



PYT Weekly Training & Support

Lesson #48 Secondary Gain

by Jim Katsoulis

Alright, welcome to this week's lesson. Now, what I want to talk about this week is the idea of secondary gain, and this is a really powerful way to truly get an idea of what's driving your behavior because so often, when it comes to weight loss and when it really comes to most changes in our lives, we know what we want logically. It makes sense that you want to lose weight, and eat better, and look better; but, then, sometimes, we sabotage it. And that's [inaudible] **00:25** because we look at the sabotage and we say, "God, why would I do that? I want to lose weight and here I am acting in a completely opposite way. How could I possibly do that?"

Well, secondary gain is usually the answer to this; and simply, secondary gain is the unconscious benefit we get from a certain set of behaviors or a certain result that we're getting. A common one I see working with a lot of women and helping them lose weight, when it gets to ... they come in and they want to lose it and they believe it a hundred percent, but on an unconscious level, they're nervous about the attention they'll get from the opposite sex if they look better.

And so, this unconscious fear is preventing them from truly losing the weight, and they keep the weight on to avoid having to deal with that fear. So, again, that's the secondary gain of having that weight and having those behaviors.

So, when you are acting incongruently with what you say you want, what we want to start to do is look at the secondary gain that you may be getting because this can put you on a new trail and allow you to create a solution for it.

Oftentimes, you've got the ability to solve issues and challenges. The problem is that most people never get to the real drivers of what is motivating their behaviors because, again, they just get into, "I don't understand it. I want to lose weight and I just ate a sundae. I don't get it." And it's not just because it tastes good, it's because there are underlying emotional associations and connections.

So, what you want to start to do is question this next level, and it takes a little bit of kind of opening yourself up to not knowing all the answers, knowing that what you come up with may sound crazy. It may sound nuts to you because, usually, a secondary gain-type thing is something that seems illogical. So, if I went up to a woman who was overweight and I said, "You just don't want to lose weight because you're scared that you're going to look good," that's stupid and that doesn't make any sense. So, it's a little bit deeper.

And the way we get to the secondary gain is we ask the questions – what benefit am I getting out of having this extra weight? What benefit have I gotten out of eating that way? What does it do for me that is good?

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Again, this is a way that a lot of people aren't used to thinking. They aren't used to thinking about their bad habits, what good they do for them and what benefit they serve them. And that's the question I want you to begin thinking about because it's going to give you a new set of answers.

What most people do ... "Why would I do that? I'm an idiot; I'm a jerk; I have no self-control; I'm a loser; I'm always going to fail." And it just becomes a pity party and they beat themselves up fast. That's what those kinds of questions do.

When we begin looking for the true reasons why we're doing something, as illogical as it may be, then we get to a real answer. With the woman who's scared to lose weight because she's scared of the attention, we can work on solving the real issue. How would you like to feel around men? Imagine you had the body you want, imagine you were attractive, and you did occasionally get that attention, let's figure out a way that you're comfortable with and feel good about where you can deal with that. You see the difference there.

Now, we're coming up with what we call solutions – real, genuine solutions. And so, once someone feels comfortable with the possibility that they will look attractive and they may get that attention, and they now know how they'll handle it in an easy and comfortable way, now, losing weight becomes much easier.

So, the other way this can work ... I worked with a client and she had drank soda (Coca-cola, specifically) for years since she was a child, and she felt addicted to it. She drank it regularly. Now, most people will say, "Well, she just likes soda; she's gotten used to it." But, again, we want to look at the secondary gain and I always do this with people when I'm working with them. I do it myself. I look for the unconscious secondary gain that seems illogical because that's usually where the answer is.

And so, we went back over her life and we said, "You know, where would this soda, this Coca-cola, specifically, addition habit start?" And we went back to when she was a child. And the long story short, there were some trauma and some trouble in the childhood, but what ended up happening is, when she went to go live with other family for a while, she liked the Coca-cola and it kind of became her thing. She started to collect Coca-cola bottles and all the paraphernalia that goes with it, and she just became known as the person who loved Coca-cola.

So, all of a sudden, the secondary gain of having that Coca-cola habit, addiction, or whatever you want to call it, was that it became a sense of identification for her. It became something that everyone knew her for; and so, Christmas would come and she'd get a gift related to that.

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It's not to say that she didn't like it but when we talked about it as an adult, she realized that she was using that as a way to kind of fit in and as a way to identify herself. So, that becomes the secondary gain.

Now, again, on the surface, when we first [inaudible] **05:41** "Oh, I drink Coke all the time." I said, "Well, it's because in your childhood, you used it as a way to identify yourself and separate yourself from other people?" "What? That doesn't make any sense?"

And I'm not saying that's the whole story but that was a big component of it. And when we identified that and realized how she was much more than that, and she no longer needed to do that, it made it very simple for her to stop drinking soda; and she has literally stopped drinking it completely going from drinking a ton of it to none of it.

So, again, it's this idea of secondary gain. I just can't overstate it. And what I want you to do is I want you to make this your kind of de facto way of thinking about the challenging habits that you have or the challenges that you have in changing your behaviors. So, instead of just saying, "Oh, what's wrong with me? How come I can't do this?" let's look at a little bit deeper and let's kind of analyze a little bit. Where is it coming from? If it's kind of a bad habit, where is it coming from? What is the benefit that it's serving you in your life right now?

And, really, what I would suggest you do if you're this by yourself is to put yourself into a semi-hypnotic state because what hypnosis does is it quiets the critical faculty. The critical faculty says, "No, of course, you're not scared of being attractive. Oh, that's silly that you would identify yourself through soda. That's stupid." That's the critical faculty to us.

The critical faculty in our brain has a purpose, but it can also get in the way, a lot of times, of moving forward in our lives. So, a hypnotic state is just ... simply, just do a progressive relaxation. Relax your body, relax your mind, and just allow yourself ... kind of most like free association-wise but go into with a focus of whatever your main thing is.

So, maybe you say, "What's my purpose of eating sweets?" or "Why do I keep overeating? What's overeating doing for me? What's the benefit in my life that overeating is giving me?"

And what's interesting is that it's not so much trying to logic it out as it is that you're just allowing ideas to kind of flow into your mind. And what's interesting is that through this process, when the idea is correct, it stands out; and that's the best way to explain it.

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But simply, put yourself in a state of mind and relaxed body, and go into it with a focus on whatever the issue is. And instead of beating yourself up about it, instead of saying, "Oh, that's a horrible behavior," we want to ask ourselves the question, what benefit am I getting out of this behavior? What benefit do I get out of being overweight? What benefit do I get out of always avoiding exercise?

The first thing people say is, "Oh, I'm just tired," or "I'm just lazy." Usually, there's more to it than that. The awkward thing or the thing you may avoid is, a lot of times, you'll come bumping up against fears that you have, fears that you've been avoiding. And, oftentimes, the behavior you're trying to change and the results you don't like in your life are directly because you're avoiding fears.

And so, this process, in a sense, is identifying those fears and being okay with whatever you come up with because you know the tools in order to change those up. If you're worried about feeling attractive and getting male attention, well, you know how to feel more confident.

Those go both ways, by the way. I've worked with men who are scared of female attention even when they say that's all they want. They're also nervous about it. So, it goes both sexes. It's just not for women.

So, it's this idea that as we get focused on the secondary gain of what we're looking for, you're going to be amazed because this is truly where your actions are being motivated from.

So, take some time and do this. You can even do it right now after this video. Take a few moments, and just relax, and think about whatever is troubling you or whatever challenges you're having and whatever you're trying to change in your life. And ask the question, "What is the bad behavior giving me? What is it doing for me that is positive?" And when you find out what that positive thing is, then we switch it over and say, "How can I get that positive feeling but in a way that's better?"

So, we go back to the woman protecting herself from male attention by being overweight. Well, we're not just looking for protection. We just want to feel safe and we want to feel comfortable being able to deal with that if it happens. And once we come up with an answer for that, then we no longer have to use the weight to do it. So, it's just a better way and a more congruent way in our lives of getting those results that we want.

So, take a few minutes and do this. Think about the unconscious reasons, the things that don't make any sense, the illogical reasons why you're doing the things that you're doing, and it's going to open you up to a whole new range of reasons that you haven't probably thought of. So, do that, and I'll talk to you next week.

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