

A woman in a white robe is shown from the chest down, balancing a stack of four smooth, rounded stones. She is holding a fifth stone between her fingers, about to place it on top of the stack. The stones are of varying shades of brown and grey. The background is a soft, out-of-focus brown.

BARE
WOMAN

BARE RESET · BONUS GUIDE

The Habit *Reset*

The science of building habits that last.

MELISSA SAPMAZ

melissa@bare-woman.com · @melissa.sapmaz

CONTENTS

01	Welcome	You do not need more discipline
02	The Habit Loop	Cue, craving, response, reward
03	The Science	What happens in your brain
04	Twelve Strategies	Obvious, attractive, easy, satisfying
05	Breaking a Habit	The same laws, inverted
06	Identity	Every repetition is a vote
07	Design Your Habit	One habit, fully designed
08	The 30-Day Tracker	Mark the day, keep the chain
09	When It Slips	Troubleshooting without shame
10	Final Reflection	What will you repeat?

Small, repeated, unremarkable — and then everything.

You do not need more discipline. *You need a better design.*

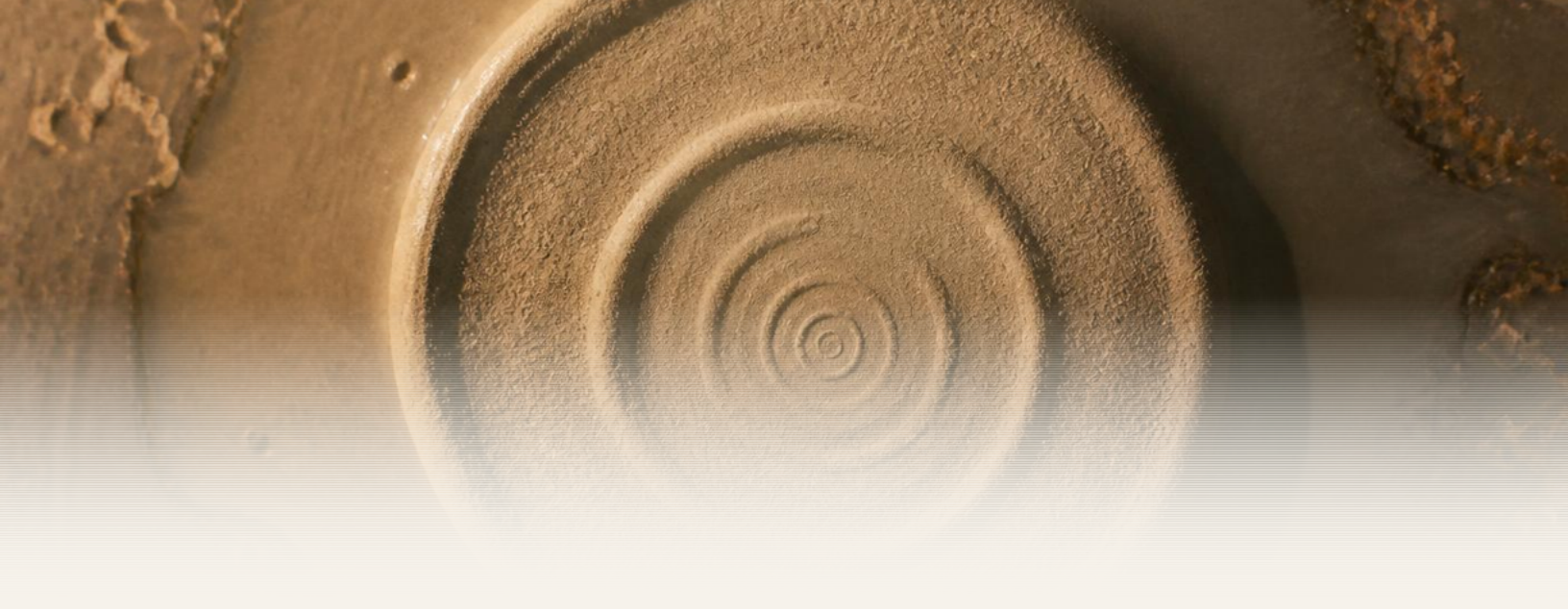
Around 40% of what you do on an ordinary day is not decided in the moment. It is habit — behaviour your brain has automated so it can save energy for everything else.

That is good news. It means change does not depend on motivation, which rises and falls, or on willpower, which is finite. It depends on how you arrange your cues, your effort and your rewards.

This guide gives you the science in plain language, twelve strategies you can use today, and pages to design and track one habit at a time.

Read it once. Then work it slowly. One habit built properly is worth ten begun in a burst of enthusiasm.





02 THE HABIT LOOP

Every habit runs on *the same four beats.*

Understanding the loop is what makes change strategic rather than heroic. Each beat can be designed — and each one is a place where a habit is won or lost.

01 Cue

THE TRIGGER

A time, a place, a feeling, a person, or the action that came just before. Your brain is constantly scanning for cues that predict a reward.

02 Craving

THE MOTIVATION

Dopamine rises in anticipation — not from the reward itself, but from expecting it. Craving is what turns a cue into movement.

03 Response

THE BEHAVIOUR

The habit you perform. It happens only when the effort required is lower than your motivation in that moment.

04 Reward

THE PAYOFF

Relief, pleasure, pride, connection. The reward teaches your brain: remember this loop, it worked.

What is actually happening *in your brain.*

Habits live in the basal ganglia

As a behaviour repeats, control shifts from the prefrontal cortex — slow, effortful, conscious — to the basal ganglia, which runs automated sequences. This is why an established habit costs almost no willpower.

Repetition builds the road

Every repetition strengthens and myelinates the neural pathway. The behaviour does not become easier because you become more disciplined; it becomes easier because the pathway becomes faster.

Context is the real trigger

Habits become automatic when they are consistently paired with a stable context. Same time, same place, same preceding action. Change the context and even a strong habit disappears.



It takes longer than 21 days

In Lally's University College London study, automaticity took a median of 66 days, ranging from 18 to 254 depending on the behaviour. Missing a single day did not measurably harm the process.

Small wins change belief

Self-efficacy — the belief that you can do the thing — is one of the strongest predictors of long-term maintenance. Small repeatable wins build it faster than dramatic effort.

Willpower is a poor plan

Studies of self-control find that the people who appear most disciplined simply encounter fewer temptations. They design their days rather than fight them.

The practical conclusion

You cannot will a habit into existence, and you do not have to. You arrange the conditions — cue, friction, reward, identity — and then you repeat the behaviour long enough for your brain to take it over.

*A habit is a path.
Every repetition walks it a little clearer.*



Make it obvious, attractive, *easy and satisfying.*

OI

MAKE IT OBVIOUS

Implementation intentions

Writing down exactly when and where you will act roughly doubles follow-through in controlled trials. Vague intentions lose to specific plans, every time.

HOW TO USE IT

I will [behaviour] at [time] in [place].

EXAMPLE

I will walk for 20 minutes at 8:00 in the park behind my house.

O2

MAKE IT OBVIOUS

Habit stacking

An existing habit is already an established neural cue. Anchor the new behaviour to it and you borrow a trigger that fires reliably every day.

HOW TO USE IT

After [current habit], I will [new habit].

EXAMPLE

After I pour my morning coffee, I will do three minutes of mobility.

03

MAKE IT OBVIOUS

Design your environment

Behaviour follows the path of least resistance. Visible cues get acted on; invisible cues disappear. Your kitchen counter is a to-do list you did not write.

HOW TO USE IT

Add one cue for the habit you want; remove one for the habit you do not.

EXAMPLE

Trainers by the door. Fruit on the counter. Phone charging in another room.

04

MAKE IT ATTRACTIVE

Temptation bundling

Pairing something you want to do with something you should do transfers the anticipation — and the dopamine — onto the harder behaviour.

HOW TO USE IT

Only [pleasure] while [habit].

EXAMPLE

I only listen to my favourite podcast while I walk.

05

MAKE IT ATTRACTIVE

Borrow the culture

We adopt the habits of the people around us. Belonging is a stronger long-term motivator than discipline, which is why group programmes outperform solo effort.

HOW TO USE IT

Join one group where your desired behaviour is the normal behaviour.

EXAMPLE

A weekly walking group, a class, or the Bare Reset community.

06

MAKE IT EASY

The two-minute rule

Starting is the hardest part of any behaviour. Scale the habit down until it takes two minutes and you remove the negotiation entirely.

HOW TO USE IT

Shrink the habit to its smallest honest version and repeat it until showing up is automatic.

EXAMPLE

Not 'meditate for 20 minutes' — 'sit down and take ten breaths'.

07

MAKE IT EASY

Reduce friction

Every extra step is a decision point where the habit can fail. Removing twenty seconds of friction is usually more effective than adding motivation.

HOW TO USE IT

Count the steps between you and the habit, then delete one.

EXAMPLE

*Lay out your clothes the night before.
Prep vegetables on Sunday.*

08

MAKE IT EASY

Add friction in reverse

The same principle applied to what you are leaving behind. Make the unwanted behaviour slow, awkward or invisible and its frequency collapses without a battle of will.

HOW TO USE IT

Add twenty seconds of effort between you and the behaviour.

EXAMPLE

Log out of the app. Keep the biscuits out of the house, not out of reach.

09

MAKE IT SATISFYING

Track it visibly

Tracking creates immediate feedback for a behaviour whose real reward is months away. The mark on the page is the reward your brain can feel today.

HOW TO USE IT

One habit, one square, one mark — kept somewhere you will see it.

EXAMPLE

A paper tracker on the fridge beats an app you never open.

10

MAKE IT SATISFYING

Never miss twice

Missing once is an accident and has no measurable effect on habit formation. Missing twice is the beginning of a new habit — the habit of not doing it.

HOW TO USE IT

Decide in advance what the minimum version looks like on a bad day.

EXAMPLE

If I cannot train, I walk for ten minutes. The identity stays intact.

II

MAKE IT LAST

Change the identity

Habits driven by identity outlast habits driven by outcomes. Each repetition is a vote for the kind of woman you are becoming.

HOW TO USE IT

Ask: what would a woman who is already this person do today?

EXAMPLE

Not 'I am trying to get fit' — 'I am someone who moves every day'.

I2

MAKE IT LAST

Practise self-compassion

Self-criticism after a lapse predicts giving up; self-compassion predicts getting back on track. Shame has never been a behaviour-change strategy.

HOW TO USE IT

Name the lapse, find the cue that caused it, and adjust the design — not your worth.

EXAMPLE

'That week was hard and my cue disappeared. Here is my new anchor.'

The same laws, *inverted.*

You cannot delete a habit loop, but you can starve it. Work the four laws backwards and the behaviour loses its supply of cues, cravings, ease and payoff.

Make it invisible

Remove the cue. Out of sight is genuinely out of mind — most cravings are triggered, not chosen.

Make it unattractive

Write down the real cost of the habit in your own words, and read it where the habit usually happens.

Make it difficult

Add steps, locks, distance and delays. Twenty seconds of friction breaks most automatic behaviour.

Make it unsatisfying

Create accountability: a person who knows, a note you must write, a consequence you can feel.



Every repetition
is a vote.

Outcome goals end. Identity does not. When a behaviour becomes part of who you are, you stop deciding about it — and that is where the effort finally stops.

THE WOMAN I AM BECOMING IS SOMEONE WHO...

THE THREE HABITS THAT PROVE IT

WHAT SHE WOULD DO ON A DAY LIKE TODAY



One habit. Written down. *Fully designed.*

THE HABIT I AM BUILDING

ITS TWO-MINUTE VERSION

MY CUE — I WILL DO IT AFTER...

WHERE IT HAPPENS

WHAT I WILL REMOVE TO MAKE IT EASIER

HOW I WILL REWARD MYSELF TODAY

HOW I WILL KNOW IT IS DONE

MY MINIMUM ON A HARD DAY

WHO WILL KNOW I AM DOING THIS

Mark the day.

Keep the chain.

Three habits, thirty days. Mark the square the moment you finish — the mark is the reward your brain can feel today.

HABIT ONE

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

HABIT TWO

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

HABIT THREE

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

NOTES



Troubleshooting, *without the shame.*

I keep forgetting

Your cue is too weak. Anchor the habit to something you already do every single day.

I start and stop

Your habit is too big. Cut it in half, then in half again, and rebuild from there.

I lose motivation

Motivation is not the mechanism. Reduce friction instead of waiting to feel ready.

I fall off after a trip

Write a travel version of each habit before you leave, however small.

It feels boring now

Boredom is the sign that it is working. Automatic is the goal, not exciting.

I do it, then undo it

Find the reward you are really chasing and give yourself a cleaner way to get it.

Missing once is human. Missing twice is a decision.



10 FINAL REFLECTION

What will you repeat?

Which habit would change the most if I kept it for a year?

What has stopped me before — and which strategy answers it?

What is the smallest version I can promise myself today?

MY COMMITMENT

For the next thirty days, I will...

SIGNED

*You do not rise to your goals.
You fall to your systems.*



BARE RESET · MELISSA SAPMAZ