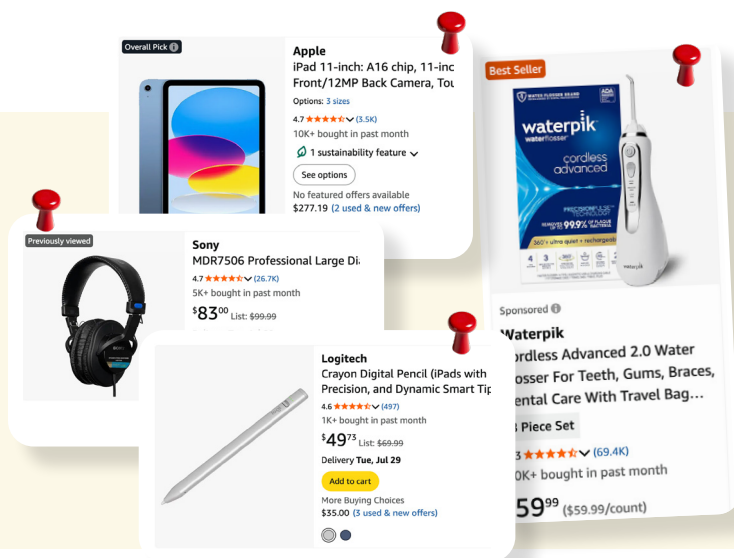


The BravoBee Program

IV. Reward Yourself for Following the Program



The reward system is a core part of the BravoBee program because it reinforces daily consistency without relying on willpower. Success comes from consistency in following the program, not willpower. Rewarding yourself for just following the program daily, builds momentum naturally and then you just quit. **Let's set your reward system!**



1

Set Your Monthly Reward Budget

Set a monthly maximum reward budget for following the program. One smart option: use a budget slightly higher than what you currently spend on cigarettes.

Keep in mind that this is going to be one of the best investments of your life. A typical pack-a-day smoker spends \$8.00 per pack \times 30 days = \$240 per month. If you quit in 3 months using a $\$240 \times 3$ months = \$720 reward budget for following the program daily, your 10-year savings would be \$28,080! That's a whopping 70,100% return on investment for every penny spent rewarding yourself.



2

Calculate Your Daily Reward Amount

Divide your monthly budget by 30 days to get your daily reward allocation.

3

Create Your Wishboard

Make a list of things you'd like to buy but haven't due to various reasons—"not really useful," "don't want to spend money on that," etc. Think of it as a wish board of rewards. In psychology, this is called a token economy, and it's proven to work!

Pro tip: Print small photos of these items and stick them on a letter-size piece of paper with prices written underneath. Keep it on your desk—seeing your potential rewards daily will motivate you to follow the program.



Item	Amount
1.	\$
2.	\$
3.	\$
4.	\$
5.	\$
6.	\$
7.	\$
8.	\$
9.	\$
10.	\$

4

Use Random Reward Generation

Each time you follow the program, reward yourself using your daily budget. Here's the key: Instead of always giving yourself the full daily amount, use a random number generator from \$0 to your daily value.

Try it here: [Random Number Generator](#)

Why use random rewards? As B.F. Skinner, the father of modern behaviorism, discovered: variable reward schedules strengthen habits more effectively than fixed rewards. This will help you follow the program, build stronger momentum and quit smoking for good.



5

Claim Your Rewards

When you accumulate enough reward budget, start buying items from your wishboard. Want to “cheat” the system? You can do the program multiple times per day to reach your reward goals faster—just remember, you must follow the program daily. It's only a matter of time until momentum kicks in and you become smokefree.

Remember: Whatever you do, follow the program consistently every single day. Momentum will build, and success will follow naturally.