



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

## Lesson #43 Coming Out of Food Trances

by Jim Katsoulis

Alright, welcome to this week's lesson. Now, what I want to talk about this week is something that is so dear to me, and it's upsetting to me at the same time. And what I'm talking about is hypnosis and I'm talking about trances. Now, this is something that I'm always using to help people create a change in their lives, but the problem is that I see mass hypnosis and mass trances in America, anyways, and more and more across the world especially when it comes to food.

And so, what I want to do is I want to make you aware of what a food trance looks like and, hopefully, get you outside of it for a little bit so that you can notice this, so that you can become aware of it and begin to avoid it and change it in your own lives because it is amazingly detrimental to our health and to our bodies.

I got this idea ... I was watching Jamie Oliver's *Food Revolution* and a long story short, he's an English chef and he came over to America to one of the most unhealthy towns in the country as far as obesity goes, and he wanted to teach them how to eat better. And so, one of the experiments he did ... he was working with some kids, some elementary school-age kids, and he was showing them how chicken nuggets are made.

And so, he cut the breasts off the chicken. He said, "This is an expensive part of the chicken; the drumstick and the wings, these are other expensive parts. And he was, basically, left with the carcass. And he goes, "You're not just going to throw this away," and so, he puts them in a blender and blends it all up. And he goops it out; and it's all goopy; and it's disgusting. The kids who are there are like, "Oh, that's gross." He goes, "Would you like to eat it?" and they say, "No."

And then, what he does is he shapes them into the form of a chicken nugget so it looks like a chicken nugget; he breads it, adds a few more ingredients and binders and things, fries it up, pulls it out of the pan, and says, "Who would like to eat one now?" And all the kids raised their hands.

This was one of the clearest examples I've seen of hypnosis when it comes to eating. How many times has this happened to you where you've found out something about a food and you said, "Oh, that is disgusting!" and you felt really physiologically repulsed by it, but some time went on and, all of a sudden, you went back to craving it or wanting it. You're only thinking about the good parts of it.

That happens all the time, doesn't it? And this is just like hypnosis. When I hypnotize someone, I can get them to believe all sorts of things. I can put new perceptions in their minds.

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Now, whether that lasts or how long that lasts has to do with other things but one of the main things it has to do with is the repetition, the ability to keep giving those commands and those suggestions.

What we've got in this culture are advertisements which are constantly giving us suggestions and hypnotic triggers and commands to make us perceive and think of these disgusting foods as delicious.

Now, when I say disgusting, what I mean by that is not that they taste bad because they are genetically and scientifically engineered to appeal to our taste buds. Salt, sugar, and fat – they are high on these three which we naturally crave. So, they aren't disgusting to our taste buds but to our body, to our nutrition, to our energy levels, and to our leanness, they are disgusting and very detrimental.

So, how do we combat this? What do you do when you're surrounded and bombarded with all of this hypnosis and all these trance-inducing material?

Well, first of all, you need to understand how it works and this is what they do. Rather than focusing you on information, what they do is they're focusing you on emotions and that's where you need to begin understanding and using.

So, when you watch all these commercials, they're not telling you, oh, eat this because it's got these many calories in it and these grams of fat and all the rest of it, [inaudible] 3:55 sometimes and a few other changes will go that route. But more often than not, what they're looking to do is to attach it to an emotion so that you're not using your logical mind, you're just connecting emotionally to that food and to that brand.

One of the things you need to do is to recognize it for what it is. This is one of the most powerful ways to break that trance and to get yourself out of it because if you only rely on emotions, you're going to be in trouble because this is why – the emotion of eating a carrot or eating a salad is not as strong as the emotion of eating a pizza or going to your favorite fast food restaurant or going to some chain restaurant where they've had all this conditioning going on.

I'm just talking about the food. Some food, obviously, just taste good and we've got our own challenges with them because they taste good and we want to eat a lot of it. I'm not talking about that; what I'm talking about are the foods that we know are not good for us and yet we still desire.

How we do that? First, you recognize that that thing going on where they're trying to manipulate you, where they're trying to hypnotize you to eat something that is not

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serving you and that is detrimental to you right to the point where they could cause you to be overweight, they could cause you to get diabetes, and they could increase your risk of all sort of diseases; and yet, you crave it.

So, you need to be able to make that distinction that it's only an emotional connection, and there are other foods that taste good that are going to nourish me the way I deserve to be nourished. But the first step is being aware of that process that they are so, cynically, using on us. And I [inaudible] **05:34** myself into that [inaudible] because for me, that was something that was helpful.

I hated the idea of me being tricked, of be being just some dupe in these corporations' game. So, we've got all these selling conspiracy theories but this isn't a theory; this is very real. You can watch TV for about 10 minutes and you get to see this in action.

You watch these commercials for soda – sugar water. Sugar water and preservatives and you get to watch these kids having the greatest time in their lives or couples dancing on a moonlit beach and drinking soda. So, it's all this emotional connection that they're trying to attach to it. And you need to see through it. You need to get upset if you want to add an emotion to these foods. You need to get upset about what they're trying to do to us.

These are the things you want to be doing actively while you're sitting and watching TV even or when you're [inaudible] **06:28** through a magazine. When you see these ads, when you see them trying to do these things to you and to all of us, you need to identify it, get a little bit upset about it, and move on.

But that's a much different response than just passively accepting it, absorbing all those emotions, attaching it to their product, and then craving it. But I'm going to leave you with this. I don't have all the answers for this because so often I will hypnotize someone and they will believe these new things; they will see clearly what these foods are, and they will go back to eating those greasy foods that they know are not good for them – high preservatives and low quality nutrition.

Why do they do that? Because they don't live in a vacuum. They walk out of my office and they have all these clear perceptions in their minds of what foods are good and which ones are bad and they internalize it as well. But then, they get out into the world and they're getting bombarded with all these hypnotic messages, images, jingles, and all the rest of it.

So, what I want you to do is when you recognize these, identify it, and let yourself get upset. Take a few minutes and think about it. How do you feel about these companies pushing this stuff on you? They do it very subtly. It's very much like the cigarettes. It's very much like what cigarettes used to.

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Basically, they knew the science of it. They knew they were harmful and yet, they kept pushing them on people and they did it in very subtle ways. They showed famous movie stars – sexy, attractive, handsome movie stars smoking cigarettes in a very cool way. So, it was all very, very subtle. But what it did was it created an emotional connection to that and they've done the exact same thing with foods, and it's time that we wake up from that, and we need to do it regularly. That's what I'm trying to tell you.

It's not a one-time thing because the one-time thing (if it's only one time), it goes back; it reverts. I've seen it over and over and over again. Just like those kids, we realize it when we're looking at it, but all of a sudden, it changes form and we forget what it actually is.

And so this is the second thing you can do. When you're going to eat something, look through the propaganda, look through the ads. If you're going to get fast food somewhere, look through all the advertisements and all the emotional connections you have and really consider what it is, what ingredients are in what you're about to consume, what you're going to eat.

I watched a movie called *Food, Inc.*, and they said that chicken patty can have up to 1000 different cows in it. That may or may not bother you, I don't know. But all I'm saying is begin to learn what is in the foods that you're eating because, oftentimes, that education of what it actually is will have a much greater impact on you because once you actually know what's in it, it may be gross to you. It might be disgusting. And just like those kids, you see the carcass get blended up, then they see the chicken in nugget shape in front of them, and they want to eat it.

We can't be like that. We can't be children anymore. That's what I'm trying to say here. So, I'm very passionate about this because it bothers me. It's just like the cigarettes. So many people smoke. Why do they smoke? There are some people who are physically addicted, sure, but there's the mental addiction, this perception that they're cool or that it's relaxing or that they need it. And that was always fed into or created by these cigarette ads that were going on for years and years and years, and they used to have doctors selling cigarettes back in the day.

You can go to YouTube and search for those commercials and it'll blow your mind. But we need to be more skeptical. We need to start questioning the information put in front of us by these corporations.

So, do that, please, and wake up out of this trance. And recognize that this is a process that goes on and on. I tell you, it's frustrating. I go through it myself where one day, I'll feel completely this way, and then some time goes by and I've kind of reverted back. So, how did that happen?

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Well, I didn't have the consistent new suggestions coming at me. And so, how you can do that with food is to spend five minutes or ten minutes a day to research food a little bit. Just look at what the ingredients are. Find out what those ingredients do to you.

You'll be shocked when you find out how much high-fructose corn syrup is in everything; and you'll be shocked what that does to your body, how it spikes your insulin levels and how it increases the possibility of diabetes.

So, things are not quite as confusing as they may seem. Dedicate a little bit of time to researching so that when you look at a fast food meal, you can look beyond the advertisement and the propaganda and see what is actually there to consume.

And once you realize that, you might decide very quickly that that's not the level of nutrition that you deserve or that you want or that's going to give you the body that you desire.

So, thanks for listening. This is a little bit of a rant but I hope it's inspired you to become aware of something because it's all around us, and you need to defend yourself from it.

So, have a great week and I'll talk to you next week.

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