

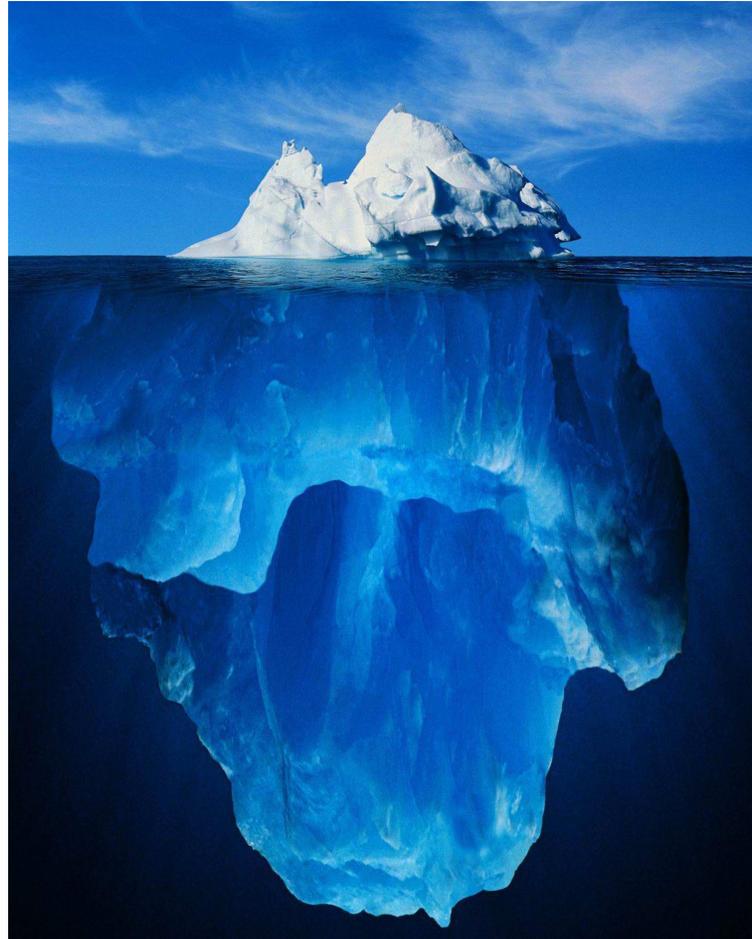


# The Anatomy of a **Bad Craving**

This is an iceberg...



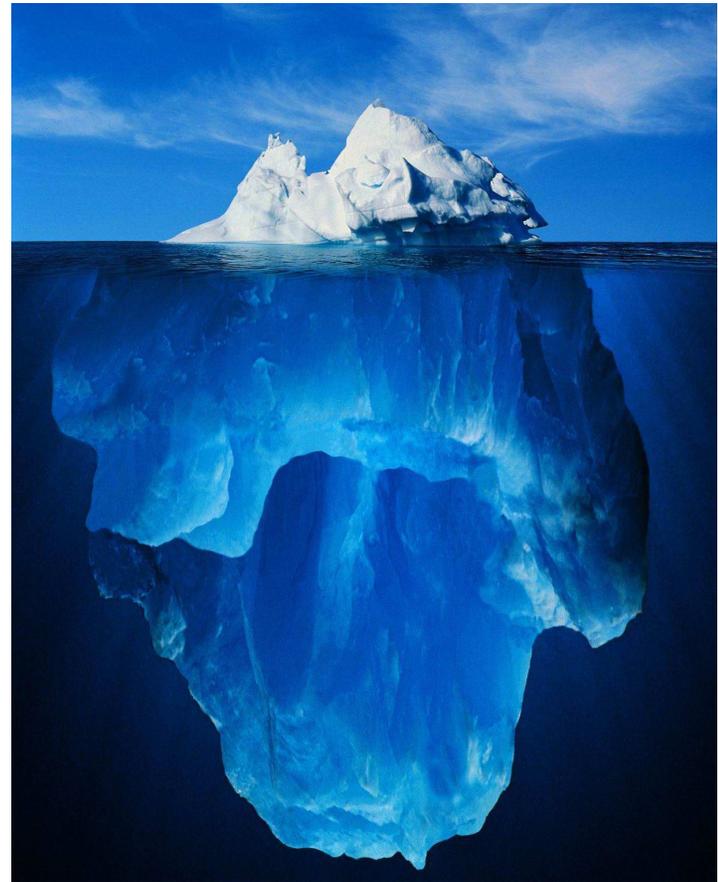
Well actually  
this is an iceberg



## Conscious Mind



is the part of you that is logical and rational and where your willpower exists. **(it's the part that knows you shouldn't eat your favorite dessert when you want to lose weight and tries to stop you from doing it).**

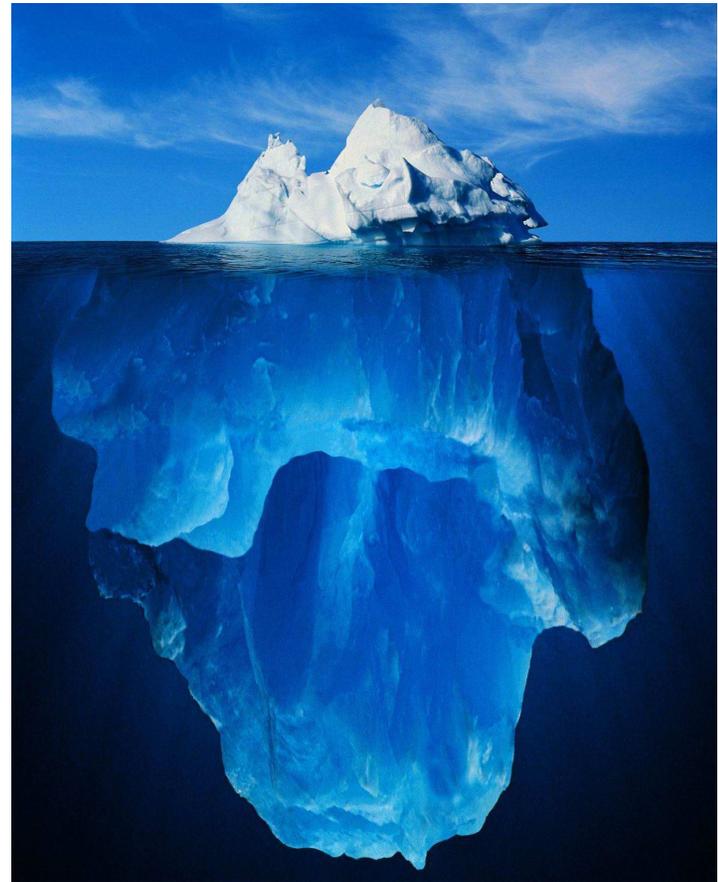


# Unconscious Mind



this is the part of you that runs all your behaviors, habits and cravings.

**(it's the part that keeps imagining in vivid detail how delicious that first bite of your favorite dessert is, causing cravings)**



**Let me show you the difference  
between them**

**When you first learned to read it was a conscious activity.**

You practiced reading and writing the letters over and over, you slowly sounded out each word, learned what it meant, and eventually it became automatic for you.



You see even right now as  
you read this you do not  
**have to think about  
how to read.**

You just do it. As a matter of fact  
you couldn't look at these words  
and not understand them.

I'll prove it to you, let's have a competition between your conscious mind and unconscious mind.

I want you to look at the following word and use all your willpower to NOT understand it...

# Flower

Could you do it?

The reason for this is because the unconscious mind is so much quicker and **powerful than the conscious mind.**

Think about it, your unconscious mind knows how to read, write, tie your shoes, drive a car, use a computer, cook, walk, and a million other things you never think about, but do automatically everyday.



**You're unhappy with  
your body or you  
wouldn't be listening  
to this.**

You don't like the way you look  
or feel and you know that not  
only does it feel bad, but it's also  
stealing the joy from your life.

And chances are  
that you regularly  
cycle through  
feelings of

**Anger**

**Frustration**

**Desperation**

**Disappointment**

Because of the weight and your  
inability to change it.

You've most likely tried everything and nothing has worked long term.

All the diets, exercise routines and equipment. Maybe even pills, supplements or personal trainers.

**the Abs Diet for Women**  
The 8-Week Plan to Flatten Your Belly and Firm Up Your Body for Life  
NEW YORK TIMES BESTSELLER

**Lose Weight And Relieve Stress FOR FREE**  
For a limited time when you sign up for a FREE...  
You'll receive a Personal (\$29.00)

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But, I'm telling you right now  
(and I've conducted over 3,000 private weight loss sessions)

**that the real reason you've struggled with  
your weight isn't even your fault.**

The reason you haven't  
**permanently**  
**lost weight is that**  
you don't **KNOW HOW TO.**

Now, I know  
you're thinking  
of course I know how to lose  
weight, I just need to...

eat better and exercise.”



But, understand this...

KNOWING WHAT TO DO IS  
NOT ENOUGH TO LOSE WEIGHT

To lose the weight for good...

YOU NEED TO KNOW **HOW** TO GET  
YOURSELF TO DO IT CONSISTENTLY

# When this happens...

you take control of your behaviors  
and can finally create the body you  
want ...naturally.

that they just tell you what to do and **never teach you how to get yourself to do it.**

**The problem with diets and exercise plans is**

Which would be  
more useful to  
you...

A book with all the nutritional  
information of every food there is.

**OR**

The ability to program your habits  
and cravings like a computer

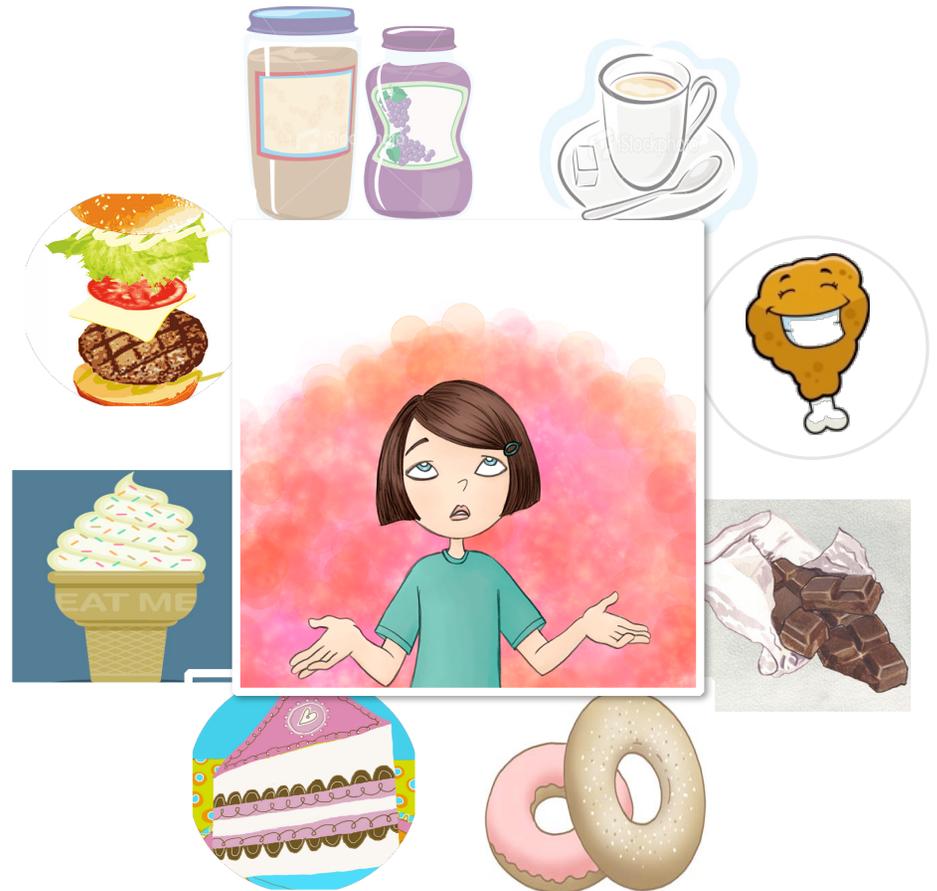
A lot of people think there is only one way to lose weight...

# Dieting

Statistically speaking, **95% of dieters** fail to lose weight permanently

Dieting requires you to **restrict foods** you like the most.

Which creates constant feelings of deprivation



Dieting is a never  
ending process of  
forcing yourself to say  
“**no**” over  
and over again

**Dieting is not a good long term plan  
because it only lasts as long as your  
conscious willpower does**

So if you want to lose weight for good you must program your more powerful unconscious mind to think and act differently.

Rather than constantly trying to fight cravings and bad habits with your limited amount of conscious willpower.

Have you ever eaten something you know you shouldn't when you're trying to lose weight?

Why did you do it?"

“Okay, dessert, that's no good. Lots of calories and it's fattening and you understand that...

**Consciously**

But unconsciously you're imagining your favorite dessert.

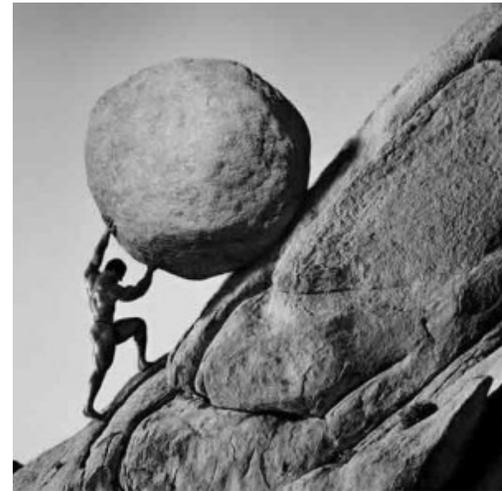
Thinking about what it looks like, smells like, tastes like and this causes your body to respond.



Now what do you think  
the **physiological  
response** is to  
**vividly thinking**  
about your favorite  
dessert is?



Trying to fight off unconscious cravings with your conscious mind is like trying to push a boulder up a mountain.



You're working against all the force of nature.

You've been struggling with your weight because you've only been using your conscious mind **and ignoring your unconscious mind**

Until you make the unconscious  
conscious, it will control your  
life and you will call it fate.

-Carl Jung

## 2 key processes of your unconscious mind...

### Your Imagination

- How you think about something

### Your Physiology

- How your body responds to your imagination

**If I say that soda is bad for you because it has a lot of sugar.**

Your conscious mind understands what it means and may even agree, but that doesn't mean that you're going to stop drinking it.

**It's just a thought...**

...it hasn't changed your  
imagination or how you feel  
because unconsciously you're  
still thinking of soda like this...



One 20oz bottle of soda contains 22 sugar packets worth of sugar?

Does that change how you think and feel about soda?



Now as long as  
you think about  
soda like this...



Your cravings will be  
decreased and it'll be  
easier to not drink it

**But it's going to be  
hard for you to keep  
thinking of it like this.**

Because  
**powerful mental  
programming  
techniques**

are constantly being used  
*against* you to influence how  
your unconscious mind  
imagines and feels.

**It wasn't always  
like this.**

Its not a coincidence that  
obesity has increased directly  
as advertising has increased.

for sweets and desserts and junk foods

**You weren't born with obsessive cravings**

The truth is that those foods that you feel so much pleasure from often times are the thing **causing you the most pain.**

You know this logically, but you don't feel it emotionally.

**Why?**

It's estimated that we're  
exposed to over  
**3000 ads** a day

All conditioning us...



To Magically  
transform this...



open happiness™

To lose weight  
permanently you  
must program your  
unconscious mind  
to think and feel  
the truth rather  
than the illusion.

# Example

I want to take you through an exercise here real quick.

**Now —**

before we do this I want you to sit up, relax your shoulders, relax your stomach and take a deep breath.

# **The “Craving Crusher” Technique**

I want you to think about a food that you would like to have more control over.

If it's ice cream, how would you normally eat it? Do you eat it straight out of the pint container or the gallon container? Do you put it on a bowl? And notice the routine aspects of it, by the way, and think about the most enjoyable way to consume that food. I want you to imagine that right now.

**Imagine in your  
mind that as you  
consume that food**

In front of a mirror – whatever  
mirror you normally look at.

**Notice that  
you're standing  
on a scale.**



**Notice if that changes the way that you feel about the food at all.**

People do this process all the time but instead of linking all the pain with the food, they link the pain to themselves.

And it becomes a self destructive process.

You need to link the pain caused by food directly to the food and you'll quickly find yourself eating very differently.

If you're going to get the changes you want, if you are going to create the body that you want.

You need to get the unconscious mind to support you

# New Body Design Workshop

- The Five Psychological Pillars of Permanent Weight Loss
- Create a Crystal Clear Idea of the Exact Body You Want
- Learn How To Take Control Of Your Weight Once and For All

**See you on the webinar!**