

4th Law: Make it satisfying. Inversion: Make it unsatisfying.

How to Use *Immediate Rewards & Reinforcement*

Atomic Habits: “In modern society, many of the choices you make today will *not* benefit you immediately... [For our ancestors,] [i]t made sense to place a high value on instant gratification... let’s update the Cardinal Rule of Behavior Change: What is *immediately* rewarded is repeated. What is *immediately* punished is avoided... The best approach is to use *reinforcement*, which refers to the process of using an immediate reward to increase the rate of behavior.”

- Your short-term rewards should reinforce your identity rather than conflict with it, so don't eat ice cream as a reward after exercising
- Habits of avoidance: Use this example to help you with other habits you want to break. You're trying to cut down on frivolous purchases, but "all you're doing is resisting temptation, and there isn't much satisfying about that... Open a savings account and label it for something you want... Whenever you pass on a purchase, put the same amount of money in the account.... It's like creating a loyalty program for yourself. The immediate reward of seeing yourself save money toward [whatever you want] feels a lot better than being deprived."

[illegible]