Task 1) Watch the video **‘How Habits Change Your Brain’** and answer the questions:

Question 1 - True or False. Habits are done automatically, without thinking. (true)

Question 2 - Complete the sentence. New neural pathways (habits) are formed by consciously **repeating** a behaviour.

Question 3 - Claude Hopkins stated that habits have three key ingredients. Circle them from the list below:

*Manifestation Cue Thought Deflection Behaviour Manner Reward*

Question 4: Complete the sentence.

**Rewarding** a behaviour can help create a **craving** and this is what makes a habit so **strong**.

Question 5:

*Why do you get cravings?*

You get cravings because the link between behaviour and reward becomes so strong that the neurones start firing at the thought of the behaviour.

Question 6 - complete the sentence:

When a behaviour is repeated often enough…(a habit is formed).