

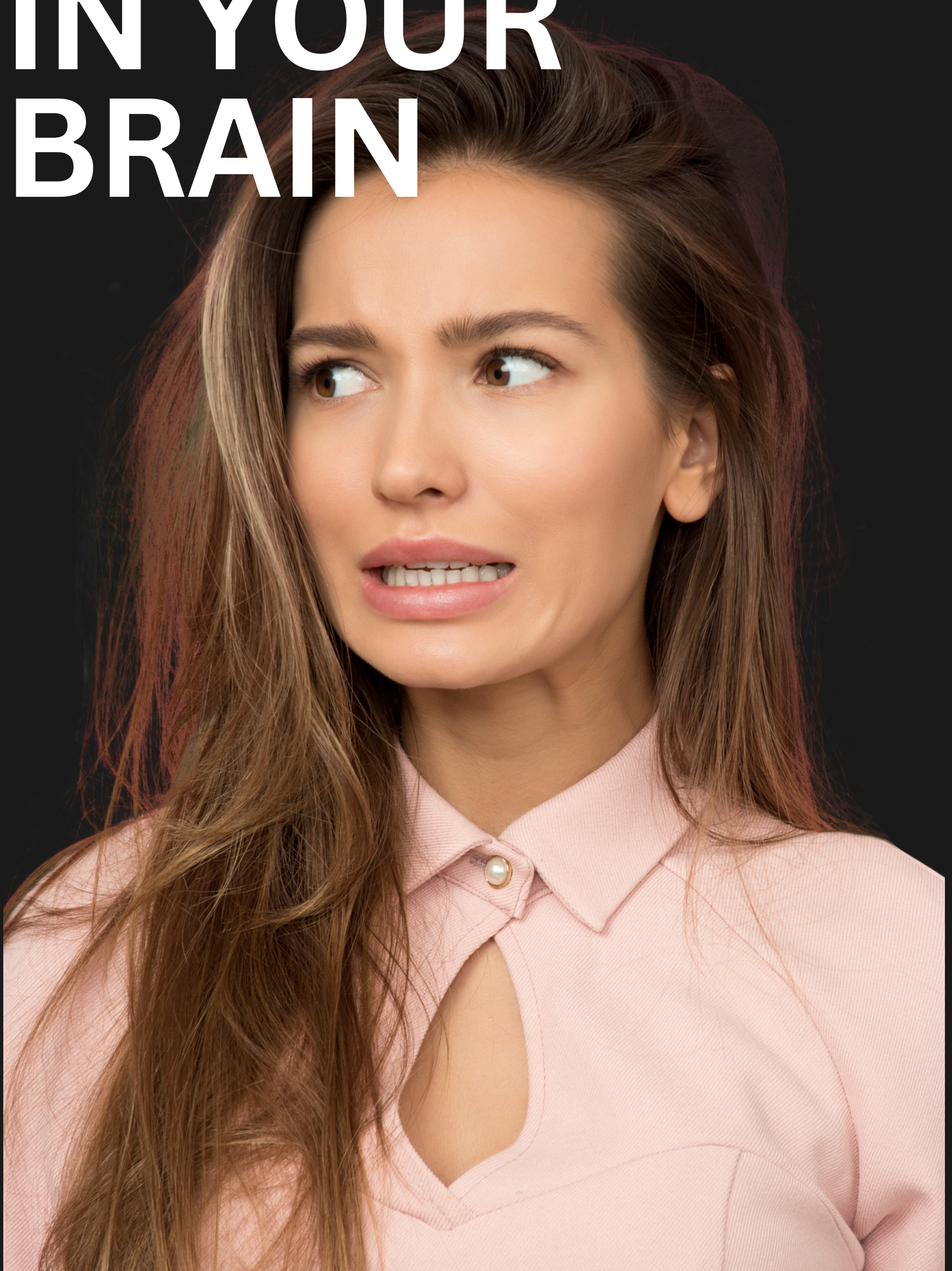
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Why Bitcoin feels bad



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WHY BITCOIN FEELS BAD IN YOUR BRAIN





Science Denial Explained

In the book, *“Denying to the Grave: Why We Ignore the Facts That Will Save Us”*, Sara Gorman, PhD, MPH, explains why we avoid making decisions based on facts and science.

Gorman says, making decisions based on science is complicated and requires a great deal of mental energy.

When we’re intimidated by difficult concepts that we struggle to understand, we often resort to simplistic explanations - even though they may not be accurate.

That’s why people who don’t understand Bitcoin and crypto, say:

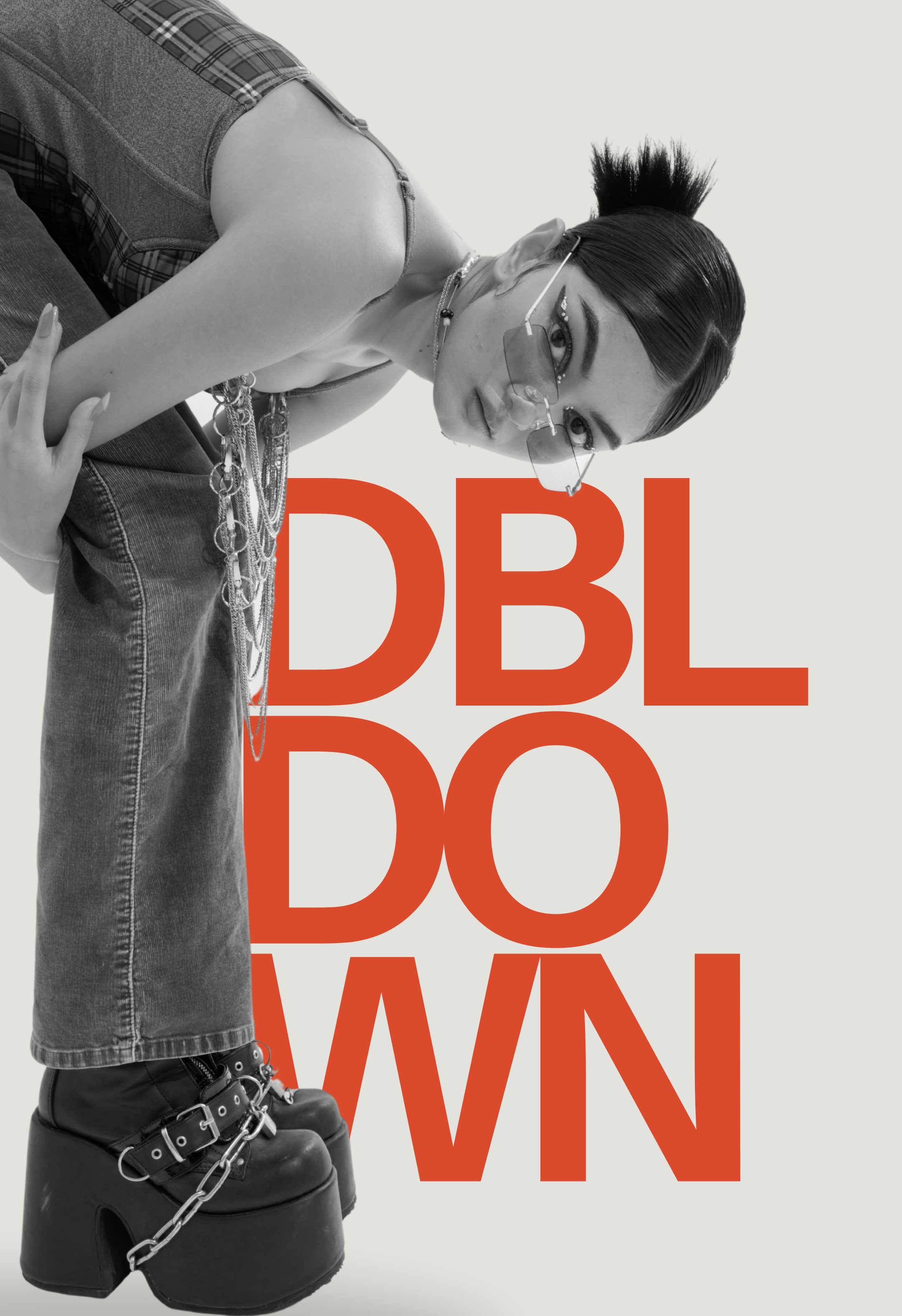
IT'S A SCAM 🔍

IT'S A PONZI SCHEME 🔍

IT'S NOT WORTH ANYTHING 🔍

IT'S FOR CRIMINALS 🔍

I'LL LOSE MY MONEY 🔍

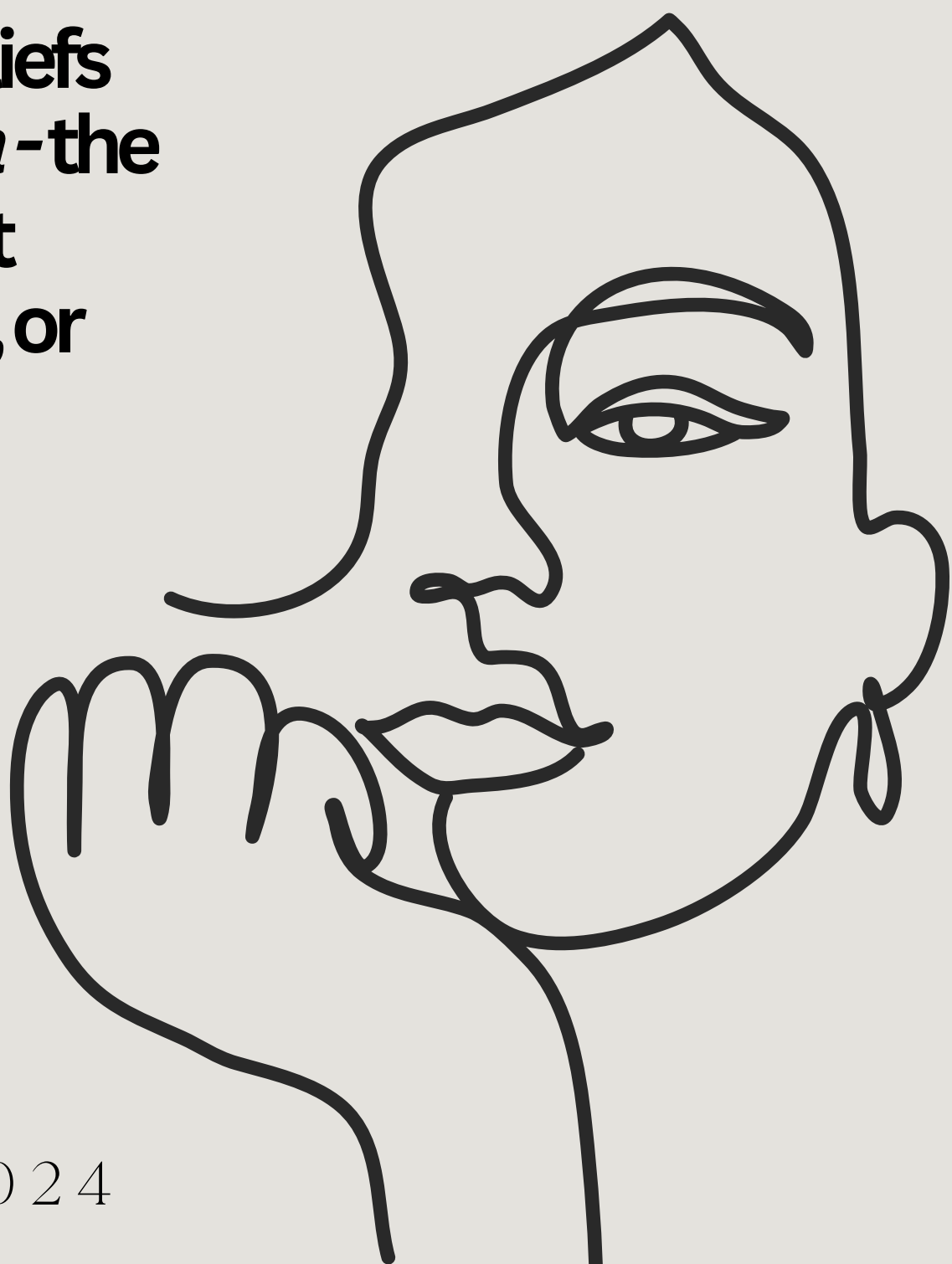


Gorman also found, when we hold fast to our beliefs and double down, the *nucleus accumbens* is activated - the pleasure centre of our brain. In other words - it feels good to deny change!



no thanks

Yet changing our beliefs
stimulates the *insula* - the
area of our brain that
triggers anxiety, fear, or
disgust.





Thank Yourself

SO IF YOU'RE WAITING UNTIL YOU FEEL GOOD ABOUT BITCOIN - YOU WON'T - NOT YET. YOUR INSULA WILL KEEP YOU SAFE FROM THE UNKNOWN - BUT ALSO POOR. IF YOU WANT TO MAKE MONEY: OVERRIDE YOUR INSTINCTIVE RESPONSE - LONG ENOUGH TO LEARN, AND FEEL SAFE IN YOUR NEW KNOWLEDGE.

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ALL YOU
REALLY NEED TO
KNOW IS

BUY BITCOIN

New ideas biologically feel bad. Push through it to change your life for the better.

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