



# ***PYT Weekly Training & Support***

## Lesson #38 Starving the Beast

by Jim Katsoulis

Alright! Welcome to this week's lesson, and what we're going to talk about is starving the beast, the beast being a metaphor for any behavior or addictive habit you have that is getting in the way or causing problems in your life.

The reason I even thought about this is that I'm going through something myself right now, and it's in regards to coffee. Now, I drink coffee and I've been drinking it for a while but I started to realize that it's becoming an all-day event now. It's like I have some in the morning, I have some during the day, and I have some at night.

And it's been like this for a little while but, all of a sudden, something clicked in me and said, "Wait a second, I don't think this is good," which is actually the first thing that I want to point out. Oftentimes, when we have these addictive behaviors, we don't recognize them for what they are.

It's kind of the story of how you cook a frog. You put it in lukewarm water and slowly turn the heat up. By the time, you realize that the water is boiling, it's been cooked. Oftentimes, our addictive behaviors are like this. So, we don't see them for what they are.

So, the first step in any of this is really to identify and be aware of what the behaviors are and to do it in a relaxed way. The truth being is I've known about coffee for a while but it never really had the emotional impact until recently.

So, the long story short is that I looked at my coffee consumption, and I want to make a point here that I didn't say I want to stop drinking coffee completely. I want to make that clear.

This is one of those things that I said it's not that I think it's so bad that I have to stop it completely. I just think I'm doing it too much. So, that's an important point for you to understand.

Everything doesn't have to be all or nothing. Some things may have to be, some things you might be so addicted to that if you do a little bit, you'll do all of it, and, at that point, you may have to do it on nothing. But a lot of things can be in moderation.

So, recognize that there are some differences there. That's very important because if one doesn't work for you, do the other one. It doesn't mean you failed. It just means you need to do it in a different way.

I know right from the start ... and I think it's important to identify this, by the way, because I know with coffee, I don't have this ... like I said, I don't put sugar and cream in it. Those are out of the question for me.

[www.ProgramYourselfThin.com/weekly](http://www.ProgramYourselfThin.com/weekly)

For whatever reason, I just have very negative associations to those things and I think of them very badly and what they do to me.

Coffee, for some reason, doesn't have that effect on me. It doesn't have that thought and that perception so I know right off the bat that I'm not going to go no coffee because I don't have the belief system behind it to say, "Don't do it."

Now, at some point, I may. I might have an experience that lets me know that this is the way you should be. At this point, I'm not there. That's not what I want to do.

What I want to do want to do is moderate it. I want to slow it down. So, when you want to slow it down, what happens is that you're going to have experiences that you've linked together for a long period of time

So, I'll give you specifics. I was drinking coffee at breakfast time, through the day, and at night. I said to myself that the most enjoyable coffee is during the day. That's the one I like the most. The breakfast one is okay, the night one is okay, but I can get rid of those. I'm going to keep the one that I enjoy the most, and I'm going to limit how much I drink. So, I get one coffee a day, and that's it!

So, the first one to go is the breakfast. So, I know as I sit down for breakfast and my mind is obsessing on the coffee with breakfast. I want to make a point that I did not program my mind for this the following morning which was a mistake. Since then, I've done it and it's become much easier along with the build up of experiences of not having coffee with my breakfast.

So, we go back to that first breakfast. My mind was obsessing on the coffee. And what I noticed was that as I got through it, I did not enjoy breakfast as much. I noticed that I did not enjoy the taste of the food as much, the whole experience. I didn't enjoy the flavor as much.

When this happens with you, when you're changing your behaviors to lose weight and to become healthier, I want you to understand that you're going to go through things similar to this. What I was telling myself the whole time was that I don't care. My taste buds will realign themselves and it's going to make me feel a lot better and that's more important, and I consistently told myself that.

I've got to be honest. That first time, there was a bit of willpower. With all the program and everything else, when you're going against habits that you've had for a long period of time, you can do the program but you also need to use everything at your disposal.

So, I get through breakfast and it wasn't enjoyable. At this point, though, I'm fine with it because I know I'm going to recalibrate myself, and it'll become enjoyable again,

[www.ProgramYourselfThin.com/weekly](http://www.ProgramYourselfThin.com/weekly)

and I'm going to tell you how that happened in the a minute. And the other thing is that it's not worth it to me. Even if breakfast would never taste as good as it did again, I don't care. I don't want to be drinking coffee that much.

So, that belief is very powerful for me and I kept telling myself that. You want to do the same thing. When you're creating a change in your behaviors, you need to have a good reason why and you need to let that play like a mantra in your mind because the addiction's going to play like a mantra in your mind as well. So, you need to combat that with the belief of why you even want to do this.

So, the long story short, I go into the day and I had coffee; that was easy. And then, the night time was pretty easy for me. So, I realized that there was more to it. It wasn't just the behavior. The breakfast had more to do with it because, actually, it had flavor involved with it as well so is the habit, the routine, the behavior, and there was a physiological taste component to it as well that made it harder.

When that happens, one of the things you can begin to do is you can begin to starve the beast in this way – I no longer allow myself to have coffee with any foods. And so, specifically, [inaudible] **06:02** peanut butter toast. I won't eat them together ever again. I won't do it. So, even if I have toast in the middle of day, I won't be having a coffee. I will not eat them and drink them together because I don't want to reinforce that craving. Because I know if I did, it would instantly kick it back. The next morning at breakfast, I'd be thinking about it. And then, if I didn't have my guard up, maybe I would do it. The next day, it will be even harder, and maybe I'd fall right back into that.

So, what this is about ... starving the beast is noticing the triggers that create the cravings, the things that you synch together during those bad habits. What was going on?

For some people, they sit on the sofa, watch TV, and eat. And in that situation, what I would suggest to you is you don't have to ... [inaudible] **06:51** starving the beast, not killing it. We're starving it.

So, what I mean is if you're sitting on the sofa and watching TV, instead of just saying, "No more food at night," you can have food at night. You can eat the exact same foods you used to eat, maybe ice cream even. But what you have to do is you have to eat it in a different place because it's the whole experience that is so enjoyable to you. It's not just the ice cream and the sofa and watching TV, it's the whole thing.

It's not the ice cream; it's not the TV; it's not sitting on the sofa; it's not relaxing; it's all of them together.

And if you take one component out, it changes it and it makes the overall thing less enjoyable. But if you continue to do that, you're going to find that it's easier to stop doing that behavior as a whole.

[www.ProgramYourselfThin.com/weekly](http://www.ProgramYourselfThin.com/weekly)

So, for me, with breakfast, I did it for a few days and it became easy. The second day was easier. The third day got even easier. And now, I felt good. Another thing I noticed is that my taste changed. Without the coffee, I didn't want eggs and toast. What I gravitated more towards was something that had more liquid in it. I started eating more fruits. I started eating more oatmeal and apples because that was what was now more appealing to me.

So, what was happening was the coffee was masking that. It was masking the dryness of the some of the foods I was eating.

So, again, the main point I want to make is this. Become aware of these habits and these behaviors. And the second thing is if you don't want to completely wipe it out, if you don't have the energy and if you don't have the motivation to completely wipe it out, this is the next step you go to – starving the beast where you change one little thing at a time in it and where you don't allow yourself to put these things together like you did. You separate that.

So, I could still have peanut butter toast and I could still have coffee. I just could no longer have them together. I could have coffee. I could read magazines. I couldn't read them together because I realized that it was creating this link in me. It was creating this addictive behavior where I was consuming coffee that I wasn't enjoying as much as the coffee that I would drink throughout the day.

So, I hope this helps you because it's one more way. See, the more ways you have at your disposal, it just becomes more enjoyable. Most people have that one willpower – “I've got to get all fired up and psyched up,” and it's very, very tiring. You can only do that with so many things.

So, when you start to realize, if you just mess around with some of the negative behaviors, it's not this full force you have to get yourself worked up and [inaudible] **09:25** to do it, you can just play with it and experiment with it a little bit, and you learn things from that.

And, again, as you separate the different aspects of these behaviors and as you pull out certain components of these behaviors, then you're going to find that you weaken that craving.

So, play around with this because it's been very, very enlightening for me. And, again, the beauty of this is that there's not a lot of fear when you're starting it because you're not saying completely no to anything. And so, the fear aspect of it begins to go down and it allows you to become aware of other things and save some energy for actually carrying through with those things.

[www.ProgramYourselfThin.com/weekly](http://www.ProgramYourselfThin.com/weekly)

So, some other examples just real quick – if you go to a coffee shop in the morning, you get a coffee and a doughnut everyday, get one or the other. Get tea and a doughnut. Get an orange juice and a doughnut. Do you see what I'm saying?

So, you're being more flexible with it. And don't judge this before you've tried it. Some people say, "That's not going to make me lose weight." This is a longer term approach because what you're going to do is if you can add one healthier element into that bad behavior, then you're that find that it becomes easier to change it. Something happens within us. It weakens the addiction. It weakens that beast a little bit.

And so, if you continually do this with the behaviors that are bad and you struggle with, I'm telling you that this could be a whole new approach and you're going to become aware of some new things that may turn everything around for you.

So, play with this and use this in your life. Find the different things, and play with it this week, and I'll talk to you next week.

[www.ProgramYourselfThin.com/weekly](http://www.ProgramYourselfThin.com/weekly)