



There are FOUR main "feel good" chemicals in the brain. Understanding them will help you stay motivated and successful in life and business.

Dopamine

Is about desire, motivation and anticipation. The best way to increase dopamine? Set a new goal and make a little progress each day to build the habit! Use the free [Master Your Mindset mini-course](#) to help choose a goal & write it below:

Oxytocin

This is driven by empathy and social ties. Studies have shown character-based stories can trigger oxytocin. Where could you showcase a great story in your business to boost oxytocin for your current and potential customers? Employees?

Serotonin

We get this from pride and earning the respect of others. It is natural to enjoy praise, so embrace it! Focus on the kind things people say about you and enjoy the admiration.

Endorphins

These come from physical pain and a strain on our bodies (pushing yourself past your known limits is when you get a "runner's high"). You can also get endorphins from big laughs and deep stretching. Who makes you laugh? What can you do while stretching?
