

# Program Yourself Thin 2.0

Intelligent Weight Loss

## **Training Module Five: Controlling Your Cravings “Perception is Reality”**

### **You Do What You Want To Do**

The single most useful realization you can have about yourself, is that you do what you want to do. Stop for a moment and re-read that last sentence.

Unless you're forced to do something, you do what you want to do. Now that's obvious for things that support us, but how can we want to be overweight? The reason lies in...

#### **Associative Conditioning**

Your unconscious mind learns by associative conditioning. Simply this means that the unconscious mind links things together. Pavlov is the best example of this kind of learning. Every time he fed the dogs he would ring a bell. Eventually all he had to do is ring a bell and the dogs would salivate as if there was food. Our minds work in the same way. In the same way that the bell has nothing to do with food, many of our feelings about food have nothing to do with food.

#### **Examples of Associative Conditioning**

Songs reminding you of past memories

Food is companionship

Smoking is relaxing and cool

Processed nutritionally empty foods that I regularly overeat are delicious and make me feel better

#### **What does food mean to you?**

Is it nutrition to fuel your body and mind to live an exciting and rewarding life?

Is it companionship when you feel lonely?

Is it a reward for when you have been working hard?

Is it relaxation for when you are feeling stress, or a great way to unwind?

Is it what makes life worth living, or is it the one thing you can always rely on?

Is it a way to energize yourself, or the secret to your success?

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As you consider the different things that food means to you, ask yourself if it makes any sense. Does it make any rational sense that you could be alone and feel lonely, but then if you eat a pint of ice cream you would feel a sense of companionship? So if it doesn't make sense then why do you feel that way? Because of associative conditioning, or the process of associating feelings to specific stimuli like food. As you become aware of what food means to you, also be aware that these aren't truths (they are just associations), food has as much to do with these feelings as the bell, they just are the way that you learned and they can be changed.

## **Changing Associations**

Being able to control what foods mean to you is the secret to easy and natural weight loss.

### **Decreasing Feelings**

1. Think of the food that you want to have more control over.
2. Imagine the typical situation where you've eaten that food (remember where, time, who's there).
3. As you picture the food allow all the color to drain out of it so that it becomes black and white, and now imagine you're eating it in front of a mirror with no clothes on while you stand on a scale, and as you do this imagine hearing the sound of a dentists drill.
4. Notice if that affects your feelings for the food. Repeat and tweak as much as necessary.

### **Increasing Feelings**

1. Think of a food you want to crave more of.
2. Make a picture of this food in your mind.
3. Make this picture bigger, more vivid, and crisp. Now imagine that while you're eating this food you can look in the mirror at yourself and see and feel your body at your perfect shape while hearing your favorite movie star saying in their most passionate seductive voice "(Your name), you are the most beautiful person alive"
4. Notice if that affects your feelings for the food. Repeat and tweak as much as necessary.



## **THE POWER OF CHOICE**

You choose what your body is going to be. If you want to lose weight speak about it like you WANT it, not like it is something that you have to do.

When you want to make better decisions usually all you have to do is give yourself a more accurate representation of what your choices are. If you think of cookies and all you think is “delicious cookies” or no “delicious cookies”, that is a very limited view of your options. Isn't it more accurate to think delicious cookies or feelings of control, sexiness, radiant health AND an avoidance of guilt, addiction, and feeling fat. When you begin thinking this way you naturally make different decisions. Now just a quick note, sometimes people hear this and say that is a miserable way to live life, I like to enjoy the “good” things in life or something to that effect. But again it comes down to which you find to be more enjoyable: living a life where you feel great because you look terrific and have the confidence that comes from living the life you want or the taste of food.

### **Decision Point**

Every behavior begins with a decision. What are you focusing on when you make poor decisions? What are you focusing on when you make good choices? Compare feelings of eating sweets or overeating with feelings of buying new clothes in a smaller size, stepping on scale and its less, looking in the mirror and feeling attractive and sexy.

### **Pain/Pleasure, Getting Leverage**

Our decisions are based on what we associate pain and pleasure to. In order to create change we need to accurately understand the pain and pleasure that is attached to our choices. In general as humans we will do more to avoid pain than we will to gain pleasure. But use both to motivate yourself. What is the pain you will experience if you don't lose the weight and what is the pleasure you will gain everyday if you do maintain your target weight.

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## Unconscious Congruence

In order to free up energy and make sticking to a new eating and exercise routine easy, you need to create unconscious congruence. What that means is that you want to recognize the “doubtful” or “sabotaging” voices you hear when you set a goal, and create a solution to them. For example, if you decide to create a new body and you “hear” a voice in your mind say “You’ll never stick to that” instead of ignoring it, debate it. As in, “Why would I need to stick to something I really want to do, I didn’t have any problem sticking to eating cookies in the past.” or “I wouldn’t have stuck to it in the past because I only knew about dieting, but now that I know how to program my mind, it’s much easier.”

The secret is not to ignore the doubtful voices, but to engage them in conversation so that you can understand where they are coming from and why they believe what they believe. I know this sounds a little crazy, but do it a few times and you’ll quickly recognize the value.

## Patterns

Realize that your behaviors run in patterns. Don’t just focus on one part of the pattern, expand your perspective and notice what usually happens before it. If you overeat when you get home at night, you will find that before that you have a whole routine that proceeds the actual eating. It is much easier to make a change in the earlier part than the final piece of the pattern. If you usually go home exhausted and crash on the sofa grazing until you finally go to bed then try something different earlier. Rather than focusing on the part of the pattern where you eat, instead focus earlier when you first get home and instead of going to the sofa, take a 15 minute nap in your bed and wake up refreshed, you may find that the rest of your night may become completely different automatically.



## The Swish Pattern

Use this to change states, self image, and responses to anchors. Anchors are unconscious signals to feel a certain way, think about something, or perform a behavior. Sitting on the sofa watching TV can be an anchor to mindlessly eat. You could see the clock at 4 and feel that is time to eat regardless of whether you are hungry or not. As you become aware of different unconscious anchors that influence your behavior you can change them by using the swish pattern. Use the anchor as the cue picture and then swish it with the outcome picture.

### 1. Identify the behavior or reaction you want to change

“Where or when would you like to respond or behave differently than you do now? You can pick a habit you don’t like, an unwanted reaction to someone or something, or your self image.”

### 2. Identify the cue picture

“Identify what you actually see, hear, and feel in that situation just before you start doing the behavior you don’t like. Or you can identify how you picture yourself.

### 3. Create outcome picture

“Now create a second image of how you would like to be.” Add desired qualities to this image until you have one that is really attractive to you- one that draws you strongly. Add qualities to the picture until it is compelling. Continue until there are strong feelings about the picture.

### 4. Swish

First image the cue picture big and bright. Next put a small, dark image of the outcome picture in the lower right hand corner. Then have the small dark image get big and bright and cover the first picture while it gets dim and shrinks away as fast as you can say ‘swish’. Then brighten the screen to white.

### 5. Repeat

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