



Visit Comebackbuilder.com to learn more

Finish What the Habenula Started

Why Motivation Fades — and How the Comeback Builder Can Help

According to Gallup polling, the average person gives up on their New Year's resolution by February 1st. That early drop-off isn't just a matter of discipline—it might actually be rooted in brain chemistry.

A recent article in Oprah Daily explores emerging neuroscience that points to a tiny, pea-sized region near the center of your brain: the habenula. This structure is now believed to play a powerful role in motivation. When you experience disappointment—even minor setbacks—the habenula can "turn off" your drive, making it harder to keep moving forward.

In short: Disappointment, fear, and failure can hijack your motivation before you even know what hit you.

The brain has a natural tendency to spiral. When you don't meet your goals or encounter resistance, the habenula activates, reinforcing patterns of withdrawal, self-doubt, and inactivity.

How the Comeback Builder™ Interrupts the Spiral

That's exactly why The Comeback Builder™ was created—to help people interrupt that cycle and build momentum again. Whether you're bouncing back from a setback or simply want to stay on track, this tool was designed with real human struggles in mind.

Here are 3 key ways the Comeback Builder helps you overcome the motivation-killing effects of the habenula:

1. Brutal Honesty

It helps you reflect clearly and honestly on what happened or is happening in your life—without shame or spin.

2. Quarterly, Monthly, and Weekly Tracking

The system helps you stay accountable and measure progress in real, tangible ways over time.

3. Daily Practice Setup

It empowers you to build simple, repeatable habits that anchor your growth every day.



Visit Comebackbuilder.com to learn more

Common Motivation Killers—and How the Builder Helps

Let's take a deeper look at the most common forces that zap motivation, and how The Comeback Builder addresses each one:

- **Burnout and Stress**

Chronic stress leads to exhaustion and withdrawal. The Builder helps you pace yourself and realign with your priorities.

- **Negative Emotions**

Feelings like apathy and hopelessness cloud progress. The Builder gives you structured space to process, release, and refocus.

- **Poor Planning & Lack of Goals**

Without direction, it's easy to drift. The Builder prompts clear goal-setting at multiple levels—big picture to daily action.

- **Comparison with Others**

Comparing your journey to someone else's leads to discouragement. The Builder keeps the focus on your growth, not theirs.

- **Pursuit of Perfection**

Perfectionism leads to procrastination. The Builder emphasizes progress over perfection.

- **Negative Self-Talk & Self-Doubt**

The inner critic is loud. The Builder helps rewire your self-talk through small wins and affirming progress.

- **Lack of Recognition**

When your effort goes unnoticed, motivation fades. The Builder gives you a personal record of your effort, clarity, and courage.

- **Mental Health Challenges**

Anxiety and depression can make momentum feel impossible. The Builder doesn't replace professional care, but it provides a structured, supportive practice to help manage day-to-day ups and downs.

Finish What the Habenula Starts

The Comeback Builder™ is more than a planner—it's a framework for reclaiming motivation, rewriting your inner story, and finishing what your brain (and your setbacks) tried to shut down. It gives you a space for your past, clarity for your future, and structure for your daily comeback.



Visit [Comebackbuilder.com](https://comebackbuilder.com) to learn more

If you've ever struggled to follow through—or you're ready to rebuild—you're not alone. And you don't have to do it without a system.

Your comeback isn't just possible—it's already in motion.

Ready to help your audience rise again?

Book The Comeback Builder Show and give your group the spark they need to reset, rebuild, and rise.

Bill Young

303.668.1782

bill@comebackbuilder.com

comebackbuilder.com