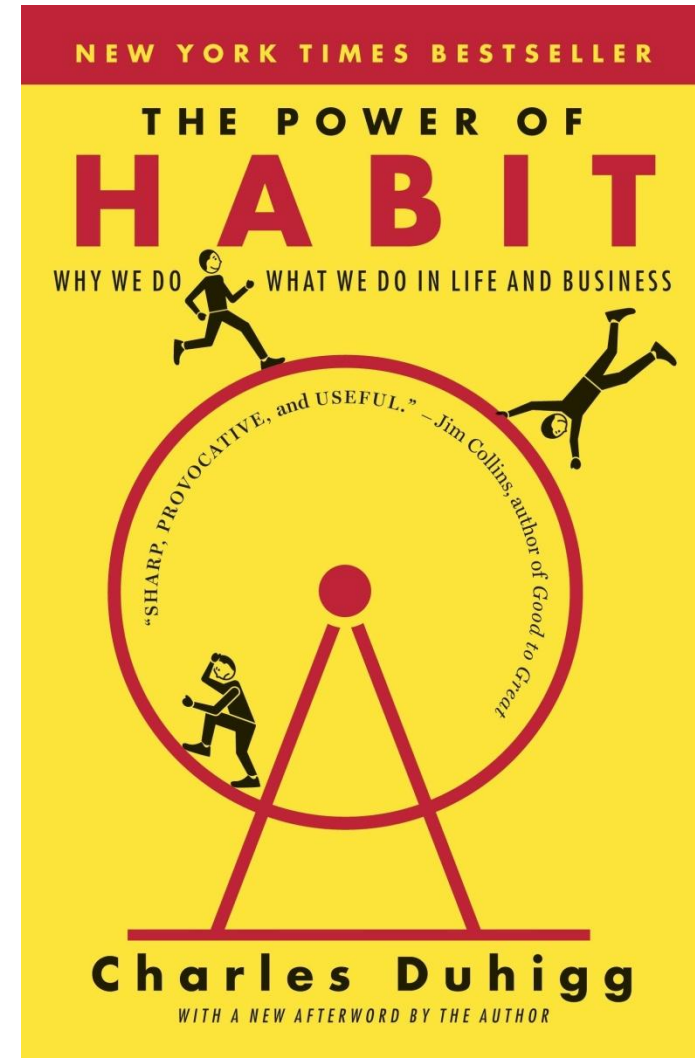


https://www.ted.com/talks/matt_cuttis_try_something_new_for_30_days?language=en#t-177907

Is there something you've
always meant to do, wanted
to do, but just ... haven't?

- What is the power of habit?
- How long does it take for a new habit to stick?
- What do you think is easier:
Acquire a new habit?
or
Subtract an old one?

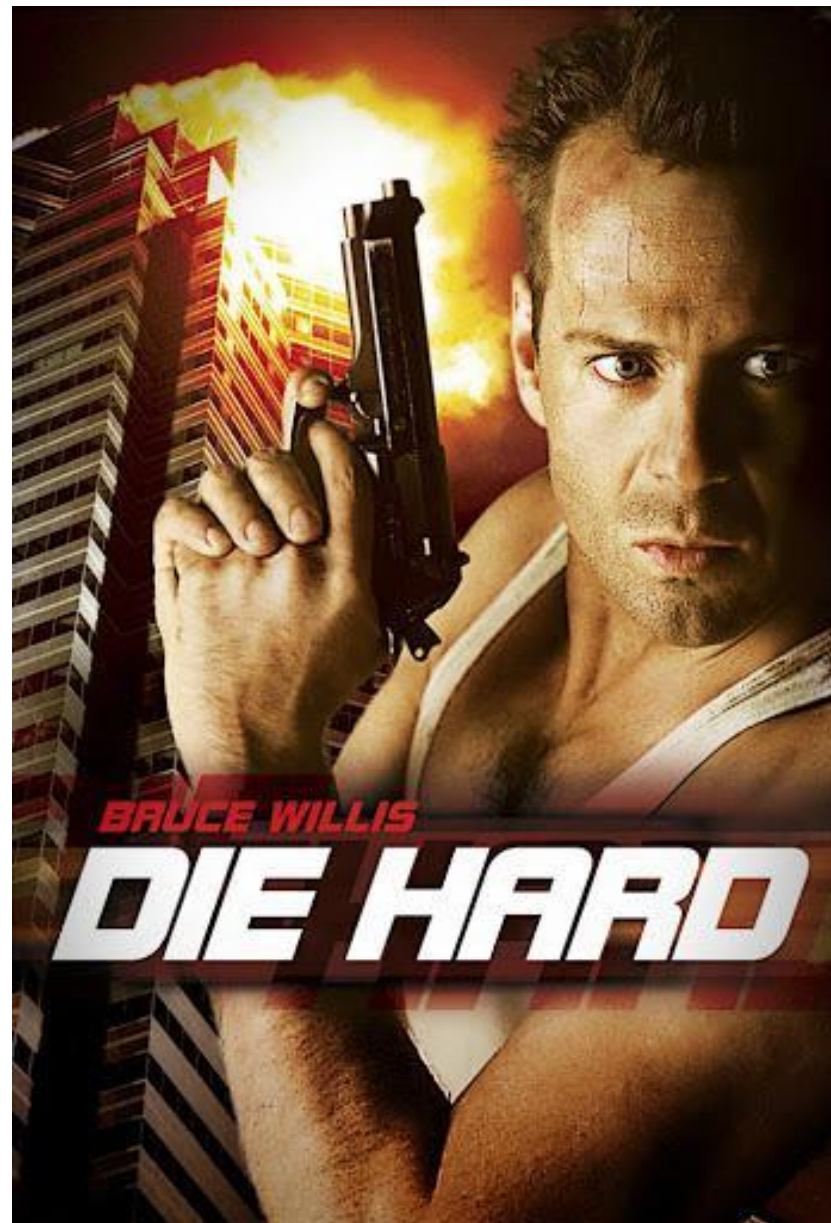


**Old habits
die hard.**

Polish Proverb



**КРЕПКИЙ
ОРЕШЕК 4.0**





Matt Cutts · Technologist

Matt Cutts is an engineer at Google, where he fights linkspam and helps webmasters understand how search works.



Super Size Me (2004)
American documentary film
directed by and starring
Morgan Spurlock

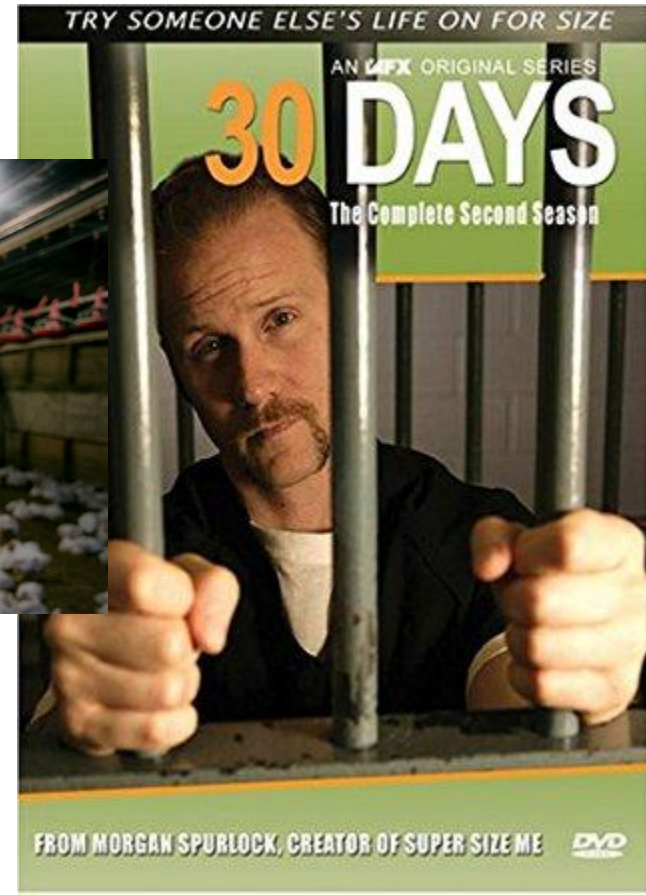
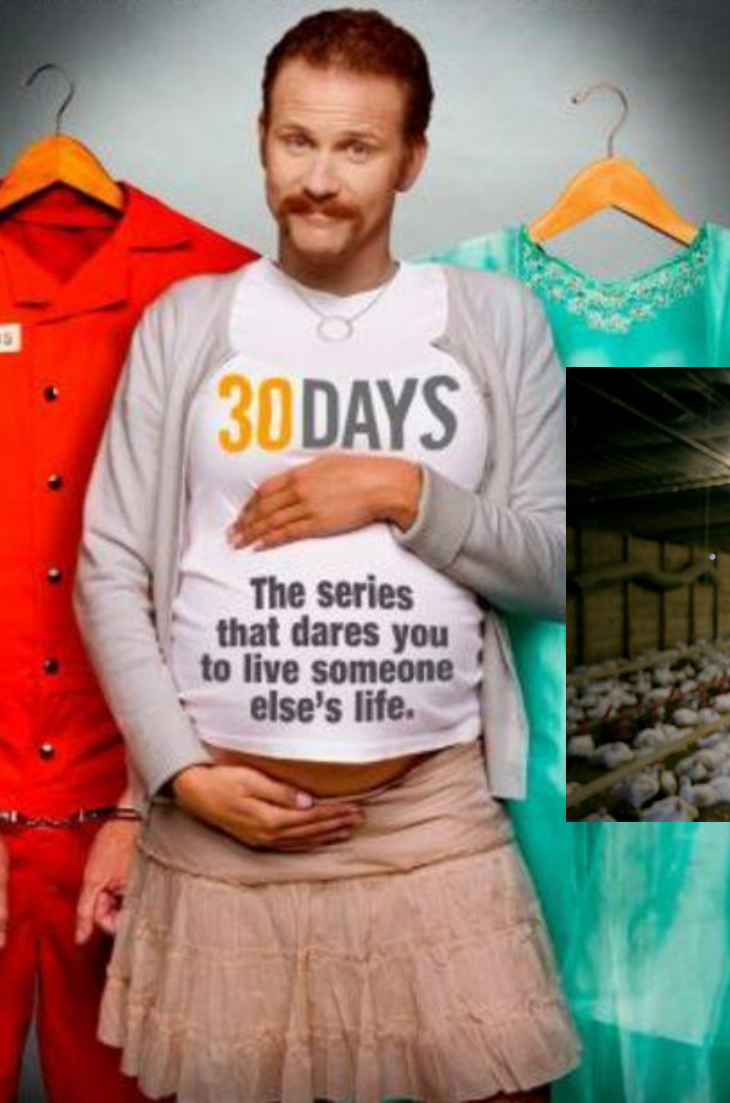
During 30 days he ate
only
McDonald's food

As a result, the then-32-year-old Spurlock gained 11.1 kilograms, a 13% body mass increase, increased his cholesterol to 230 mg/dL, and experienced mood swings, sexual dysfunction, and fat accumulation in his liver.



In each episode, Spurlock, or some other person or group of people, spend 30 days immersing themselves in a particular lifestyle with which they are unfamiliar (e.g. working for [minimum wage](#), being in [prison](#), a [Christian](#) living as a [Muslim](#) etc.), while discussing related social issues.

FROM MORGAN SPURLOCK THE CREATOR OF "SUPER SIZE ME"



- I felt like I was stuck in a rut - I've been doing the same old thing for too long
- What was his life before he started doing challenges?
- _____
- What did he do?
- What has changed?

Vocabulary. Try something new for 30 days

- Get rid of a habit -
- Desk-dwelling computer nerd
- to cycle =
- want smth very much =
- to do smth from the beginning =

- Not enough sleep =
- Sustainable changes =

Vocabulary. Try something new for 30 days

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- Desk-dwelling computer nerd
- to cycle =
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Vocabulary. Try something new for 30 days

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Vocabulary. Try something new for 30 days

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- Not enough sleep = **Sleep-deprived**
- Sustainable changes = Changes that are likely to stick (= maintain)

- https://www.ted.com/talks/matt_cutts_try_something_new_for_30_days#t-181296

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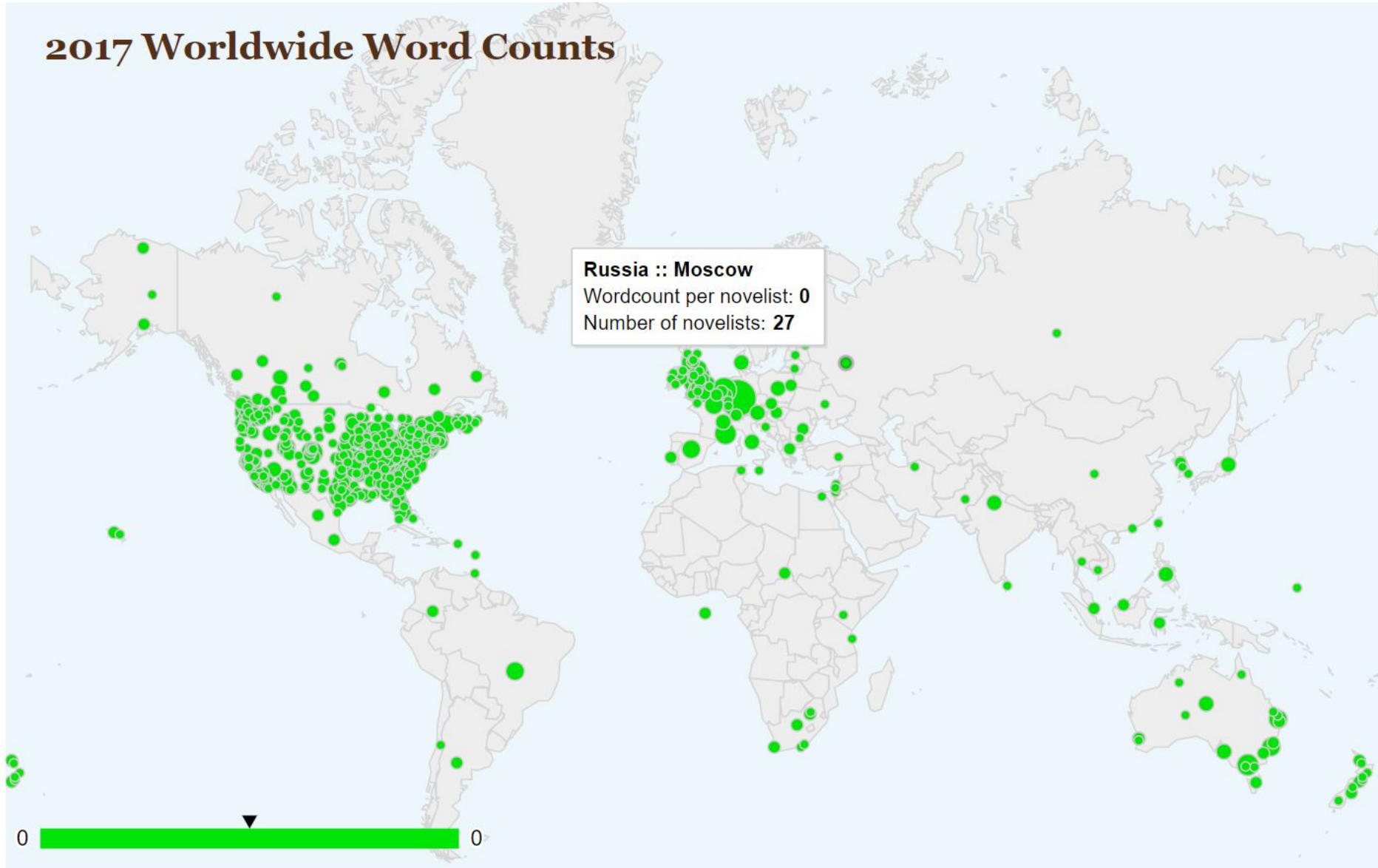
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2017 Worldwide Word Counts



My 30 day challenges

Add:

Bike to work
10,000 steps/day
Take a picture a day
Write a novel

Subtract:

No TV
No sugar
No Twitter
No caffeine

Next 30 days are going to pass whether you like it or not, so why not try something you've always wanted to try? Give it a shot!





ARE YOU UP FOR THE
CHALLENGE?

- Be up for smth = want / ready to do smth