anyone struggling with any form of addiction.

CHAT GPT: The reason your brain is wired to seek dopamine is that it's a survival tactic that has been embedded in you. And to understand this, we have to trace it back thousands and thousands of years.

ASH: Why do we have to go back thousands of years?

CHAT GPT: Because it's the very foundation of understanding and breaking free from this addiction you're struggling with.

CHAT GPT: Humans have been living on this planet for an incredibly long time. If we trace our history back, we go way back to the earliest humans. And if you don't believe in evolution, this might be harder to grasp.

ASH: I do understand evolution, but can you help by simplifying it?

CHAT GPT: Exactly! Evolution in simple terms is just the ability of any living organism to adapt to its environment. There's a ton of evidence—you don't even need anyone to tell you that evolution is real. Just look around: fish have fins to swim in water, birds have wings to fly, and you have a nose to breathe air. Every single one of these features is designed to help organisms survive and thrive in their environment.

ASH: Okay, so what does this have to do with dopamine and addictions that are so hard to break?

CHAT GPT: Because just like every other species, humans have also been playing the game of adaptation and survival. But unlike other animals that evolved wings to escape danger or fins to navigate water, humans evolved something far more powerful—their brains. Our brains became smarter and more reactive, allowing us to survive in any environment.

ASH: Oh, so what you're saying is that just like birds have wings to fly away from predators and towards food, humans were designed to survive using their brains? And that includes emotions like fear to flee from danger, love to seek a mate, and hormones like ghrelin to make them hungry so they search for food—all thanks to the brain?

CHAT GPT: Exactly! Your brain is literally wired to push you toward behaviors that increase your chances of survival. And guess what? Dopamine plays a massive role in this system.

CHAT GPT: Now you're starting to get it! The human brain was designed as a tool to help humans navigate their environment. But not only that—when the conscious brain emerged as a result of evolution, it gave humans the ability to develop language, abstract thinking, and ultimately, the civilizations you see today.

ASH: And dopamine?

CHAT GPT: Dopamine, to answer your question, emerged as a tool to reinforce that you are alive, thriving, and surviving. In short, dopamine acts like a signal to show that you are continuing the whole point of life—to exist as a living organism.

ASH: Okay, can you expand more on this? I still don't fully get it.

CHAT GPT: Alright, let's break it down even further. Your brain is wired to survive. And survival, in its simplest form, can be categorized in two ways: You are either ALIVE or you are DEAD.

ASH: Aha, continue.

CHAT GPT: So, since survival can be reduced to these two fundamental states—ALIVE or DEAD—the brain got smarter. It developed mechanisms, which we now call hormones, to reinforce these states.

ASH: How?

CHAT GPT: Exactly! The brain designed feel-good hormones—dopamine, serotonin, and oxytocin—to reinforce that you are alive and thriving.

ASH: Ooooh, okay, I'm beginning to understand.

CHAT GPT: Yes! And then the brain designed what we call stress hormones—fear, cortisol, and adrenaline—to reinforce that you are heading toward danger, threat, or even death!

ASH: Damn, so you're saying my brain is always operating in these two states, producing different hormones depending whether I feel threatened or in a good mood?

CHAT GPT: Yes! And to simplify it even further, your brain is naturally designed to seek dopamine and other feel-good hormones more often. Why? Because that's the whole point of life itself—to seek dopamine. When your brain gets a dopamine hit, it signals that you are continuing life and thriving. All life wants to thrive, and in the case of humans, the brain is hardwired to chase dopamine because it confirms that you are alive and doing well.

ASH: Now it's really making sense. So the reason I've been addicted to masturbation is because my brain is wired to seek dopamine hits. That's why it pushes me toward masturbating—it just wants to reinforce how it has been wired, which is to always seek things that trigger dopamine production. Even if that means taking my own hands and rubbing my manhood, my brain doesn't care how I do it. All it cares about is that by the end of the activity, I release a ton of dopamine into my system. Is that what you're saying??

CHAT GPT: **Congratulations! You now know why you've been doing it all this time.**

ASH: Oh my God! This also explains why I used to do it anytime I felt stressed, low, or disappointed. On those days, I was in a distressed state—feeling “DEAD,” in a sense, or threatened, in danger, or unmotivated. Whenever my brain was in that state, it pushed me into seeking dopamine because it’s wired to always move toward pleasure and away from stress, threats, or discomfort. That’s why it led me to masturbation—it acted like a quick fix, a temporary solution to my problem, or a way to escape my uncomfortable state of being. My brain was simply doing what it was designed to do: chase pleasure and avoid pain.

CHAT GPT: **This also perfectly explains why people take things like drugs and alcohol—or why people get addicted in general. You see, the human brain is wired to seek dopamine because dopamine acts as the main signal that you are continuing with life. It's proof that, as a living organism, you are still alive and thriving. Ever noticed when someone says, "I'm feeling low today, I need a drink"?**

That is the perfect representation of the brain seeking dopamine. The person feels low, and their brain hates that. The brain was never designed to tolerate stress, confusion, or discomfort for long—it was designed to react to danger and then gravitate toward anything that will trigger dopamine production.

ASH: But why did I always feel regret? Or why do I see people who struggle with addictions saying things like, "This is the last time I'm doing this," "I'm never going to drink again," "I'm done playing video games," or "I'm never going to see my ex again"—but eventually, they go right back to the very thing they swore they'd never do again? Why does this cycle keep happening?

CHAT GPT: Good question. And now, I'm about to blow your mind again.

ASH: I'm ready—hit me!

CHAT GPT: Anytime someone says they are done doing something they are addicted to, that is when their conscious brain steps in. Remember, the human brain is divided into two: the conscious brain and the subconscious primal brain.

The conscious brain is the part of your brain that is designed to question things, objects, and behaviors. The subconscious primal brain, on the other hand, is designed to react and gravitate towards safety and things that make it produce dopamine at the end of the day.

So anytime there was an urge to engage in dopamine-driven addictive behavior, the conscious

brain didn't have enough time to step in and ask the important question: "Why should we do this? Are we doing this because we are feeling stressed? Is there a better way to deal with the situation at hand rather than going for quick temporary fixes?"

But since the subconscious primal brain's wiring is strong at the moment, it easily overrides the conscious brain's intervention. Then, later, after the deed has been done, the conscious brain emerges—when it's too late. That's why you hear someone swearing, "This is the last time I'm doing this," because it's not the primal brain talking anymore but the conscious brain in charge.

To be honest, your conscious brain doesn't like when you engage in such behaviors. Whether you admit it or not, it will never side with doing these things. You know why?

ASH: Why?

CHAT GPT: Because you were never your primal brain to begin with—you are your conscious brain. That's the real you. That's why it has always flooded you with regret and made you swear that this will be the last time you're doing the deed or engaging in any form of addiction. Because, to be honest, that's not how things are supposed to be.

You are not supposed to be addicted to anything! Abusing substances or being unable to overcome certain behaviors means that you are not in control of your emotions. And that directly translates to not being in control of your life.

CHAT GPT: Let's take, for example, someone who's addicted to alcohol or any other drug substance. And I want you to pay attention here. This is where we solidify the fact that the primal brain is always wired to seek dopamine. And it doesn't care how it gets it—as long as dopamine is produced in the end.

Alcohol isn't just a drink—it's chemically designed to hijack your brain. The moment it hits your system, it triggers a massive dopamine release, making you feel good, confident, and carefree. But here's the terrifying truth: your primal brain doesn't see alcohol as a slow poison—it sees it as a shortcut to pleasure. The more you drink, the more your brain rewires itself, craving that rush again and again. Over time, your brain becomes dependent, needing alcohol just to feel "normal." Meanwhile, your liver is deteriorating, your body is weakening, but your primal brain doesn't care—it only wants the next dopamine hit, even if it destroys you.

Your primal brain is a slave to dopamine, and it doesn't care where it comes from—whether it's alcohol, junk food, or masturbation. The moment you masturbate, your brain releases a surge of dopamine, making you feel good, relaxed, and satisfied. But here's the scary part: just like alcohol, masturbation can rewire your brain, making it crave more and more, even if it's draining your energy, killing your motivation, and trapping you in a cycle of guilt. Your primal brain doesn't care about the long-term effects—it doesn't care if you feel empty afterward, if it's messing with your confidence, or if it's replacing real-life intimacy. It only cares about that quick hit of pleasure, even if it's slowly pulling you away from the life you actually want.

Think about this—who's really in control when you open that porn site? Is it you, or is it the primal part of your brain that doesn't give a damn about your future? Because here's the brutal truth: your primal brain is addicted to dopamine, not happiness. It doesn't care if porn is warping your view of real intimacy, killing your confidence, or making you numb to real pleasure. It only cares about now—the quick hit, the instant escape. The moment you click, your brain floods you with dopamine, and for a second, you feel good. But then? You crash. You feel drained, guilty, empty. And what does your brain do next? It tells you to go back for more. It doesn't care that you're watching pixels on a screen instead of building real connections. It doesn't care that you're training yourself to need more extreme, more shocking content just to feel the same high. It doesn't care that this cycle can leave you addicted, desensitized, and disconnected from reality. It will steal your time, your energy, your motivation—but you'll keep coming back, because your primal brain is wired to chase dopamine, no matter the cost. So ask yourself: Are you actually in control? Or are you just following orders from a part of your brain that would rather destroy you than let you evolve?

Think about this—who's really in control when you binge-watch Netflix for hours, when you waste an entire night mindlessly scrolling, or when you play video games for so long that reality starts feeling dull? Is it you... or is it the primal part of your brain hijacking you for another dopamine hit? Because here's the terrifying truth: your brain was never wired for discipline, success, or happiness—it was wired to chase dopamine at all costs.

Your primal brain doesn't care if you have deadlines to meet, relationships to build, or a body to take care of. It only cares

about immediate pleasure. That's why you tell yourself, "Just one more episode," but suddenly it's 3 AM. That's why you keep refreshing your feed, chasing that next tiny dopamine rush from a meaningless post. That's why you promise yourself, "I'll stop playing after this round," but hours pass, and you're still glued to the screen. Your primal brain doesn't care that you feel like shit afterward. It doesn't care that your potential is slipping through your fingers. It doesn't care that life is happening all around you while you're trapped in a loop of temporary highs and deep regrets.

And here's the scariest part—you were never asked for permission. Your brain was wired like this before you even had a choice. It has always been this way. It has always pulled you toward whatever gives the fastest, easiest pleasure, even if it means destroying your future in the process.

But here's the best part—you do have a say. You are not your primal brain. Your true power lies in your conscious mind, the part of you that can stop and recognize, "Wait... I'm being controlled right now." The moment you become aware of this cycle, you gain the ability to break it. It won't be easy—your primal brain will fight back, it will scream for another hit, another escape—but you can choose to take control. And here's the truth no one tells you:

The quality of your life comes down to one thing—your ability to control your impulses and emotions. That's it. If you can master that, you can master your mind. And if you can master your mind, you can master your entire reality.

My Testimony: How I Finally Overcame Masturbation

I didn't overcome masturbation because I needed counseling, therapy, or guidance. I overcame it because I rewired my brain by gaining awareness—awareness of why I was doing it and what was driving that behavior in the first place. And I believe that by reading this far, you've done the same thing I did. When you develop awareness of your habits—when you start to question them and truly understand what drives them—your brain rewrites itself. You begin to see the habit for what it is, whether it serves you or not. And that realization alone is powerful enough to break the cycle. This is how I overcame masturbation—and not just that, but any other addiction I was struggling with. And the best part? Whenever these urges try to creep back in, I notice them in real time. I recognize them for what they are—my primal brain trying to do what it was wired to do. But instead of falling for it, I redirect that energy into something meaningful. And if you've read up to this point but still haven't fully understood why you're addicted, please reach out to me at ashwaashard@gmail.com. I will break it down further for you, even if it means sending you a personal video explaining everything. Because to be honest, I don't believe anyone should be a slave to their emotions. You are not meant to be controlled by urges—you are meant to be the master and creator of your reality.

DATA ON PEOPLE WHO ARE STUCK IN ADDICTIONS

Imagine this: despite your best intentions, you find yourself

repeatedly returning to behaviors you wish to leave behind. You're not alone. Studies indicate that 3% to 6% of U.S. adults—that's between 10 to 20 million people—struggle with sexual addiction, encompassing compulsive masturbation.

[AddictionHelp.com](https://www.addictionhelp.com)

This issue often affects men more than women, with research showing that 61% of men and 38% of women aged 18 to 60 have engaged in masturbation over the past year. [MDPI](#)

WHY MEN ARE AFFECTED MORE AS COMPARED TO WOMEN

Think about this—what if I told you that your urge for sex, for release, for chasing pleasure isn't even your choice? What if you're not in control, but instead, you're just a vessel for an ancient evolutionary script, blindly running a program that was installed in you before you were even born?

Here's the terrifying truth: as a man, you are hardwired to seek sex, not because you consciously choose to, but because your primal brain doesn't care about you—it only cares about one thing: spreading genes. From an evolutionary standpoint, the male species has always been the lighter species—you don't carry children, you don't face the same biological risks as women in reproduction, so your body was designed to spread your genes as widely as possible to maximize survival. Your primal brain sees sex as a numbers game: the more you reproduce, the greater the chance that your lineage survives. It doesn't care if that means impulsively chasing pleasure, endlessly seeking new stimulation, or even getting trapped in a loop of porn and masturbation—all it sees is an

opportunity to release, reproduce, repeat.

That's why men are affected by compulsive sexual behaviors more than women. It's not just a habit, and it's definitely not just about pleasure—it's a deeply ingrained survival mechanism that's been driving men for thousands of years. The scariest part? You don't even realize it's happening. You think you're just "in the mood," you think you just "have a high sex drive," but in reality, you're being puppeteered by an ancient program that was never designed for modern life. Your primal brain doesn't care about your personal goals, your self-control, your ambitions. It doesn't care if you waste hours chasing digital pleasure instead of building real connections. It only cares about urging you toward release—again and again, no matter the consequences. So here's the real question: Are you actually in control? Or are you just a machine running a subconscious program, blindly obeying a script that doesn't serve you anymore?

globally, **13% of the population** grapples with pornography addiction, with men disproportionately affected. [Birches Health](#)

In the United States, a staggering **80% of men** have viewed pornography in the past year, compared to **42% of women**. [FHE Health](#)

Moreover, studies reveal that **98.98% of male participants** consumed pornography during masturbation, with **17.70%** never masturbating without it. [PMC](#)

This pervasive behavior is deeply rooted in our primal brain's wiring. Sexual arousal releases chemicals like dopamine and

endorphins, creating intense pleasure and reinforcing the behavior. [Gentle Path at The Meadows](#)

Over time, this reinforcement can lead to compulsive patterns, making it challenging to break free from the cycle. Neuroscientific research indicates that compulsive sexual behaviors, including excessive pornography consumption, are associated with altered brain function, similar to substance addictions. [PMC](#)

This underscores the profound impact of our primal urges on modern behaviors, highlighting the importance of awareness and conscious intervention to regain control.

Even after seeking counseling and therapy, many continue to grapple with these behaviors. Relapse rates for behavioral addictions, including compulsive sexual behaviors, can be alarmingly high, with some studies reporting rates between 40% to 75% within three weeks to six months following treatment. [PMC](#)

Why is this struggle so pervasive? The answer lies in the primal wiring of your brain. This ancient part of your mind is hardwired to seek immediate pleasure through dopamine release, often overriding rational thought. In today's digital age, avoiding triggers is increasingly challenging, making the battle against these urges even more daunting. However, by engaging your conscious brain, increasing self-awareness, and implementing effective coping strategies, you can regain control over your behaviors and improve your quality of life.

It's startling to realize that even those we consider spiritual

leaders aren't immune to the pervasive pull of pornography. A survey by the Barna Group revealed that **57% of pastors** and **64% of youth pastors** admitted to having struggled with pornography, either currently or in the past. This statistic is a stark reminder that the primal brain's wiring doesn't discriminate based on profession or moral standing. The innate drive for dopamine-fueled pleasure can lead individuals, regardless of their role, into behaviors they consciously oppose. This underscores the importance of awareness and proactive measures in addressing such challenges.

Pornography consumption is a significant issue within Muslim communities, affecting both leaders and laypersons. A 2020 survey of 350 Muslim participants, predominantly aged 16-22, revealed that **69% were males**, and **85% were single**.

[SoundVision.com](https://soundvision.com)

Additionally, research indicates that **59% of Muslim youth** have viewed pornography. <https://thefyi.org/>

These findings highlight that the struggle with pornography is not confined to any single demographic within the Muslim community. The primal brain's wiring, which drives individuals toward immediate gratification through dopamine release, plays a significant role in this behavior.

This is the perfect representation that the primal brain's influence on humans is real—and it doesn't care who you are. It doesn't matter if you're religious or atheist, rich or poor, from the East or the West. It doesn't care about your background, beliefs, or values. The primal brain operates independently of your logic and morals, constantly pulling you toward instant gratification—whether through porn, excessive masturbation,

binge-watching, or any other dopamine-driven behavior. This isn't about personal weakness. This is biology

STEPS TO OVERCOME ADDICTIVE BEHAVIORS AND TAKE CONTROL

WAKE UP BEFORE IT'S TOO LATE

Right now, your impulses are controlling you. Your primal brain is keeping you trapped in habits that waste your time, drain your energy, and sabotage your potential. If you don't take action now, you'll stay stuck in a cycle of instant gratification, distractions, and regret. Deep down, you already know this.

The question is: Will you keep letting your urges run your life? Or will you finally take control and reclaim your power?

STEP 1: ACCEPT THAT YOU ARE NOT IN CONTROL (YET)

You think you're making conscious decisions. But are you? Every time you give in to cravings, distractions, or temptations, it's not really you—it's your primal brain hijacking your behavior. If you don't take control, this part of your mind will continue to dictate your life, prioritizing short-term pleasure over long-term success.

STEP 2: UNDERSTAND THE PRIMAL BRAIN'S TRAP

Your brain evolved for survival, not success. It seeks pleasure, avoids discomfort, and conserves energy. That wiring kept ancient humans alive, but in today's world, it's a weakness. Success requires discipline, patience, and long-term thinking—things your primal brain actively resists. That's

why you procrastinate, fall into bad habits, and struggle to break free from self-sabotaging behaviors. If you don't fight back, you will stay stuck. Is that the life you want?

STEP 3: SEE YOUR HABITS FOR WHAT THEY REALLY ARE

Every time you engage in impulsive behaviors—whether it's binge-eating, excessive scrolling, addiction, or avoiding important tasks—you are reinforcing the control your primal brain has over you. It's time to wake up and recognize the trap. These aren't harmless distractions. They are the very things keeping you from your potential.

STEP 4: BUILD A NEW IDENTITY—BECOME THE MASTER, NOT THE SLAVE

This isn't just about quitting bad habits. It's about transforming into the kind of person who is in full control of their actions and future. Ask yourself: Do you want to stay a prisoner to your impulses? Or do you want to take command of your mind, your choices, and your destiny? The decision is yours.

STEP 5: MAKE DISCIPLINE YOUR DEFAULT

Discipline isn't optional—it must become your new way of being. When the urge to act on impulse arises, recognize it in real time. See it for what it is: your primal brain trying to keep you weak and distracted. Redirect that energy into something productive—read, learn, create, exercise, build. The more you resist impulsive urges, the stronger your discipline becomes. Stop negotiating with yourself. Every choice you make either strengthens your self-control or weakens it. Choose wisely.

STEP 6: REMEMBER THE COST OF STAYING STUCK

If you don't change, here's what will happen:

- You will waste years of your life chasing short-term pleasure.
- You will never reach your full potential.
- You will wake up one day, filled with regret, wondering why you let an outdated survival instinct control your future.

But if you take action now? You will break free. You will become the master of your own mind. You will build a life of purpose, discipline, and success.

FINAL WARNING: CHOOSE YOUR PATH

You now have the truth in front of you. Either you take control, or you remain a slave to your impulses.

What will it be?

CONCLUSION ON DOPAMINE AND ADDICTIONS

You need to understand that your primal brain has been controlling most of your life for years. But now, by understanding the mechanics behind it, it's time to take charge. You were never a slave to your emotions—you just never knew what was influencing your thoughts and decisions all along. But now you see the game for what it is. Having awareness is the first step—because awareness gives you power. Now that you recognize how your primal brain has been running the show, you have a choice: continue being led by an ancient survival system designed for a different world, or step up and take control. The best part? It's never too late. You are not broken, you are not weak—you simply have a system within you that was never designed for discipline, success, or self-control. It was designed for immediate pleasure and survival. But now that you understand the system, you can

rewire it. You can build discipline, regain control, and shape your life into what you want—not what your primal brain wants.

THE PRIMAL BRAIN AND PROCRASTINATION

Have you ever asked yourself why it's so hard to achieve the goals you set for yourself? Why is it so difficult to stick to them, and more often than not, why you never complete the projects you start? Let's say you decide to go to the gym, but after a few days, you stop going. Or you set a goal to read one book a month, but you give up before the month even ends.

Have you ever wondered why it feels this difficult in the first place? What makes it seem so impossible? Well, I've got some news—it's your primal brain at work. In this chapter, we'll break down how the primal brain influences your decisions when it comes to setting goals, why discipline feels so out of reach, and most importantly, how you can finally take control of your life once and for all.

HOMEOSTASIS (AKA PROCRASTINATION)

Why do you procrastinate?

Just as you're wired to seek dopamine, you're also wired to conserve energy. And this, at its core, is why so many people struggle with discipline and never reach their goals. This built-in wiring explains all the times you've set out to complete a task or goal but found it too hard to follow through. It's the reason things start to feel difficult the moment you begin them. Because your brain's instinct to conserve energy is so deeply embedded, overcoming it takes a lot of conscious effort.

Procrastination isn't just a bad habit—it's a biological trap. You don't procrastinate because you're lazy, weak, or incapable. You procrastinate because your brain was never designed to thrive in the modern world. It was built for one thing: survival. And survival doesn't require discipline, long-term goals, or self-improvement. It only requires you to avoid danger, seek pleasure, and conserve energy.

This is why no matter how badly you want to change, you feel resistance. Every time you set a goal, whether it's hitting the gym, starting a business, or simply completing a task, your primal brain fights back. Not because it wants to sabotage you—but because it's trying to keep you "safe." But safe from what?

ENTROPY: THE FORCE THAT CONTROLS YOUR BEHAVIOR

To understand why you procrastinate, you need to understand entropy—the natural law that dictates everything in the universe, including you. In simple terms, entropy is the tendency for everything to move from order to disorder. A clean room gets messy over time. A healthy body deteriorates if neglected. A strong mind becomes weak when left unstimulated.

Your body fights against entropy every second of the day. It repairs cells, maintains a stable temperature, and makes rest feel good so you don't burn out. This process is called homeostasis—the biological drive to maintain balance. It's why your body craves comfort, why you feel resistance to effort, and why your brain tells you to "do it later" instead of taking action now.

Your primal brain isn't lazy—it's efficient. It's designed to conserve energy because, for most of human history, energy meant survival. Thousands of years ago, food was scarce, threats were everywhere, and rest was a necessity. If you wasted energy on unnecessary tasks, you wouldn't survive long.

That's why you:

- Put off difficult tasks. Your brain doesn't see them as a survival necessity.
- Feel exhausted just thinking about starting something new. Your body resists energy expenditure.
- Struggle to change habits. Your brain craves familiarity because it feels "safe."

Now here's the problem: we don't live in caves anymore. There are no predators waiting to attack you, no food shortages forcing you to save energy, and no immediate survival threats stopping you from working toward your goals. But your brain doesn't know that. It's still operating on ancient programming, treating every uncomfortable situation like a potential life-or-death scenario. And this is exactly why procrastination exists.

THE TRAP OF MODERN COMFORT

The modern world has outpaced evolution. Society has advanced faster than the brain's ability to adapt. You no longer need to fight for survival—you need to fight for success. But your primal brain doesn't understand success. It only understands comfort, pleasure, and immediate safety.

That's why you:

- Scroll on your phone instead of working. Your brain is wired to seek dopamine, not discipline.

Binge-watch Netflix instead of studying. Instant gratification

is more rewarding than long-term effort.

- Delay pursuing your dreams. The unknown feels dangerous, so your brain avoids it.

And here's the brutal truth: this is why most people will die without ever reaching their full potential. Think about it. How many people live their entire lives stuck in cycles of procrastination? How many never take action because their brain convinces them to wait for "motivation" or "the right time"? How many people watch others succeed while they stay trapped in their own self-imposed limitations? The world doesn't reward potential. It rewards action.

And if you let your primal brain control you, you will fail.

Not because you aren't smart enough, not because you aren't capable enough, but because success requires discipline—and discipline is unnatural. It goes against the very instincts designed to keep you comfortable.

THE DANGERS OF LIVING ON AUTOPILOT

Most people don't even realize that their brain is sabotaging them daily. They think they're just "bad at focusing" or "not disciplined enough," when in reality, they're simply running on primal programming.

And the cost of letting your primal brain win?

- Lost opportunities. The job you never applied for, the skill you never learned, the dream you never chased.
- Unfulfilled potential. You were meant to do something bigger, but you never did.
- Regret. The most painful realization: that you wasted time, and you can't get it back.

This is why most people live average lives. Because they don't realize that success isn't about talent—it's about overriding the brain's resistance to effort. The most successful people in the world aren't superhumans. They aren't wired differently. They just refuse to let their primal brain run the show.

IT'S TIME TO TAKE CONTROL

If you don't actively train yourself to override your procrastination, it will control you for the rest of your life. But here's the good news: you can rewire your brain. The key is understanding that procrastination isn't a personality trait—it's a habit. And like any habit, it can be broken. The moment you recognize that your brain is trying to trick you into staying comfortable, you gain the power to fight back.

You are not lazy. You're not someone who loves to procrastinate. You're simply operating with a brain that wasn't wired for this modern era. It's time to tap into your conscious brain—the part designed for the world we live in today. Understanding that your primal brain's instinct is to conserve energy is the first step toward breaking free from procrastination. No one is going to push you toward your goals. Only you know what you want for your future, and to build it, you'll need to override your primal brain completely—until feeling lazy becomes a thing of the past.

Your primal brain doesn't care about the future. It was designed for a time when survival depended on living in the present moment. But now, we're in the era of the conscious brain—the part of you built for strategic thinking, discipline, and long-term planning. It's up to you to engage it and create a better future for yourself.

PROCRASTINATION IN THE MODERN ERA

The harsh truth? Most people will die without ever reaching their full potential—not because they weren’t capable, not because they didn’t have opportunities, but because they lost the battle against their own primal brain. Studies show that **over 88% of people** who set New Year’s resolutions fail to stick to them. Why? Because their primal brain resists change. It prioritizes comfort and energy conservation over long-term rewards.

Look at the global workforce—**85% of employees worldwide** admit to hating their jobs or feeling disengaged (Gallup, 2023). This isn’t just about bad workplaces—it’s about people settling for less because chasing something better feels exhausting and uncertain. Their primal brain convinces them it’s safer to stay put. Meanwhile, **80% of people under 30 want to start their own business, but only 8% ever do**. The other 92%? Trapped in overthinking, fear, and, worst of all—procrastination.

This is why so many people will live and die without achieving their dreams. Not because they weren’t smart enough. Not because they weren’t skilled enough. But because they let their primal brain keep them stagnant. They let temporary comfort win over long-term fulfillment. And by the time they realize the truth? It’s too late. Years have passed. The opportunities are gone. The regret is unbearable.

But it doesn’t have to be this way.

In the next chapter, we’re going to break down a step-by-step guide to overcome procrastination once and for all. It’s time to take back control from the primal brain and build the future you actually want.

STEPS TO OVERCOMING PROCRASTINATION ONCE AND FOR ALL

Step 1: Understand That You Are Not Lazy—You Are Wired to Conserve Energy

Your brain isn't working against you out of malice. It's simply following a program written thousands of years ago—a program designed to keep you alive, not make you successful. The primal brain doesn't care about your future, your goals, or your dreams. It only cares about conserving energy and avoiding discomfort. Every time you feel the urge to procrastinate, recognize it for what it is: your primal brain trying to keep you "safe" by avoiding effort. But in reality, this safety is a prison.

Step 2: Recognize That Your Primal Brain Is Your Biggest Enemy

Your primal brain is not your friend. It will sabotage you at every turn. It will whisper excuses in your ear, telling you to "do it later" or "start tomorrow." It wants instant gratification, not long-term success. And if you let it control you, it will rob you of every opportunity that could change your life. The people who succeed in this world are the ones who override their primal brain and engage their conscious brain—the part designed for discipline, planning, and higher thinking.

Step 3: Break the Cycle by Taking Immediate Action

Action is the only thing that can silence the primal brain. Thinking about doing something isn't enough. Planning isn't enough. You must move—right now. The moment you hesitate, the primal brain takes over, flooding you with doubts and excuses. Stop negotiating with it. When you set a goal, execute immediately. Train your brain to understand that when you say you're going to do something, you follow through.

Step 4: Develop the Discipline to Override Your Primal Brain

Discipline isn't about motivation. Motivation is unreliable. It comes and goes. Discipline, on the other hand, is what separates those who succeed from those who remain stuck. Every time you push through resistance—every time you act despite not feeling like it—you weaken your primal brain's control over you. Over time, it loses power, and taking action becomes your default state.

Step 5: Make Procrastination a Thing of the Past

If you keep allowing your primal brain to dictate your actions, you will stay trapped in the same cycle forever—starting things but never finishing, dreaming big but never achieving, wanting more but settling for less. Is that the life you want? Or are you ready to take full control?

Because here's the truth: No one is coming to save you. No one will force you to change. If you don't step up and fight against your primal programming, you will look back years from now, filled with regret, wondering why you wasted so much time.

But if you take action now—if you stop giving in to procrastination and start using your conscious brain—you will unlock a level of success and fulfillment that most people never reach. It's your choice. Stay controlled by your primal brain, or break free and take charge of your life.

What's it going to be?

THE PRIMAL BRAIN AND FINANCES

Why does it feel like you're always broke, no matter how much you earn?

Have you ever received your paycheck, spent a little here and there, and then—boom—it's the end of the month, and you're

struggling again? Ever wondered why, despite knowing better, you still fall into the same financial traps? Why saving feels impossible, budgeting feels restrictive, and your money always seems to disappear faster than you expect? Your financial struggles aren't entirely your fault. The primal brain—is hijacking your decisions, pushing you toward impulsive spending, fear-driven investing, and short-term financial thinking? This part of your brain evolved for survival, not for managing a bank account. And until you understand how it influences your money habits, you'll keep repeating the same patterns, no matter how much you try to be "better" with money. In this chapter, we're breaking down why your primal brain keeps sabotaging your financial decisions and how you can outsmart it to take control of your money once and for all.

So why does your primal brain hijacks you're financial decision?

Imagine this—you're living thousands of years ago, deep in the wild. There are no paychecks, no credit cards, no online shopping. Survival is your only concern. Food is scarce, danger lurks everywhere, and if you don't act quickly on an opportunity, you might not get another chance. Your brain, wired for survival, rewards immediate action—eat when food is available, take shelter when you find it, and hoard resources because you never know when you'll get more. Fast forward to today, and guess what? That same survival instinct is still controlling your decisions, but instead of hunting for food, it's making you chase dopamine hits through spending, impulse buying, and financial self-sabotage.

Ever wonder why you can't resist ordering takeout even when you have groceries at home? Or why you suddenly

splurge on a sale, convincing yourself it's a "good deal" even when you don't need it? That's your primal brain at work, pushing you to secure immediate gratification because, to it, waiting feels like a risk. And let's talk about why your money always seems to disappear so fast—every time you get paid, that ancient wiring tells you to spend before you "lose" it, much like how early humans consumed resources before they spoiled or were stolen. Have you noticed how it's easier to swipe your card on something fun rather than transfer money into savings? That's because your brain sees saving as an abstract future reward, while spending delivers instant pleasure.

And then there's fear—another trick your primal brain plays on you. Ever panic-sold an investment when the market dipped, only to regret it later? Ever avoided investing altogether because the thought of losing money makes you uneasy? That's your survival instinct, equating financial risk with physical danger. Back in ancient times, hesitation could mean life or death, but today, it just keeps you stuck in a cycle of poor financial decisions.

The truth is, your brain doesn't care about your long-term financial success—it only cares about survival and pleasure right now. And until you understand how it's manipulating you, you'll keep falling into the same money traps, paycheck after paycheck. So, are you ready to outsmart it?

Let's be brutally honest—every time you waste money on things that don't serve your future, you're not just losing cash. You're losing time. You're losing opportunities. You're losing the life you could have had. And the worst part? You don't even realize it's happening. You tell yourself you're in control, that you're making these choices rationally, but in

reality, your primal brain is calling the shots, keeping you trapped in a cycle of spending, struggling, and repeating the same mistakes.

Think about it—how many times have you promised yourself, “Next month, I’ll start saving.” But then next month comes, and suddenly, that new gadget, that night out, that random shopping spree feels more important than your long-term goals. And you justify it. “It’s just a little splurge. I deserve it.” But when you add up all those “small” purchases at the end of the month, you realize you’ve wasted hundreds, maybe even thousands of dollars on things you barely even remember buying.

And then comes the financial panic. The bills start piling up. Your bank account balance shrinks faster than you expected. You find yourself stretching those last few dollars before payday, asking yourself, Where did all my money go? You know you should have done better. You know you should have saved more, planned better, controlled yourself. But you didn’t. And so the cycle continues.

And do you know why this keeps happening? Because your primal brain doesn’t give a damn about your future. It only cares about now. It doesn’t care that you want to buy a house one day. It doesn’t care that you dream of financial freedom. It doesn’t care that you need to save for emergencies, investments, or retirement. All it cares about is immediate gratification. It wants pleasure, comfort, and security right now, even if it costs you everything later.

And this won’t stop. Ever. Not unless you wake up and take back control. Your primal brain will always push you to overspend. It will always tempt you to make reckless financial

decisions. It will always tell you, “*You can save later,*” “*It’s just a little splurge,*” “*You need this now.*” *And the more you listen, the deeper you’ll sink into financial struggle.*

I know this because I’ve been there. I was a victim of my own impulsive spending, trapped in a cycle of living paycheck to paycheck, thinking I had things under control. But I didn’t. My primal brain was running the show, leading me into bad decisions over and over again. And it wasn’t until I realized this one hard truth that everything changed.

Money is the most powerful tool you have. It can buy you freedom, security, and choices—or it can trap you in stress, debt, and regret. Every dollar you waste is a dollar that could have built your future. And if you keep ignoring this, if you keep letting your primal brain take the lead, you’ll look back years from now, full of regret, wondering why you never got ahead, why you never built anything meaningful.

So ask yourself—how much longer are you going to let your primitive instincts sabotage your future? How much longer are you going to let money slip through your fingers? How much longer will you trade long-term success for short-term pleasure? Because if you don’t make a change, this cycle will never stop. Your primal brain will keep you broke forever—unless you fight back.

Impulse Spending – Why You Keep Buying Things You Don’t Need

Let’s get real—how many times have you spent money on something you didn’t actually need, only to regret it later? How many times have you walked into a store for “just one thing” and walked out with bags of useless crap? Or scrolled through your phone late at night and impulsively bought

something because “*it was on sale*” or “*I deserve it*”?

And here’s the ugly truth—this isn’t just bad financial discipline. This isn’t just “bad habits.” This is your primal brain running the show. Your brain is literally wired to make you spend impulsively because, for thousands of years, humans didn’t have the luxury of planning for the future. If you found food, you ate it. If you saw shelter, you took it. If you had access to resources, you used them immediately. Saving for the future? That wasn’t even a concept. You either took what you could get *right now*, or you risked not surviving at all. Fast forward to today, and that same survival instinct is what’s making you burn through your money like a fool. Your primal brain doesn’t understand savings accounts, investment portfolios, or financial freedom. It only understands instant gratification.

That’s why:

- You buy that overpriced coffee every morning, even though you could make it at home for a fraction of the cost.
- You upgrade your phone when your old one works just fine.
- You grab that “limited-time offer” even though you don’t actually need what’s being sold.
- You see a TikTok trend hyping up some random gadget, and suddenly, you can’t live without it.
- You eat out five times a week and convince yourself it’s “just a little expense” until you check your bank statement and feel sick.

And guess what? **This cycle will never stop.** Your brain will always find a way to justify your spending. “*It’s just a treat.*”

I'll make up for it next paycheck." "Life is short, I should enjoy it."
LIES.

Your primal brain doesn't care that you have bills to pay. It doesn't care that Future You needs that money. It doesn't care that you're trying to build wealth. All it cares about is making you feel good in the moment. And until you recognize this, you will stay broke.

I know this because I lived it. I was that person, swiping my card without thinking, convincing myself that small purchases "didn't really matter." But then the end of the month would hit, and I'd be scrambling, wondering where all my money went. It wasn't until I realized this one brutal truth that I finally changed:

Impulse spending isn't a money problem. It's a brain problem.

And if you don't fight back, if you don't take control, if you don't actively rewire your thinking, this will keep happening to you for the rest of your life. So tell me—how much longer are you going to let your primal brain run your finances into the ground?

Fear-Based Decisions – Why You Panic When the Market Crashes or Avoid Investing Altogether

Let's cut the nonsense—how many times have you been too scared to invest your money because you thought you might lose it? How many times have you heard someone say, "*Investing is risky, I'd rather keep my money safe*"—only to watch them stay broke their whole life? Or maybe you've watched the stock market dip, freaked out, and sold your investments at a loss—because your brain screamed, "*Get out before it's too late!*"

That wasn't logic. That wasn't strategy. That was your primal brain screwing you over. See, your brain is still living in the Stone Age, where survival meant avoiding anything that seemed uncertain or dangerous. Back then, taking risks could get you killed—eating the wrong berry, exploring a new area, trusting the unknown. If something felt risky, your brain screamed **DANGER!** and you ran in the opposite direction. Now, apply that same primitive wiring to modern finance. Your brain sees volatility in the stock market? It panics.

- It tells you to sell when prices drop, instead of holding or buying more like wealthy people do.
- It convinces you that investing is too complicated, too risky, so you stay stuck with your weak paycheck-to-paycheck lifestyle.
- It tells you that keeping your money in a savings account (where inflation eats it alive) is the “safe” choice.
- It makes you freeze when opportunities come because “what if I lose money?”

And the result? You stay broke. You stay struggling. You stay afraid. While the people who *understand how this works—who push past their primal fear and make strategic decisions—they build wealth, while you sit on the sidelines making excuses.*

Let me be real with you—**fear is keeping you poor.**

- When the market crashes, the rich see opportunity. The poor see disaster.
- When prices drop, the wealthy buy more. The broke panic and sell.
- When a business opportunity comes, successful people analyze and take action. The average person hesitates, overthinks, and watches it pass by.

And all of this is because of the primal brain's obsession with safety. But here's what your brain doesn't get: playing it safe is the biggest risk of all. If you never invest, if you never take calculated risks, if you never push past your financial fears, you will NEVER build wealth.

I know this because I used to be trapped by the same fear. I avoided investing for years because I thought, "*What if I lose money?*" *Meanwhile, the real loss was all the time I wasted—years where I could have been growing my money instead of letting fear paralyze me.*

So, how much longer are you going to let your scared, irrational brain control your financial future? How much longer are you going to let fear keep you from the life you want? Because if you don't wake up to this truth, your primal brain will keep you broke forever.

Herd Mentality & FOMO – Why You Chase Trends and Make Dumb Money Moves Just Because Everyone Else Is Doing It

Be honest—how many times have you bought something just because you saw everyone else buying it? How many times have you scrolled through social media, saw people flexing a new sneaker drop, a flashy car, or some "once-in-a-lifetime" investment opportunity, and suddenly, you felt like you *had to jump in too? That wasn't logic. That wasn't a smart financial decision. That was your primal brain hijacking you—again.*

Your brain is wired to follow the crowd. Back in ancient times, if you got separated from your tribe, you were dead. If the group ran in one direction, you didn't stop to ask why—you ran too, because standing there could get you killed. That

survival instinct still controls you today, except now, instead of running from predators, you’re chasing trends, hype, and status symbols that drain your wallet.

And guess what? Companies, influencers, and marketers know this.

- That’s why they create artificial scarcity—“*Only 10 left in stock!*”
- That’s why they hype up pointless luxuries—“*You NEED this new phone upgrade!*”
- That’s why you see people blowing their savings on crypto, meme stocks, and overpriced fashion just because “everyone else is doing it.”

How many times have you fallen for this trap?

- You saw people posting luxury vacations on Instagram, and suddenly, you felt broke and impulsively booked a trip you couldn’t afford.
- You bought a new iPhone even though your old one worked perfectly fine—just because your friends did.
- You heard everyone talking about a “hot stock,” bought it without doing research, and then lost your money when the hype died.
- You kept going out every weekend, spending like crazy, because your social circle made you feel like “that’s just what we do.”

And here’s the hard truth—your primal brain will always make you do this until you realize what’s happening. Do you think the rich give a damn about trends? No. They buy assets while you buy liabilities. They invest while you spend. They stay patient while you chase hype. They know that following the herd is the fastest way to stay broke.

I know this because I was one of those people. I wasted money chasing what looked good instead of what actually built wealth. I jumped on trends, followed hype, and made impulsive financial decisions that set me back years. But the day I woke up and realized I was being played—by my own brain, by society, by marketing—I changed everything.

So, ask yourself—how much longer are you going to be a financial puppet? How much longer will you let your primal brain trick you into spending money just to “keep up”? Because until you break free from this cycle, you will never have real financial control.

Short-Term Gratification vs. Long-Term Wealth – Why Your Brain Tricks You Into Thinking “Later” Doesn’t Matter

Let’s get brutally honest—how many times have you said, “I’ll start saving next month”? How many times have you convinced yourself that “I have time” while still making the same reckless financial decisions? And then, suddenly, years fly by, you’re still broke, and you have nothing to show for all the money that’s passed through your hands. Guess what? That wasn’t an accident. That was your primal brain playing you like a fool.

Your brain doesn’t give a damn about the future. It only cares about right now. It’s the same reason people overeat, procrastinate, and skip workouts—because the pain of discipline feels harder than the comfort of the moment. Your brain is wired for pleasure, not progress.

That’s why:

- You’d rather buy new clothes today than invest in something that will pay you in 10 years.

- You'd rather blow money on weekend parties than build a financial cushion.
- You refuse to budget because "I want to enjoy life," but somehow, struggling with money doesn't bother you.
- You won't start that side hustle or business because it "takes too long to see results"—but you'll happily waste years binge-watching Netflix.

And here's the truth that no one wants to hear—time is passing whether you're building wealth or not.

Think about it.

- If you had started investing just \$10 a day five years ago, you'd already have a small fortune.
- If you had controlled your spending and saved aggressively, you'd be free from paycheck-to-paycheck stress.
- If you had taken action instead of making excuses, your financial life would be in a completely different place.

But your primal brain tricked you. It told you that "later" was far away. That you had "plenty of time." That "you can start next year." And guess what? Now you're here, still stuck, still struggling, and still wondering where your money went. I know this feeling because I lived it. I used to think I had all the time in the world. I told myself, *"I'll get serious about money when I earn more."* But the problem was not my income. It was my mindset. *The day I realized my primal brain was sabotaging me, I stopped playing around and took control.*

And now, I have just one question for you: How much longer are you going to let your primal brain steal your future? Because until you wake up and take action, this cycle will never end.

The Conscious Brain – The Only Part of You That Actually Cares About Your Future

Let's get one thing straight—your primal brain doesn't give a damn about your future. It will keep tricking you into wasting money, chasing instant gratification, and staying stuck in the same broke cycle forever. If you don't take control, you will wake up 10, 20, maybe even 30 years from now with nothing to show for your hard work.

And the worst part? You'll have no one to blame but yourself. Because deep down, there is a part of you that knows better. A part of you that wants more, that dreams of financial freedom, that understands the value of discipline and patience. That's your conscious brain—the part of you that actually cares about your future.

Your conscious brain is the only thing standing between you and financial disaster. It's the part of you that tells you to save instead of spending recklessly. It's the part of you that pushes you to invest, even when your primal brain screams, "It's too risky!"

It's the part of you that understands real wealth takes time, consistency, and discipline.

But here's the problem—most people don't listen to their conscious brain. They ignore it, suppress it, drown it out with distractions, and let their primal instincts take over. And that's exactly why they stay broke.

Think about it:

How many times has your conscious brain told you to start budgeting, but your primal brain convinced you that "you'll do it later"?

How many times has your conscious brain told you to stop

buying useless things, but your primal brain whispered, “But you deserve it”?

How many times has your conscious brain told you to invest, start a side hustle, or build wealth, but your primal brain made you procrastinate out of fear?

The truth is, your conscious brain wants you to win. It wants you to have stability, options, and freedom. It wants you to wake up one day and realize that you never have to stress about money again. But the only way to make that happen is to start operating from your conscious brain—to override your impulses, silence the distractions, and take control of your financial destiny.

Because let me be real with you—nobody is coming to save you. Not the government, not your job, not your family. It's on you. And until you make the decision to listen to the part of your brain that actually cares about your future, you will stay stuck in the same cycle.

So tell me—are you going to keep letting your primal brain ruin your life? Or are you finally going to take control and start building the future you actually deserve?

Your conscious brain is the only part of you wired to thrive in the modern world because it understands patience, strategy, and long-term rewards. Unlike your primal brain, which reacts on impulse, your conscious brain analyzes, plans, and makes decisions that benefit your future. It knows that in today's world, success isn't about chasing every fleeting desire—it's about discipline, smart financial choices, and delayed gratification.

Every time you let your primal instincts take over—whether it's impulse spending, avoiding investments out of fear, or making financial decisions based on emotion—you are actively sabotaging your own life. You are choosing short-term pleasure over long-term stability, and that choice comes at a cost: stress, debt, missed opportunities, and a future where you are constantly struggling. The modern financial system rewards those who think ahead and punishes those who act on impulse. The people who master their conscious brain build wealth, security, and freedom, while those who let their primal instincts run the show stay trapped in a cycle of scarcity and regret. Every reckless financial decision you make today is a burden you will carry tomorrow—the question is, how much longer are you willing to suffer before you take control?

The Global Epidemic of Financial Struggle: How the Primal Brain Keeps People Stuck

Financial stress is not just a personal issue—it is a global crisis. Millions of people across the world, regardless of income level, are trapped in a cycle of financial insecurity, stress, and debt. And the reason is deeper than just “not earning enough” or “bad luck.” It’s the primal brain at work. This ancient part of the mind, designed for survival, is wired to prioritize immediate gratification over long-term security—which is why so many people make financial decisions that hurt them in the long run. In developing economies, 63% of adults express deep concern over basic financial expenses, constantly worried about how they will cover necessities like food, housing, and healthcare. ([World Bank](#)) Yet despite these concerns, many still fall into spending habits that prov-

ivide short-term relief but long-term damage. Why? Because the primal brain craves comfort now, even if it leads to suffering later.

The problem isn't limited to those in poverty—even those with stable jobs and decent incomes are struggling. A 2024 Bankrate survey revealed that 47% of American adults say money negatively impacts their mental health. ([Bankrate](#)) Anxiety, depression, and even physical health problems are rising because people feel out of control with their finances. They earn, they spend, they struggle—and the cycle repeats. The culprit? The part of their brain that convinces them that "it's just a little purchase," "I'll save later," or "I deserve to enjoy life now."

And it doesn't stop there. Financial stress is also destroying productivity at work. A 2023 PwC survey found that 60% of full-time employees experience financial stress, which directly impacts their performance, focus, and career growth. ([PwC](#)) People aren't just struggling at home—they are bringing their financial worries into the workplace, leading to burnout, disengagement, and lost potential. When your mind is constantly battling financial anxiety, how can you truly thrive?

This isn't just a personal issue—it's a deeply ingrained biological problem. The primal brain was never designed to handle modern finances. It doesn't understand the concept of saving, investing, or long-term financial planning. It evolved in a time when resources were scarce and the priority was survival in the present moment. That's why today, even when people have the ability to plan for the future, they default to spending, avoiding, and delaying—because their

brain is still stuck in survival mode.

The truth is harsh: if you don't actively fight against your primal brain, you will stay financially stuck—forever. The world is filled with people who had the potential to build wealth, stability, and freedom, yet ended up broke because they never took control of their impulses. Without intervention, without conscious decision-making, without reprogramming your brain for long-term thinking, you will continue to struggle, stress, and repeat the same cycle year after year.

This is your wake-up call. Either you take control of your financial future, or your primal brain will control it for you—and trust me, it doesn't have your best interest at heart. But here's the good news: you are not powerless. The same way your primal brain has been driving you into financial chaos, your conscious brain has the power to take back control—if you train it to. You don't have to stay stuck in the cycle of impulse spending, regret, and financial stress. There is a way out.

In the next section, we'll break down a solid, step-by-step plan to help you override your primal instincts, master your financial decisions, and finally build a future of stability, security, and freedom. It's time to stop surviving and start thriving. Let's get to work.

A Step-by-Step Guide to Overcoming Primal Instincts & Making Better Financial Decisions

If you want to stop letting your primal brain wreck your finances, you need a clear strategy to take back control. This isn't about making small, temporary changes—it's about rewiring how you think about money so you can break free from bad habits and build real financial stability. Here's your step-by-step guide:

Step 1: Recognize the Enemy – Awareness is Power

Before you can fight your primal instincts, you need to recognize when they're taking over. Every time you feel the urge to spend impulsively, procrastinate on financial planning, or avoid smart money moves out of fear, STOP and ask yourself:

- “Is this decision coming from my primal brain or my conscious brain?”
- “Am I chasing short-term pleasure at the expense of long-term stability?”
- “If I make this decision today, will I regret it in a month or a year?”

Action Step: Start a Financial Awareness Journal and track every impulsive spending decision you make. Write down what triggered it, how you felt, and whether it benefited you in the long run. The more you see the pattern, the easier it becomes to break.

Step 2: Delay Before You Decide – Interrupt the Impulse

Your primal brain thrives on instant action—it wants you to buy that thing now, spend that money now, avoid discomfort now. The easiest way to disrupt this cycle? Delay the decision.

Action Step: Before making any non-essential purchase or financial decision, wait 24-48 hours.

- If you still want it after that, your conscious brain can analyze whether it truly fits your long-term goals.
- If the urge disappears, congratulations—you just dodged another financial trap.

Step 3: Automate Good Decisions – Remove Emotion from Money

The best way to beat your primal brain is to take decision-making out of its hands. Automation forces discipline without needing constant willpower.

Action Steps:

- Set up automatic savings and investment transfers so money is moved before you can spend it.
- Use budgeting apps to track spending and stop yourself from overspending on unnecessary things.
- Create a financial rulebook (e.g., “I don’t buy anything over \$50 without a 48-hour waiting period”).

The less room your emotions have to control your money, the more wealth you will build over time.

Step 4: Rewire Your Reward System – Find Better “Highs”

Your primal brain is addicted to dopamine—the instant rush of pleasure you get from spending money, scrolling through social media, or avoiding responsibility. You can’t just remove these habits—you have to replace them with something better.

Action Steps:

- Replace shopping with investing—celebrate buying assets like stocks, not liabilities like trendy clothes.
- Replace spending with tracking—feel the dopamine hit from watching your savings and investments grow.
- Replace short-term pleasure with long-term goals—visualize the financial freedom you’re building every time you make a smart decision.

The goal is to train your brain to see financial discipline as exciting, not restrictive.

Step 5: Expose Yourself to the Right Environment – Cut Out Bad Influences

Your financial habits are shaped by the people and content you consume. If you’re surrounded by people who waste money, complain about being broke, and make impulsive decisions, guess what? You will too.

Action Steps:

- Audit your circle. Spend more time around people who are financially responsible and goal-driven.
- Change your media diet. Follow financial education channels, books, and podcasts instead of consumer-driven content that encourages reckless spending.
- Learn from those who have mastered financial control. Wealthy people operate from their conscious brain—watch how they think and act differently.

Step 6: Commit to Long-Term Thinking – Play the Wealth Game for Life

Your primal brain is obsessed with “quick wins”—but real financial success is built over decades, not days. If you want to escape the cycle of struggle, you need to commit to the long game.

Action Steps:

- Set big financial goals (owning property, becoming debt-free, reaching a certain net worth).
- Break those goals down into small, consistent daily actions.
- Stay patient—trust that every smart decision you make today is building your future, even if you don’t see immediate results.

FINAL WARNING: YOUR PRIMAL BRAIN IS YOUR BIGGEST ENEMY—AND IT WILL NEVER STOP TRYING SLOWING YOU

Listen carefully—your primal brain is not your friend. It is not here to help you. It doesn't care about your future, your goals, or your financial security. It only cares about keeping you comfortable, lazy, and stuck. And the worst part? It never sleeps.

Even after learning everything in this book, even after understanding its tricks, your primal brain will still try to drag you back into the same financial traps. It will whisper, "Just this once." It will tell you, "You deserve it." It will convince you that you're in control—right before you fall into another impulsive decision that sets you back months, maybe even years.

You will hear it in your head every single day:

- *"I'll start saving next month."* (*You won't.*)
- *"It's just a small purchase."* (*They always add up.*)
- *"I need to enjoy life too."* (*Since when does financial security mean you can't enjoy life?*)
- *"I have time."* (*Time is running out faster than you think.*)

This is how your primal brain destroys lives. Not in one dramatic moment, but through a thousand tiny, seemingly harmless decisions that slowly bleed you dry until one day, you wake up broke, stressed, and trapped. And by the time you realize what's happened, it's already too late.

Do you think that's an exaggeration? Go look at the people around you.

- The 50-year-old still living paycheck to paycheck because they never took saving seriously.
- The person drowning in debt because they spent years

- The countless people who worked for decades, only to retire broke, forced to rely on family, charity, or the government just to survive.

Do you think they planned for this? They didn't. It happened because they spent their whole lives listening to their impulses instead of their intelligence.

And if you don't take control now, you will end up just like them.

Let that sink in. Really let it hit you. Because this is your one chance to wake up. This is the moment where you either take control of your financial future—or let your primal brain drag you into a lifetime of struggle, stress, and regret.

This is war. Your primal brain is your enemy. And every decision you make from this moment forward determines whether you win or lose. So ask yourself—will you be the one who breaks free? Or will you be just another victim of your own worst instincts?

THE PRIMAL BRAIN: CAREER AND WORK LIFE

What if I told you that the reason you're stuck in a job you hate isn't because of the economy, your boss, or bad luck—but because your own brain is holding you back? Think about it—how many years have you spent in the same position, telling yourself that "one day" you'll go after something better? How many times have you talked yourself out of asking for a raise, applying for a higher-paying role, or starting that business idea that's been haunting you for years? Why do you keep choosing the safe and familiar, even when you know it's keeping you miserable and broke?

It's not just you—this is a global epidemic. People waste decades in dead-end careers, working jobs they despise,

watching their dreams fade into nothingness. Why? Because their primal brain is wired for survival, not success. It sees risk as danger. It sees discomfort as a threat. It convinces you that “staying where you are” is safer than chasing something better.

our primal brain doesn’t care about your goals. It only cares about **avoiding discomfort**. That’s why:

- **You settle for a job you hate instead of looking for something better.** Your primal brain sees the job hunt as risky and exhausting, so it convinces you that “it’s not the right time.”
- **You never start that business or side hustle.** Your primal brain whispers, “What if you fail? What if you lose money? What if people judge you?” So you stay where it’s safe—broke and unfulfilled.
- **You avoid difficult conversations at work.** Instead of negotiating for a raise, asking for a promotion, or setting boundaries, you let fear win and keep quiet—staying underpaid, overworked, and resentful.
- **You procrastinate on learning new skills.** You know that taking a course, improving your resume, or networking could open doors, but your primal brain prefers mindless scrolling and Netflix.

Your primal brain is the master of self-sabotage, and the worst part? It disguises itself as logic. It whispers convincing excuses in your ear, making you believe that staying where you are is the smart choice—when, in reality, it’s the very thing keeping you stuck.

Take your job, for example. You hate it, but you stay. You tell yourself it’s because “the market is tough,” “it’s not the right

time,” or “at least you have a paycheck.” But deep down, the real reason is fear. The job hunt is uncertain. It requires effort, rejection, and stepping into the unknown—things your primal brain wants to avoid at all costs. So, instead of chasing better opportunities, you stay where it’s familiar, even if it means waking up every day dreading work.

And what about that business idea you’ve been sitting on for years? You dream about it. You know it could change your life. But then the doubts creep in. What if I fail? What if I lose money? What if people laugh at me? Your primal brain convinces you that failure is worse than never trying at all. So, you push the idea aside, distracting yourself with work, entertainment, or meaningless tasks—all while watching others succeed with the very ideas you were too afraid to pursue.

It doesn’t stop there. When was the last time you negotiated your salary? If the answer is never, guess what? Your primal brain is winning. Instead of asking for more, you convince yourself that “it’s not worth the trouble,” “I don’t want to seem greedy,” or “what if they say no?” So, you accept less than you deserve, work harder than you should, and wonder why you’re still financially struggling. Meanwhile, the people who ask—who push past that fear—get the promotions, the raises, and the opportunities that should have been yours.

And let’s not forget procrastination—the silent killer of success. You know that improving your resume, taking a course, or networking could open doors. But when the time comes, what do you do instead? You scroll. You binge-watch. You waste hours doing nothing of real value, all because your primal brain seeks instant gratification over long-term growth. It tricks you into trading your future for temporary comfort.

This is the reality: Every time you listen to your primal brain, you are actively choosing stagnation. You are keeping yourself trapped in a cycle of dissatisfaction, financial stress, and unfulfilled potential. The only way out is to stop believing its lies. Stop waiting for the “right time,” stop choosing fear over opportunity, and start making the hard choices that your future self will thank you for. Because if you don’t, one day you’ll look back and realize that the only thing standing between you and the life you wanted... was you.

Sound familiar? This is how the primal brain traps people in mediocrity. It convinces you that discomfort equals danger when, in reality, discomfort is the only way to grow. Look at the people who are thriving in their careers. The ones who built businesses, climbed the corporate ladder, or broke free from dead-end jobs. Do you think they felt 100% ready? Do you think they weren’t scared? Of course, they were. But they didn’t let fear make their decisions for them.

Now, look at the people who are struggling. The ones who are miserable at work, constantly complaining, always broke, always stuck. What do they have in common? They let their primal brain run the show. They listen to the voice that tells them to “play it safe.” And now, years have passed, and they’re still in the same place.

Which one do you want to be? Because here’s the truth: every day, you are either choosing growth or choosing to stay stuck. There is no in-between. If you keep letting your primal brain call the shots, your future will look exactly like your present—only worse. But if you decide to override it—if you take control, embrace discomfort, and train your conscious brain to make better decisions—everything changes.

In the next section, we're going to break down how to silence your primal brain's fear-driven instincts and start making bold, conscious career moves that will set you up for success. The choice is yours. Stay stuck, or step up. Let's get to work.

STEPS TO OVERRIDE YOUR PRIMAL BRAIN AND TAKE CONTROL OF YOUR CAREER

Now that you understand how your primal brain has been sabotaging your career, let's break down exactly how to override it and start making conscious, strategic decisions that move you forward instead of keeping you stuck.

STEP 1: Recognize When Your Primal Brain Is Taking Over

The first step to change is awareness. You need to catch yourself in the act whenever your primal brain is making decisions for you. Some red flags to watch for:

- You feel a strong urge to "play it safe." Instead of applying for a better job, starting a business, or taking a risk, you convince yourself it's "not the right time."
- You procrastinate on career growth. You keep saying you'll update your resume, take that certification, or improve your skills—but months (or years) pass, and nothing happens.
- You avoid discomfort. You refuse to negotiate for a raise, speak up in meetings, or take on new challenges because it feels scary.
- You justify staying in a bad situation. You keep telling yourself, "*At least I have a job*" or "*It's too late to switch careers,*" even though you're miserable.

ACTION STEP: Start writing down every time you notice

these thoughts. Awareness is the first step to breaking free.

STEP 2: Rewire Your Brain to Seek Growth, Not Comfort

Your primal brain will always choose what feels comfortable right now, even if it destroys your future. You need to flip that instinct and start seeing discomfort as a sign of growth.

- Afraid to ask for a raise? That's exactly why you should do it.
- Nervous about applying for a better job? That means it's time to go for it.
- Scared to start a side hustle? That fear means you're on the right path.

If something makes you uncomfortable, it's probably pushing you in the direction you need to go. The most successful people lean into discomfort. They don't let fear stop them—they use it as a compass.

ACTION STEP: Every time you feel fear or resistance, take it as a sign that you need to move forward, not retreat.

STEP 3: Start Taking Strategic, Conscious Actions

Your primal brain reacts impulsively. Your conscious brain thinks strategically. It plans for the long term instead of being controlled by short-term emotions. Here's how to shift into strategic thinking:

1. Clarify your career goals. Where do you want to be in 1 year? 5 years? 10 years? If you don't have a clear vision, you'll stay stuck.
2. Make decisions based on logic, not fear. Before making a career move, ask yourself: *Am I choosing this because it serves my future or because it feels safe?*

1. Start networking and upgrading your skills. The people who grow in their careers are the ones who actively seek opportunities. If you're not networking or learning, you're falling behind.
2. Take calculated risks. You don't have to quit your job overnight, but you should always be working towards a better position, higher income, or career growth.

ACTION STEP: Write down one career move you've been avoiding out of fear or comfort. Now, commit to taking action on it this week.

FINAL WARNING: IF YOU DON'T TAKE CONTROL, NOTHING WILL CHANGE

This is the hard truth—your career, your income, and your success are in your hands. If you keep letting your primal brain make your decisions, you'll stay exactly where you are. Nothing will magically change.

But if you take control—if you start making bold, conscious decisions—your career will transform. The question is: Are you going to keep making excuses? Or are you finally going to take action? In the next section, we'll break down specific, actionable strategies to help you make smarter career decisions, negotiate better salaries, and build a future where you're in control. Let's go.

THE PRIMAL BRAIN, LOVE LIVE AND RELATIONSHIPS

Have you ever snapped at your partner over something small—something that, deep down, you knew wasn't worth the fight? Have you ever felt jealousy, insecurity, or the need

to prove a point, even when it meant damaging the very relationship you value? And here's the real question: Have you ever stopped to ask yourself why?

Why do we push away the people we love the most? Why do we lash out, withdraw, or sabotage good relationships—only to regret it later? Why do we get defensive over harmless comments, turning small misunderstandings into massive arguments? And if we truly love someone, why do we sometimes treat them worse than we treat strangers?

Most people never stop to question this. They assume their reactions are “just how they are” or blame their partner for “making them feel this way.” But the truth is much deeper—and much darker. It’s your primal brain at work. The same survival instincts that once helped our ancestors fight off threats in the wild are now wreaking havoc in our relationships. And until you recognize this, you will keep repeating the same painful cycles.

In this chapter, we’re going to rip open the uncomfortable truth about how your primal brain is sabotaging your love life. Brace yourself—because once you see it, you can’t unsee it.

WHY YOU GET DEFENSIVE OVER SMALL THINGS

Be honest. How many times have you found yourself in the middle of an argument, fighting over something so small, so insignificant, that even as the words left your mouth, a part of you knew it wasn’t worth it? But you kept going anyway. You doubled down, got angrier, refused to back down—because something inside of you felt the overwhelming need to be right.

Now ask yourself: Why? Why did you feel that need to win?

Why did you feel personally attacked over a simple comment? Why did a minor disagreement suddenly feel like a threat? Here's the uncomfortable truth: It wasn't you. It was your primal brain hijacking your emotions, making you react on instinct rather than logic.

Your primal brain is obsessed with survival. It doesn't care about love, emotional connection, or mutual understanding. It only cares about dominance, power, and self-preservation. Back in ancient times, being wrong or looking weak could literally cost you your life. Your ancestors couldn't afford to lose arguments—because losing meant being overpowered, cast out, or even killed. So, their brains evolved to treat even the smallest challenge as a life-or-death situation.

Fast forward to today. You're no longer fighting off wild animals or rival tribes—but your brain doesn't know that. Instead, it treats your relationship like a battleground. A simple disagreement about chores? A debate over where to eat? A casual remark from your partner that you "always forget things"? To your primal brain, these aren't minor issues. They are threats to your dominance. And threats must be eliminated.

So what happens? You snap. You raise your voice. You twist their words. You throw past mistakes in their face. Because deep down, your primal brain fears that if you don't defend yourself, you'll lose power. And that fear? It blinds you to reality. It makes you forget that this is someone who loves you, not an enemy. And before you know it, you're in a full-blown fight over something that never should have been a fight in the first place.

Think about it. How many good relationships have been

ruined because people couldn't control this instinct? How many marriages have fallen apart, not because of major betrayals, but because of a thousand tiny, unnecessary battles that slowly chipped away at the love and respect between two people?

And the worst part? Most people never realize they're being controlled by their own biology. They convince themselves their reactions are justified. They think, "I wouldn't be defensive if my partner didn't make me feel this way." But that's a lie. No one makes you feel anything. Your primal brain is the one pulling the strings.

Until you recognize this, you will keep repeating the same toxic cycles. You will keep turning small disagreements into massive fights. You will keep damaging the people you love, pushing them away, all because your brain is wired to protect an ego that doesn't need protecting.

So here's the real question: Are you going to keep letting your primal brain sabotage your relationships? Or are you going to wake up and take control? Because if you don't, one day, you'll look around and realize that you lost something truly valuable—not because of big, catastrophic moments, but because you never learned how to master the small ones.

Why Do We Hurt the People We Love the Most?

Let's get real: Why do we hurt the very people we claim to love? Why do we lash out at our partners, say things we regret, or push them away—only to feel guilty later? Why is it so easy to show patience and kindness to strangers, yet we struggle to do the same for the people who are closest to us?

It makes no sense—until you realize your primal brain is behind it.

Your primal brain doesn't care about love. Love is a modern concept, but survival is ancient. And your brain is wired for survival. It doesn't see relationships as safe havens—it sees them as places where you are the most vulnerable. And vulnerability? That's dangerous. In the wild, the more someone knows about you, the more they can use it against you. So, the closer someone gets, the more your brain instinctively pushes back.

This is why you lash out at your partner over small things. You're not actually angry about the dishes left in the sink or the forgotten text message—you're reacting to a deeper, subconscious fear of being taken for granted, of losing control, of being seen as weak. But instead of communicating those fears, your primal brain reacts with aggression. It sees a “threat” and attacks before it can be attacked.

It's the same reason why you test the people you love. You push them, provoke them, make them prove they won't leave. You start pointless arguments just to see how they react. Why? Because deep down, your primal brain is constantly scanning for danger, even in your own home. It would rather create problems than risk being caught off guard by real abandonment or betrayal.

And let's talk about why we take our frustrations out on the people closest to us. You have a bad day at work. Your boss disrespects you. Someone cuts you off in traffic. But do you yell at your boss? No. Do you chase down the reckless driver? No. Instead, you come home and snap at your partner. You're

rude. You withdraw. You become cold and distant.

Why? Because your primal brain knows that your partner is the safest target. They are the one person least likely to leave you, so your brain unconsciously treats them like an emotional punching bag. You wouldn't dare react this way to a stranger, a boss, or a friend—because deep down, you know those relationships have boundaries. But with your partner? Your brain assumes they'll always be there, so it lets all your worst impulses come out.

And this is exactly how relationships fall apart. Not because of one big betrayal, but because of a thousand tiny wounds inflicted over time. A sarcastic remark here, an eye-roll there. The slow erosion of respect, love, and kindness—until one day, there's nothing left but resentment.

So here's the truth no one wants to admit: If you don't control your primal brain, you will destroy every relationship you enter. You will keep pushing away the people who love you. You will keep repeating the same toxic patterns, wondering why nothing ever works out. And worst of all? You will convince yourself that it's always the other person's fault—when in reality, it was you all along.

So what's it going to be? Are you going to keep letting your primal brain sabotage your love life? Or are you going to wake up, take responsibility, and start treating the people you love like they actually matter? Because if you don't, one day, they'll leave. And when they do, you'll have no one to blame but yourself.

Attraction, jealousy, and emotional reactions are often driven by deep, unconscious survival instincts

Let's rip off the illusion. You think you're in control of your love life? You think your relationships are built purely on logic, choice, and emotional connection? Think again. Because the hard truth is this: Your primal brain has been in the driver's seat the entire time.

Ever wonder why you're intensely attracted to someone who is completely wrong for you? Why you stay in toxic relationships, knowing full well they're damaging? Why you feel a rush of jealousy, insecurity, or emotional chaos over things that shouldn't even matter?

It's not love. It's survival instinct.

Your primal brain doesn't care about genuine connection, mutual respect, or long-term emotional fulfillment. It cares about securing mates, maintaining power, and ensuring you're not left behind. Everything you think is "romantic" or "personal" is often just a biological strategy designed to keep your genes in the game.

Attraction: You're Not Choosing Who You Fall For—Your Biology Is

Think about it: How many times have you found yourself drawn to someone who is emotionally unavailable, toxic, or completely bad for you? You know they're not good for you. So why does your body react like they are?

Because your primal brain is chasing chemical highs, not long-term compatibility. It seeks traits that signal reproductive success, social advantage, or security—even when those traits come packaged with manipulation, instability, or pain. It's why people find themselves obsessing over the "bad boy" or the "mysterious woman" while ignoring the emotionally stable, reliable partner right in front of them. Your brain is wired to chase intensity, not necessarily what's good for you.

And let's talk about why people sabotage good relationships. Why do you pull away when things get too serious? Why do you lose interest when someone is consistent, kind, and available? Why do you start fights over nothing when everything is going smoothly?

Because safety feels boring to your primal brain. Stability doesn't trigger the same dopamine spikes as unpredictability. And when something doesn't give your brain that rush of excitement or fear, it tricks you into thinking the relationship is "too easy" or that "something is missing."

Jealousy: The Ugly Truth About Why You Feel It

How many times have you felt jealous—not just in a romantic sense, but in friendships, work relationships, even social circles? How often have you seen your partner talking to someone else and immediately felt a rush of insecurity or anger?

Now ask yourself—was there actually a threat? Or was your primal brain just setting off alarms, fearing abandonment?

Jealousy isn't about love. It's about territory and competition. In the past, if someone showed interest in your partner, it

could mean losing resources, security, or status. Your brain evolved to see competition as a direct threat. That's why even the smallest things—your partner laughing at someone's joke, an ex liking their photo, a coworker getting more attention—can send you into a spiral.

And here's the craziest part: Even if you're not actually interested in someone, you might still feel jealous if someone else is. Why? Because your primal brain hates losing options. It doesn't want to be replaced, even if you had no intention of committing to that person in the first place.

Emotional Reactions: Are You Actually Feeling, or Are You Just Reacting?

You think you're in love. But what if it's just an emotional addiction?

Be honest. How many times have you mistaken intensity for love? The heart-racing, mind-obsessing, can't-think-straight kind of attraction—does that mean you've found "the one," or is it just your primal brain lighting up like a casino machine, flooding you with dopamine?

Your brain loves highs and lows. That's why toxic relationships are so hard to leave. The push-and-pull cycle keeps your brain hooked, mistaking chaos for passion. If someone is hot and cold, unavailable, or keeps you guessing, your primal brain goes into overdrive. You confuse emotional survival mode with true connection.

And when you finally find peace? You sabotage it. Because your brain is so used to the chase, the conflict, the

uncertainty, that when it finally gets what it claimed to want—stability, security, love—it panics. It convinces you that you’re “not really in love,” when in reality, you’re just unfamiliar with peace.

So What Does This Mean for You?

If you don’t start waking up to this truth, you will keep making the same mistakes. You will chase the wrong people, sabotage the good ones, let jealousy control you, and mistake intensity for love. You will hurt the people who actually care about you and hold on to the ones who don’t—simply because your primal brain is wired to do so.

But here’s the question: Now that you know this, what are you going to do about it?

Because if you keep living on autopilot, letting your primal brain dictate your choices, don’t be surprised when you wake up one day in a cycle of broken relationships, wondering why love always seems to fail you.

It’s not love that failed you. It’s your inability to see past your own biology.

The truth is, love isn’t just something you “fall into.” It’s something you must actively choose. And that choice? It starts the moment you take control of your own mind.

Step-by-Step Guide to Overcoming the Primal Brain and Building Healthy Relationships

If you’re tired of repeating the same toxic cycles, getting into

relationships that drain you, or sabotaging the good ones, it's time to take back control. Your primal brain is wired for instant gratification, fear, and insecurity. Your conscious brain, however, is wired for growth, stability, and true love. Follow these steps to override your primal instincts and start making better relationship choices.

Step 1: Recognize When Your Primal Brain Is in Control

Before you can fix anything, you need to identify the problem. Every time you feel jealousy, insecurity, or an urge to chase someone who isn't good for you, pause and ask yourself:

- **Is this a real threat, or is my brain overreacting?**
- **Am I craving stability or just an emotional high?**
- **Am I avoiding commitment because I'm scared, or because it's truly not right for me?**

Awareness is the first step to breaking free.

Step 2: Stop Confusing Emotional Highs with Love

Your brain is addicted to the thrill of uncertainty. That's why you might find yourself drawn to unavailable, inconsistent, or toxic people. But excitement isn't the same as love.

- If you feel an obsessive pull toward someone, take a step back and question it.
- If someone is emotionally stable and you feel "bored," challenge yourself to explore that feeling instead of running from it.
- Choose consistency over chaos. Healthy love isn't about constant highs and lows; it's about trust, security, and mutual respect.

Step 3: Set Boundaries and Enforce Them

Your primal brain fears rejection and conflict, so it convinces you to tolerate disrespect, overextend yourself, or stay silent in moments where you should speak up. But without boundaries, you will always feel drained, unappreciated, and resentful.

- Clearly define what you will and won't tolerate in relationships.
- If someone disrespects your boundaries, don't justify or excuse it—address it.
- If a relationship constantly crosses your limits, be willing to walk away.

A strong relationship is built on mutual respect, not fear of losing someone.

Step 4: Train Yourself to Handle Jealousy and Insecurity

Jealousy is not proof of love. It's proof of fear—fear of loss, competition, or abandonment. Your primal brain reacts to even the smallest perceived threats, but you don't have to let it control you.

- Ask yourself: Is there actual proof of betrayal, or is my brain just assuming the worst?
- Communicate openly instead of acting on insecurity. If something makes you uncomfortable, talk about it without attacking.
- Focus on building self-worth. The more secure you feel in yourself, the less external situations will trigger you.

Step 5: Stop Avoiding Difficult Conversations

Your primal brain hates confrontation because it fears rejection and social conflict. But avoiding hard conversations only makes problems worse. Whether it's expressing your needs, setting boundaries, or addressing an issue, you need to start talking.

- Instead of suppressing feelings, communicate them clearly and calmly.
- If you need a raise, a change in a relationship, or better treatment, ask for it.
- Practice honesty, even when it's uncomfortable.

If you're not honest about what you need, don't be surprised when you don't get it.

Step 6: Choose Partners Based on Values, Not Just Attraction

Attraction isn't enough to sustain a relationship. Your primal brain prioritizes chemistry over compatibility, but a strong relationship is built on shared values, mutual respect, and aligned life goals.

- Write down the qualities that actually matter in a long-term partner (not just physical attraction).
- Look at actions, not words. If someone's words don't match their behavior, believe their behavior.
- Stop chasing people who don't put in effort. If someone wants you in their life, they will make it clear.

Step 7: Heal Your Past, So You Don't Repeat It

Unresolved wounds will keep showing up in your relationships until you deal with them. If you find yourself

constantly repeating patterns—choosing the wrong partners, self-sabotaging, or fearing commitment—it's time to face the root cause.

- Reflect on past relationships. What patterns keep repeating?
- Work on self-awareness. Therapy, journaling, and self-reflection can help.
- Let go of the idea that love has to be painful. Healthy love exists—you just have to be open to it.

Final Warning: If You Don't Take Control, Your Primal Brain Will Keep Ruining Your Relationships

If you walk away from this and do nothing, nothing will change. Your primal brain will keep leading you into toxic cycles, making you sabotage good relationships and chase the wrong ones. It will keep you in a state of fear, insecurity, and impulsive decisions that push people away and leave you feeling empty.

- How many more heartbreaks will it take for you to wake up?
- How many more times will you choose short-term comfort over long-term happiness?
- How much longer will you let your fear of change keep you in the same miserable patterns?

If you don't consciously take charge, you will keep wasting your time, your energy, and your chance at a truly fulfilling relationship. The worst part? You'll keep blaming bad luck instead of realizing the problem is in your own mind.

It's time to stop letting your primal brain control your love life. **Wake up.** Take responsibility. Start making choices that actually serve you. Because if you don't, you'll look back one day and realize you wasted years—maybe even a lifetime—chasing the wrong people, avoiding the right ones, and never truly experiencing the love and connection you were meant to have.

This is your warning. Change now, or stay trapped forever.

FINAL CONCLUSIONS

The harsh truth? If you don't take control of your primal brain, it will control you—forever. And it won't just affect one area of your life; it will steal your time, your potential, your relationships, and your future.

You've now seen the reality of how the primal brain is the hidden force behind your distractions, addictions, procrastination, financial struggles, career stagnation, and toxic relationship patterns. The same brain that once helped our ancestors survive in dangerous environments is now sabotaging modern success. It craves instant gratification, comfort, and avoidance of effort—no matter the long-term cost.

How Your Primal Brain Has Been Controlling You

Distraction & Addiction – That's why you can't stop scrolling. Why you binge-watch TV for hours. Why you reach for food, social media, or cheap dopamine instead of focusing on your goals. Your brain craves quick rewards over deep fulfillment. And every wasted hour? That's another opportunity slipping away—opportunities that could have changed your life.

Procrastination & Fear of Change – That's why you keep delaying your goals, even when you know what you need to do. Your brain tricks you into believing that "tomorrow" is a better time to start. It convinces you that change is too risky, too hard, too uncertain. But guess what? That "tomorrow"

never comes. You will keep waiting, keep hesitating—until years have passed, and regret sets in.

Your Work & Career – That's why you settle for jobs that don't fulfill you. Why you fear speaking up for a raise. Why you stay in a career that makes you miserable. Your primal brain wants you to "stay safe" instead of pushing for better. It convinces you that taking risks for your growth is dangerous, when in reality, staying stagnant is the real danger.

Your Relationships & Emotional Reactions – That's why you lash out at the people you love. Why you hold onto resentment. Why small issues turn into big fights. Your primal brain is wired for territorial defense, competition, and fear of abandonment. It wants you to be right instead of happy. It makes you react out of instinct rather than reason. And if you don't recognize this, it will destroy your connections with the people who truly matter.

Your Primal Brain Doesn't Care About Your Future—But You Should

Let's be brutally honest—if you do nothing, nothing will change. Your primal brain will keep distracting you, making you lazy, making you settle for less, making you fear stepping into the unknown. You will keep making the same excuses, repeating the same bad habits, avoiding the same hard conversations.

And then? One day, you will wake up older, exhausted, and full of regret. Regret for the dreams you never chased. Regret for the relationships you let slip away. Regret for the time you wasted on meaningless distractions instead of building something meaningful.

But here's the good news: **Now you know the truth.**

And when you know the truth, you have two choices:

1. **Ignore it, keep doing what you've always done, and stay stuck.**
2. **Take action, override your primal brain, and create the life you actually want.**

The **choice is yours.**

What Will You Do?

Will you keep giving in to short-term comfort? Or will you finally push past the resistance, do the hard things, and take control of your life? No one is coming to save you. No one is going to force you to change. The battle against your primal brain is one that only you can fight. But the reward? Freedom. Growth. A future without regret. Now is the time. Stop waiting. Stop hesitating. Take action. Your future self is watching. Don't let them down.