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# Huffington Post Motivation Comment

Really? REALLY? How does this do ANYTHING for your motivation?

This is a response to an article on motivation at the Huffington Post:

[http://www.huffingtonpost.com/2012/02/06/biggest-loser-dolvett-quince\\_n\\_1258966.html](http://www.huffingtonpost.com/2012/02/06/biggest-loser-dolvett-quince_n_1258966.html)

This is seriously low quality writing and misses the point entirely. Let me explain what I mean:

What is motivation?

It's the desire to do something.

So how does talking about an exercise and food choices during the winter months promote an extra desire to do something? In this context it doesn't, as the background of the post is about not wanting to exercise or eat foods that help you get or keep the body you want. When you start a post about how everyone seems to struggle in the winter months to carry on exercising without first addressing the primary reason for that struggle, you have no chance of making any sort of long term progress.

What is the primary reason for that struggle?

The fact that exercise and good eating are perceived as being hard, difficult and un-enjoyable.

The keyword here is 'perceived'. Because that all that it is, just perception. And perception can change. The problem is that we are not taught how to change our perception, but we are taught to try something else, like a new exercise, and we are taught that if only we feel bad enough about ourselves (by talking about how we avoid exercise and eat 'fattening' foods...) then we'll be motivated to change. And we might be, but not for very long. And that's the problem with pain-based motivation; it's inherently short term, and almost totally ineffective.

It's also why I wrote my book about motivation, so that people can get out of the pain/motivation cycle for good. Feel free to check it out here: <http://blog.superbootcamps.co.uk/motivation-ebook>

As with any of these things, the proof is in the pudding, and both I and my clients are not struggling right now to carry on exercising (because they've learned to enjoy it) and they don't struggle to make good food choices (because they've learned how to enjoy nourishing themselves with real food).

What I would really like to see is a more considered approach to articles like this, but I'm not holding my breath in anticipation.

Yours,  
george harris

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