



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

## Lesson #85 Association and Disassociation

by Jim Katsoulis

One of the foundational concepts of mastering your mind and, ultimately, mastering your behavior is the idea of association and disassociation. Now, this is something we do naturally, anyways, but we can take control of it in order to manipulate how we feel in the moment.

Now, when it comes to reality, we basically experience it through our five senses. But the big ones are: visual, auditory, and kinesthetic or feelings. Now, these are the ones that influence us the most; and we can experience them in reality where we can really see, feel, hear, smell, and taste things but also, within our minds, we can imagine seeing things, hearing things, and having those create feelings within us.

So, remember that equation that what we imagine seeing and hearing in our minds can create feelings within us; and, sometimes, it can be feelings of confidence and excitement; and, sometimes, the way we speak to ourselves and imagine things visually can create feelings of anxiety or tension.

So, we want to take control over this; and the way we do it is to understand the concept of association and disassociation.

Now, basically, it's pretty simple. Association is associating into ... if we take visual, for example, you can associate into a visual idea. So, for example, if you think of a cake or you think of your favorite dessert, you associate into it visually by remembering all the details of it. You're connecting into it; you're associating it; you're blowing these things up in your mind.

And as you associate into that visual idea of what the cake is, what it looks like, how many layers there are, if there are sprinkles on top, what the piping looks like, as you associate into all these visual memories, oftentimes, what will happen is that it will begin to elicit a feeling within yourself.

Maybe you start salivating more; maybe you start craving that food. So, a lot of times, what people want to do is they want to cut down cravings but they don't know how to do it. They may try and just use willpower and ignore cravings.

But what we can do instead is go to the source of what is causing it and disassociate from that source. We can disassociate visually from that. Now, how do you do it?

There are a few different ways. One is you could begin to play with it and you could imagine that in between you and the cake, a wall comes down. Or you could imagine that you're in a car and you stick into reverse and **[inaudible] 0:02:28.0** it backwards; and you're getting farther and farther away from the cake.

So, you see, what's happening here is that we're disassociating from the visual representation that we're thinking about.

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Another way to do that is to begin to fill our visual focus on something else. Remember, we can only concentrate on so many things. So, if we're feeling a craving for cake, instead of thinking about cake, what we can begin to do is think about something else visually.

So, how do we do that?

We can think about a fruit salad and you imagine that fruit salad, the best fruit salad that you've seen in your life. What would it have in it? You can imagine it had grapes in it, red or green. Maybe it had pieces of watermelon; maybe it had pieces of melon; maybe it had pieces of kiwi or whatever your favorite fruits are.

And you begin to visually remember and associate into all of those things. Now, as you associate into all of those details of what the fruit salad may have, you're using up your visual capacity; and as you do that, you are naturally and automatically disassociating from that memory of the cake.

And as you do that, as you re-associate to the thing that you want and disassociate from the thing you want to stop craving, you're going to begin to, again, limit the craving for the cake and begin to increase cravings for the fruit salad.

So, do you see what we're doing? We're going to a deeper level here, though. It's not just about "let me fight the craving" because if you're unconsciously associating into that image of a cake constantly, it's going to be constantly creating cravings; and you have to fight them off all the time.

If we go kind of under the hood here, we disassociate from that visual idea and we associate into what we do want.

This is an example of a visual. The modality we're hitting here is visual, what we're seeing. And this is a very, very popular one.

Again, if you look at advertisements, what are they doing? They're trying to associate you into that visual idea and they're using auditory associations as well. Maybe they have people saying, "Hmmm!" or maybe you hear the crunch of a food. You see people smiling. Again, they're associating to the pleasure visually and auditorily. Those are the big two.

Now, in reality, we can also associate into smells and taste as well. But the process of associating into these senses and disassociating from them can be used constantly, and this is what you want to practice.

So, you're not just fighting cravings, but you're going deeper into the senses—visual, auditory, kinesthetic, smell, and taste.

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So, if, all of a sudden, you think of the smell of your grandmother's pasta sauce or something but you're trying to eat less pasta, one of the things you want to do is you want to disassociate from that representation in your mind; and you can do that by, again, filling up your mind and associating into smells that are going to bring you the cravings that you want.

Maybe it's the smell of summer air or the smell of fresh basil in the garden. So, you want smells that are more supportive of what you're trying to do.

It's the same thing with all the senses, though. You can disassociate and associate into all of them, and they are going to basically create the cravings that you have.

Again, if you **[inaudible] 0:06:06.9** the cravings that are supporting you and if you want to go to this deeper level, start paying attention to what you're associating and disassociating into sense-wise.

The big ones are the visual ones, the auditory ones, and what you're saying to yourself. Some people can be talking to themselves about dessert and say, "Oh, I can't wait to have that chocolate cake," and they're talking to themselves like this. And that's associating you into that feeling

So, play around with this. Again, this is like most things. It's about observing it first. You're not just going to change it because much of it is unconscious, but you want to begin to observe where you're having challenges. Start to look at this sense level of not just what's going on in the reality but, more importantly, of what's going on in your mind.

If you're struggling with a certain food, how are you thinking about it? When are you thinking about it? When are you associating into it? How are you associating into it?

Once you become aware of that and you observe that, then, you can create a plan to do the opposite of that or solve it by focusing on this level and doing the things we talked about—associating into the foods that are more supportive of you.

And as you do that, you're going to hit that foundational level so it feels different. It's not about cravings; it becomes about going under the hood and changing things up on a foundational level so you begin to feel the way that you want to.

Association and disassociation are very, very powerful. One of the places that you'll notice it is when you're watching television ads. They're really powerful. When you're watching a food ad, I want you to notice the level of association and disassociation.

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What are they associating you into sensually, visually, and auditorily? What smells and taste are they trying to elicit and connect you to? And what feeling does that create in you?

Pay attention to that because as you pay attention to it, then, you can start to defend yourself from it. The problem is most people don't even realize this is going on; and so, they can never even defend themselves from it.

So, pay attention to that. Focus on it. And I'll talk to you next week.

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