

## The Pain/Pleasure Principle

*Everything* we do in life is because we're either avoiding pain or moving toward pleasure.

If you're continuing a pattern or behavior that you don't like, it's because you're linking more pain to stopping it than you are to continuing it. And if there's something you're not doing that you want to do, it's because you link more pain to doing it than not doing it.

Below is an activity that will help you stop patterns and change behaviors because you associate massive pain to continuing the old pattern and you associate massive pleasure to the desired behaviors.

**List 4 patterns or behaviors that you need to change in order to reach your goals/dreams and the desired new behavior or outcome:**

1) Unwanted Pattern: \_\_\_\_\_

Desired Outcome: \_\_\_\_\_

2) Unwanted Pattern: \_\_\_\_\_

Desired Outcome: \_\_\_\_\_

3) Unwanted Pattern: \_\_\_\_\_

Desired Outcome: \_\_\_\_\_

4) Unwanted Pattern: \_\_\_\_\_

Desired Outcome: \_\_\_\_\_

**Now for each desired change, answer the following questions:**

### **PATTERN 1:**

What is the PAIN you associate with stopping the old pattern or behavior?

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What is the PLEASURE you've gotten from doing the pattern or behavior?

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What is the PAIN that will happen if you DO NOT stop the pattern or behavior?

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What is the PLEASURE you will experience if you DO stop the pattern and create the desired outcome?

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**PATTERN 2:**

What is the PAIN you associate with stopping the old pattern or behavior?

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What is the PLEASURE you've gotten from doing the pattern or behavior?

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What is the PAIN that will happen if you DO NOT stop the pattern or behavior?

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What is the PLEASURE you will experience if you DO stop the pattern and create the desired outcome?

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**PATTERN 3:**

What is the PAIN you associate with stopping the old pattern or behavior?

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What is the PLEASURE you've gotten from doing the pattern or behavior?

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What is the PAIN that will happen if you DO NOT stop the pattern or behavior?

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What is the PLEASURE you will experience if you DO stop the pattern and create the desired outcome?

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**PATTERN 4:**

What is the PAIN you associate with stopping the old pattern or behavior?

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What is the PLEASURE you've gotten from doing the pattern or behavior?

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What is the PAIN that will happen if you DO NOT stop the pattern or behavior?

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What is the PLEASURE you will experience if you DO stop the pattern and create the desired outcome?

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