

# [BE FOUNDATIONS] HABITS



Not all habits are bad - your brain basically operates on nothing but habits. Use this worksheet to practice the right way to message around HABITS

## 1) WHAT IS THE CRAVING/RESPONSE?

For example, a "slump" in energy makes people want to get a snack.

This is the habit you are trying to break or where you will interject your brand.

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## 2) WHAT IS THE CUE (OR CUES)?

For Example: Energy slumps tend to happen around 2:00 p.m.

Remember - It will be in one of five categories: Location, Time, Emotional State, Other People, and Immediately Preceding Action

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## 3) WHAT IS THE REWARD?

For example: Sugary treats release oxytocin making you happy

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## 4) WHAT SHOULD YOU DO?

If you are trying to break this habit yourself, what could replace the sugar?

If you are trying to interject a brand, how can you tie to a cue?

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HELP?**

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