



# EASY STEPS TO INCREASE MOTIVATION

Conventional and Unconventional Ways to  
Increase your Motivation

I M O C F I T N E S S



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# CHAPTER 1

## INTRODUCTION



# MOTIVATION

Motivation is the powerful force that drives us to act, dream, and achieve. Deep within our brains, a fascinating dance of chemicals and circuits plays out, orchestrating our every desire and drive. At the heart of this dance is dopamine, often dubbed the "feel-good" neurotransmitter. When we anticipate a reward or aim for a goal, our brain releases dopamine, giving us that surge of enthusiasm and eagerness. But it's not just about dopamine; other key players like serotonin and endorphins join the mix, influencing our mood and resilience..

The intricate interplay of these chemicals, shaped by our experiences and environment, determines how motivated we feel. While motivation is undeniably crucial, it's essential to recognize that it's not the end all be all. Motivation can ignite the spark, but commitment, discipline, and a supportive environment fan that spark into a lasting flame. As we delve into this handbook, we'll explore the mesmerizing world of motivation, unraveling the secrets of the brain, understanding its importance, and offering insights to harness this force effectively alongside other vital elements of success



## DOPAMINE

Think of dopamine as the "Yay! Let's do this!" messenger. When you're looking forward to something fun, like playing a game or eating your favorite snack, your brain releases dopamine. It gives you that excited feeling and makes you want to take action.



## SERATONIN

This is the "I feel good" messenger. When you achieve something or feel proud, serotonin makes you feel happy and content. It's like getting a gold star on your work!

## ENDORPHINS

These are the "Feel no pain" messengers. Ever noticed how you can keep running and playing even if you're a bit tired? That's endorphins helping you out! They make tough tasks feel easier.







# CHAPTER 2

## CONVENTIONAL METHODS TO INCREASE MOTIVATION

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# S.M.A.R.T. GOALS

## THE SCIENCE

When you set SMART goals, your brain responds positively because it loves clear direction. It releases dopamine, a feel-good neurotransmitter. Dopamine motivates you to work toward achieving the goal, making you feel even better when you succeed.

## INSTRUCTIONS

1. Think about a specific goal you want to achieve.
2. Write it down, making sure it's Specific, Measurable, Achievable, Relevant, and Time-bound (SMART).
3. For example, if your goal is to improve your grades, a SMART goal could be: "I will get an A in math class by the end of this semester."



# POSITIVE SELF-TALK

## THE SCIENCE

Positive self-talk shifts your brain's activity from the amygdala (fear and stress) to the prefrontal cortex (cognitive control). This reduces anxiety and boosts motivation.

## INSTRUCTIONS

1. Pay attention to your thoughts throughout the day.
2. When you notice negative thoughts, stop and rephrase them positively.
3. For instance, if you think, "I'll fail this test," change it to, "I can do this; I've prepared well."





# VISUALIZE SUCCESS

## THE SCIENCE

Visualization activates the same brain regions as actual experiences, enhancing motivation. Your brain can't tell the difference between imagination and reality.

## INSTRUCTIONS

1. Find a quiet place and close your eyes.
2. Vividly imagine yourself achieving your goal.
3. Engage all your senses and feel the emotions associated with success.



# ACCOUNTABILITY PARTNER

## THE SCIENCE

Sharing your goals creates a sense of responsibility, releasing oxytocin, which enhances trust and bonding, and motivates you to avoid disappointing your partner

## INSTRUCTIONS

1. Talk to a friend or family member about your goal.
2. Ask them to be your accountability partner.
3. Set up regular check-ins to update each other on your progress.



# Reward System

## THE SCIENCE

Rewards trigger dopamine release in your brain's reward system, reinforcing behavior and boosting motivation.

## INSTRUCTIONS

1. Plan a list of small rewards for yourself when you hit milestones.
2. Write these rewards down and place them somewhere visible.
3. Reward yourself when you achieve those milestones.





# 3

## CHAPTER

# UN CONVENTIONAL METHODS TO INCREASE MOTIVATION

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# Cold Exposure

## THE SCIENCE

Cold exposure activates the sympathetic nervous system, releasing norepinephrine and endorphins. This increases alertness, focus, and a sense of well-being, which boosts motivation.

## INSTRUCTIONS

1. In your regular shower, gradually decrease the water temperature for 30 seconds.
2. Focus on the sensations of the cold water.
3. You can increase the duration as you become more comfortable.





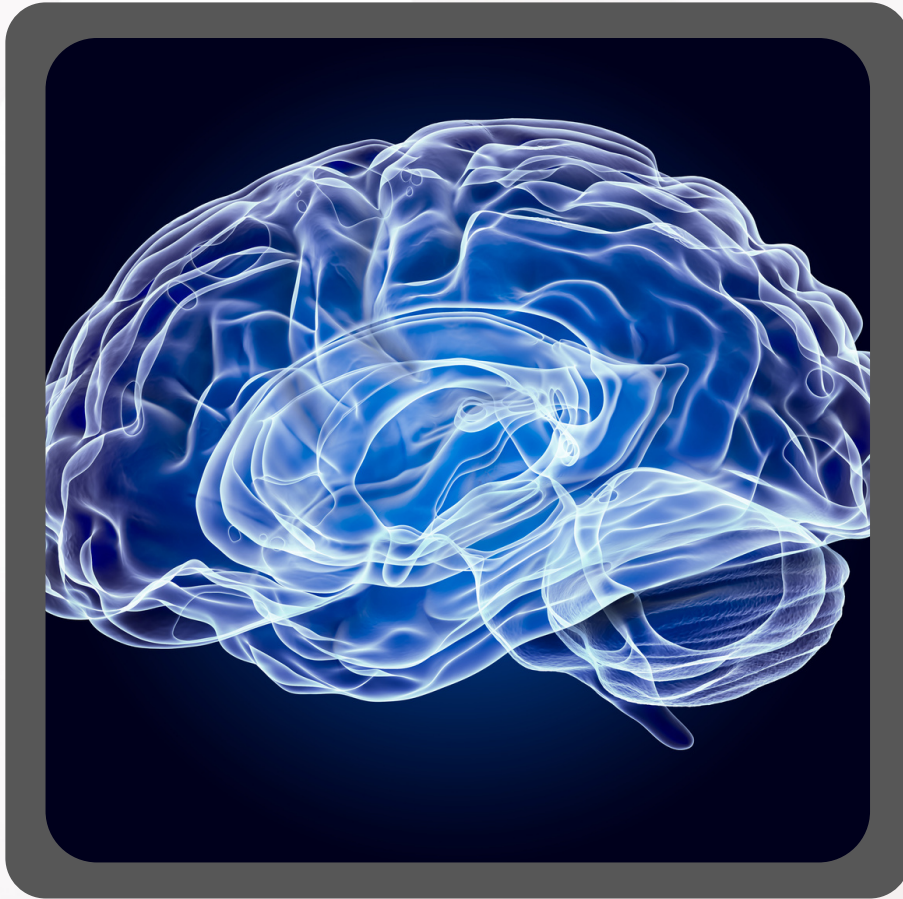
# Nootropics & Supplements

## THE SCIENCE

Some supplements like L-theanine promote calm focus, while others like modafinil increase dopamine and norepinephrine, enhancing alertness and motivation.

## INSTRUCTIONS

1. Consult IMOC Nutrition for advice on safe and suitable supplements.
2. If recommended, follow their guidance on usage and dosage carefully.



# Neurofeedback

## THE SCIENCE

Neurofeedback helps train specific brain regions, reinforcing desirable neural patterns and enhancing motivation over time.

## INSTRUCTIONS

1. Find beginner-friendly neurofeedback programs or apps.
2. Start with short sessions (around 10-15 minutes) a few times a week.
3. Follow the program's instructions for effective training.



# ENGAGE YOUR SENSES

## THE SCIENCE

Sensory experiences, like scents and music, activate your brain's limbic system, boosting mood and motivation through the release of serotonin and dopamine.

## INSTRUCTIONS

1. Experiment with sensory stimulation in your daily routine.
2. Light a scented candle while you work or listen to motivating music.
3. Observe how these sensory experiences affect your mood and motivation.





# CHAPTER 4

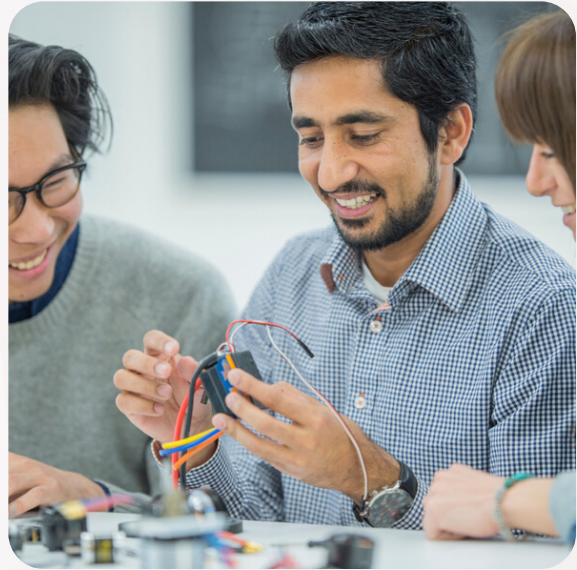
# ACTIONABLE STEPS TO TAKE RIGHT NOW

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## EXPERIMENT

Dive into each method's step-by-step instructions. Start with one that resonates with you. Be intentional when you do it!



## PRACTICE REGULARLY

Consistency enhances results. Dedicate time daily or weekly to apply these methods.

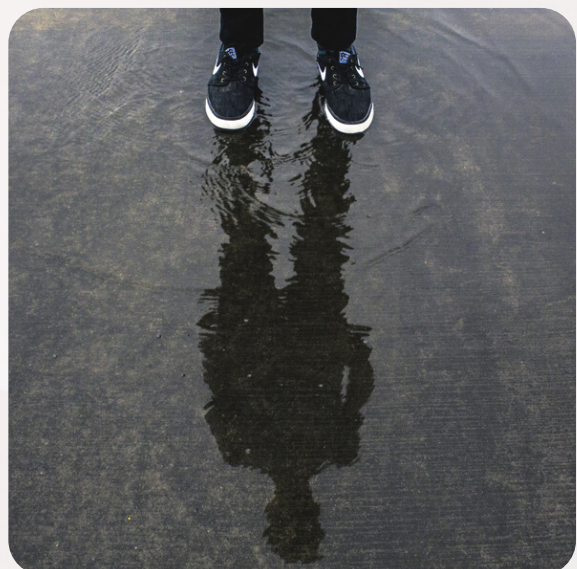
Pick 1 method for each Conventional and Unconventional and do it everyday for at least 4 days in a row.

## REFLECT AND ADJUST:

After trying a method, evaluate its effectiveness.

Adjust based on your experience.

Do not be discouraged, have fun!







# 5

**C H A P T E R**

# CONCLUSION

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# CONCLUSION

Throughout this handbook, we've delved deep into the essence of motivation, uncovering its pivotal role in kickstarting any journey. Motivation is the spark, the initial push that propels us forward, making that daunting first step not only possible but filled with promise. It's the force that whispers in our ear, telling us we can, even when the path seems uncertain.

However, while motivation is the catalyst, it's complemented by determination, discipline, and resilience. These are the fuels that keep our engines running long after the initial spark. As you venture forth, remember that every great journey begins with the decision to try. Harness the power of motivation to take that leap, and then lean on your inner strength to carry you through to your destination.