

# Reward Yourself for Weight Loss



When a behavior is followed by a reward, the behavior is more likely to be repeated. So the more you are rewarded for your weight-loss efforts, the more likely you'll continue to succeed.

But you don't have to wait until you lose weight to reward yourself. Rewards should begin the very first day of your diet. (Of course, food should not be a reward.)

Here are just a few examples of the kinds of rewards that can help you to adhere to your weight-control plan.

- Buy yourself a bouquet of flowers.
- Call a friend long-distance.
- Give yourself some special "me" time.
- Try a new cologne.
- Get your car washed.
- Have a low-calorie picnic. (The picnic is the reward, not the food.)
- Treat yourself to a movie.
- Keep a diary of all the improvements you notice while dieting (more stamina, feeling attractive, fitting into smaller-size clothing).