



Glenn Livingston, Ph.D. and Bryan Irish

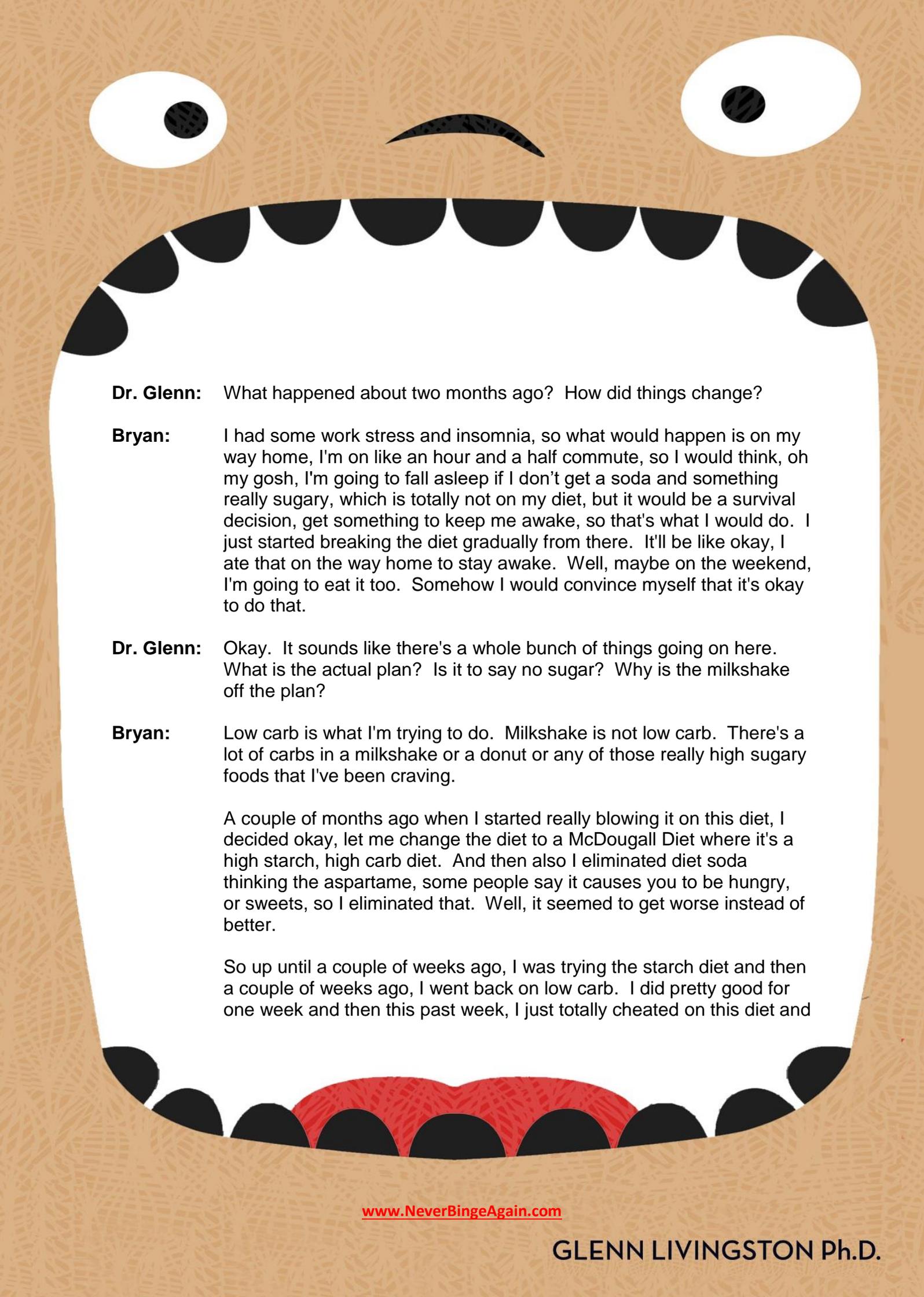
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Dr. Glenn: I'm here with a nice gentleman named Bryan who has agreed to let me record this session so I can share his strengths and struggles and observations and frustrations with you in hopes that that can help all of you too. So Bryan, how are you today?

Bryan: I'm doing pretty good, thanks.

Dr. Glenn: Good. I know that you've read the book. I know that you've been part of the reader's forum and I understand that you're still struggling to a certain extent. Do you want to update me about where you are and where you'd like to be?

Bryan: Yeah. Actually, it's been about four months and the first couple of months, I thought it was pretty easy. And then suddenly for the last two months, I really struggled. Where I'm at now is I have a hard time still -- let's say I crave a milkshake. Well, it's like my feeling is I am the one that wants to have milkshake because that's going to make me feel better instead of being able to say, "No, that's the pig that wants that. That's gross. That's pig slop" because the first couple of months, that was really easy and then suddenly, I couldn't really do it. I think it's maybe some factors that are outside of the diet like stress, stress eating and that kind of stuff. Under stress, I feel like I'm the one that wants it, not the pig.



Dr. Glenn: What happened about two months ago? How did things change?

Bryan: I had some work stress and insomnia, so what would happen is on my way home, I'm on like an hour and a half commute, so I would think, oh my gosh, I'm going to fall asleep if I don't get a soda and something really sugary, which is totally not on my diet, but it would be a survival decision, get something to keep me awake, so that's what I would do. I just started breaking the diet gradually from there. It'll be like okay, I ate that on the way home to stay awake. Well, maybe on the weekend, I'm going to eat it too. Somehow I would convince myself that it's okay to do that.

Dr. Glenn: Okay. It sounds like there's a whole bunch of things going on here. What is the actual plan? Is it to say no sugar? Why is the milkshake off the plan?

Bryan: Low carb is what I'm trying to do. Milkshake is not low carb. There's a lot of carbs in a milkshake or a donut or any of those really high sugary foods that I've been craving.

A couple of months ago when I started really blowing it on this diet, I decided okay, let me change the diet to a McDougall Diet where it's a high starch, high carb diet. And then also I eliminated diet soda thinking the aspartame, some people say it causes you to be hungry, or sweets, so I eliminated that. Well, it seemed to get worse instead of better.

So up until a couple of weeks ago, I was trying the starch diet and then a couple of weeks ago, I went back on low carb. I did pretty good for one week and then this past week, I just totally cheated on this diet and



I can't get in the groove of being able to separate my thin self from the pig.

Dr. Glenn: Okay. Let's talk about the diet and then we'll talk about the trouble in keeping it. When you think about what the diet should be, it sounds like you're gravitating towards the low carb diet at present. Could you say more specifically what the rules are that would govern that? Because there's a whole bunch of different ways to do low carb.

Bryan: Sure. Basically, I keep it below 60 carbs a day. I try to get 20 carbs at the most and that's really just from salad or green, leafy vegetables. Those are the only things that I really allow. I don't allow sugar. I don't allow dairy. I do eat cheese, but it will usually be with cheese on a burger. It's not usually cheese by itself. I eat meat mostly. Every meal, there's going to be meat. And actually, I needed to get my rules out and refresh those. That may be one of my problems.

Dr. Glenn: Okay. Well, you notice that I'm trying to make them very specific. "I'll never eat more than 60 carbohydrates in any given calendar day again," "I'll never eat sugar again," "I'll never drink milk again" and "I'll never eat cheese by itself again." That's the language I would use for the rules. Is there anything else?

Bryan: No, that's it. For me, it's a very simple diet. Well, there's no pasta. There are no starchy vegetables. Those things are not on this diet.

Dr. Glenn: "I'll never eat starchy vegetables again."

Bryan: Yeah, like potatoes. Before, I would have potatoes. Now, if I have a potato, I really don't think that's going to be put on a low carb diet.



Dr. Glenn: Okay, so, "I'll never eat starchy vegetables. I'll never eat pasta." What about grains?

Bryan: I don't eat grains. I don't have oatmeal. I don't have bread. It's a 'never' rule, not a 'sometimes' or anything like that.

Dr. Glenn: Okay. So are those rules about right? That's the bull's eye that you want to aim for.

Bryan: Yeah.

Dr. Glenn: Okay. Well, that's a pretty clear bull's eye, right?

Bryan: Yeah.

Dr. Glenn: The way we play this game is really by definition. And so, when you're saying that you're confused about whether the milkshake is the pig or you, if you look at the rules, then by definition it's the pig because any voice in your head that says you should ever have sugar again in any form whatsoever now we're in the future, by definition, that's the pig. That's just how we define that. Does that make sense?

Bryan: Yeah.

Dr. Glenn: It might sound like I'm saying something that's kind of obvious, but it's important because what happens is we drift away from those definitions and that's the first way that the pig gets to confuse us about whether it's us or it's them. So we want to go back to the acid test and have that foremost in our minds so we can always tell is this the pig or is this me.



What can happen at that point is that you could decide that even though it is the pig, you're going to let it out. It's better to understand it like that than to feel like the pig confused you and got the better of you.

Bryan: Mm-hmm.

Dr. Glenn: The reason that's better, Bryan, is because even though we might feel a little bit of shame or guilt about that, we haven't relinquished our power. We've maintained a separation between ourselves and the pig. We're free human beings. We really believe in free will, but with this clarity of focus then we're making conscious decisions. And when you keep making conscious decisions, eventually you figure out that it doesn't really make sense to keep letting the pig out because when you weigh the pros and the cons, the pros really line up on the side of keeping the pig in.

Bryan: Yeah.

Dr. Glenn: There are a couple of other things that could be going on. Not everybody does well on a low carb diet. If you think you will then certainly we should give that a try. Not everybody does. If you are on a diet like this, you need to make sure that you are eating frequently enough throughout the day.

It takes a little while for your body to turn the food that you're eating into the glucose that your brain needs, so you need to really even out and keep up your blood sugar throughout the day because if you are experiencing stress -- people don't really understand this, but the brain's ability to make decisions is glucose-depleting. And as you go through the day -- and work stress really forces a lot of decisions on you because you probably have responsibilities and a lot of them are



conflicting and you constantly have to prioritize things and to decide, "This person is going to be upset, but I have to make this person upset so this other person is going to be happy." You're laughing is probably what's happening.

Bryan: Yes.

Dr. Glenn: So each one of those decisions takes a lot of brain glucose and if you let your brain glucose degrade over the course of the day and you keep pushing those decisions on yourself then by the end of the day, your brain is going to feel like it's starving and it's going to try to force you to be less discriminating.

Now, the reason that I tell people that we can make the pig suffer and that we want to make the pig suffer is so that if you do wind up in that situation, you know that you don't have to eat. "It's okay. You're very unlikely to starve at any given 24-hour period if you don't eat." The brain is actually lying. What it's really saying is, "I would be a lot more comfortable if we eat something now. Any glucose is bad."

Bryan: Yeah.

Dr. Glenn: You following me so far?

Bryan: Yeah, totally, yeah.

Dr. Glenn: Yeah. So one of the first things we want to do is take a look at your days and how you prepare for them and are you packing enough food to keep with you. You have a lot of restrictive rules, but do you have any incorporative rules?



Bryan: No, no. I haven't been following those rules. I'm doing low carb because actually it was really successful in the past and my rules were probably much more clearer in the past than now because in preparation for the day, I would bring lunch. I would have a lunch ready. I would have even a snack to eat on the way home. So yeah, I think the preparation is something I didn't want to think about.

Dr. Glenn: I'm going to suggest a couple of incorporative rules and you tell me if we're wording them correctly or if you'd like to change it. One thing that can help in a situation like this is "I will always review my food plan for the next day in writing before I go to bed." I'm going to call it a hypothetical food plan.

Bryan: Okay.

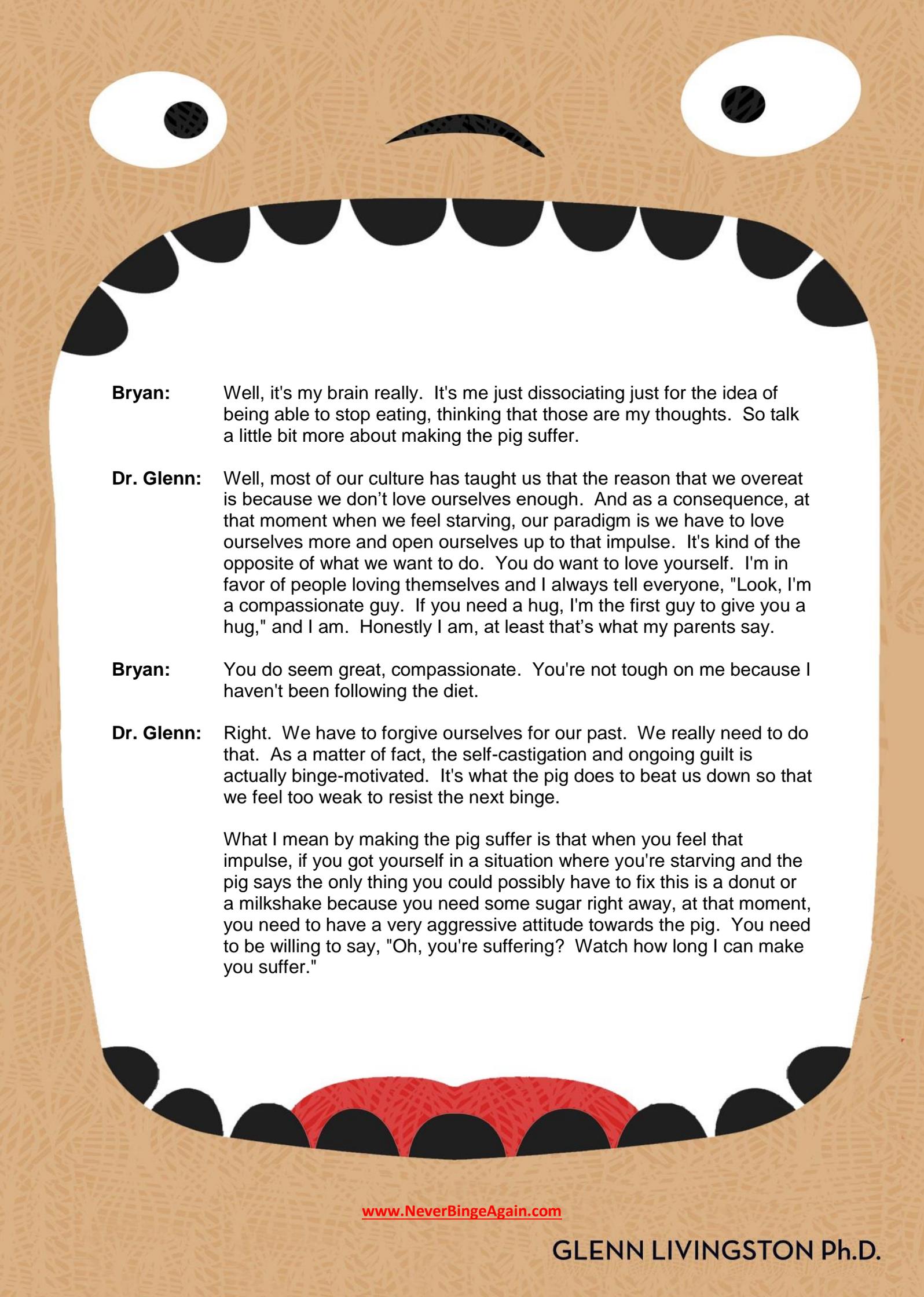
Dr. Glenn: And what I mean by that is that before you go to bed at night, you review what the next day has in store for you. You take inventory of what breaks you're going to have, what food resources are available, what you might want to pack and take with you, and you just don't go to bed until you're prepared for the next day. What do you think?

Bryan: That actually makes sense and that is kind of what I was doing before, so that does make a lot of sense. I just wasn't thinking of trying that again.

Dr. Glenn: That's what happens, is the pig likes to make us forget about the things that worked.

Bryan: Yeah.

Dr. Glenn: It's really good at that.



Bryan: Well, it's my brain really. It's me just dissociating just for the idea of being able to stop eating, thinking that those are my thoughts. So talk a little bit more about making the pig suffer.

Dr. Glenn: Well, most of our culture has taught us that the reason that we overeat is because we don't love ourselves enough. And as a consequence, at that moment when we feel starving, our paradigm is we have to love ourselves more and open ourselves up to that impulse. It's kind of the opposite of what we want to do. You do want to love yourself. I'm in favor of people loving themselves and I always tell everyone, "Look, I'm a compassionate guy. If you need a hug, I'm the first guy to give you a hug," and I am. Honestly I am, at least that's what my parents say.

Bryan: You do seem great, compassionate. You're not tough on me because I haven't been following the diet.

Dr. Glenn: Right. We have to forgive ourselves for our past. We really need to do that. As a matter of fact, the self-castigation and ongoing guilt is actually binge-motivated. It's what the pig does to beat us down so that we feel too weak to resist the next binge.

What I mean by making the pig suffer is that when you feel that impulse, if you got yourself in a situation where you're starving and the pig says the only thing you could possibly have to fix this is a donut or a milkshake because you need some sugar right away, at that moment, you need to have a very aggressive attitude towards the pig. You need to be willing to say, "Oh, you're suffering? Watch how long I can make you suffer."



What you really want to do for yourself once you wake up is go out and get something that's on your plan. I don't want you starving. I want you to have even blood glucose so you could make these decisions and get through these stressful times, but it's okay to make the pig suffer. The pig certainly made you suffer for years, right?

Bryan: Yeah.

Dr. Glenn: Make sense, Bryan?

Bryan: Yeah, make sense. That's a good plan. Just the night before, think about what I'm going to eat and prepare for the next day, review the rules. And then in those moments when I think I want to get a milkshake, well, that's really the pig saying that. Just get a more aggressive attitude towards the pig more than just saying, "Well, that's pig slop. I don't eat pig slop." I think in the past, I used to just say, "Well, that's gross. I don't like those things. I don't eat that kind of stuff," but more aggressive -- I don't know. I'm not sure how I'm going to think about that.

Dr. Glenn: "You're uncomfortable, pig? Good. I'm glad you're uncomfortable. You've made me miserable for years. I'm going to make you miserable."

Bryan: Yeah, okay.

Dr. Glenn: It's just a temporary strategy to get you through the moment and get the pig to shut up. What you want to really do is understand it as a signal if there's something physiologically you didn't take care of for yourself that day and you want to analyze the day and see did you have enough food before. You can also restore the balance in your



brain to a certain extent by walking outside and breathing for a couple of minutes, by meditating for a couple of minutes.

Bryan: You're right. I used to do that too. My hunger would go away by just going on a quick walk. On my breaks at work, if I was thinking, "Oh boy, I'd have to eat some chocolate. I'm really craving some chocolate," I would take a walk and that would actually help sometimes, so I think you're right. I didn't think of that before. I did that before, but I haven't been thinking about that recently.

Dr. Glenn: Bryan, it will also help restore your brain's ability to deal with the work if you take those breaks. You might think, "Well, I've got three hours left on the day and I've got 42 decisions to make and all this work to do. I can't afford to go outside," but the truth is you can't afford not to.

Bryan: Yeah. Well, I've been working through my brains, yeah.

Dr. Glenn: That doesn't surprise me. What else did you use to do that worked that you might have stopped doing?

Bryan: Well, I definitely want to sleep earlier. For some reason, I'm always up late thinking about -- actually thinking about problems. I think that's usually one. I feel like I don't want to go to sleep yet, I want to relax my mind, so I'm choosing the wrong strategies to relax my mind usually, I think.

Dr. Glenn: Has there been anything that does relax your mind in the evening?

Bryan: I have some meditation CDs that I used to listen to. That would relax my mind and then usually I could just fall asleep right away after listening to those.



Dr. Glenn: Oh, that'd be fabulous to reinstitute that.

Bryan: Yeah.

Dr. Glenn: Do you want to make that a rule or just a guideline?

Bryan: That probably should be a rule. I'm writing it down too as part of my night routine after reviewing the food plan. I'm just going to set that. Once I have that food plan set, I don't have to think about it, set it aside, listen to the meditation CD then I should be able to go to sleep on time so I'm not exhausted the next day. That daily exhaustion is kind of one of the big triggers that's making me want to eat sugar because I'm so tired. My brain wants glucose, like you said.

Dr. Glenn: Yes, and it doesn't get a chance to restore the neurochemical balance in the way that it really needs to. This is good, Bryan. What else? What else did you use to do?

Bryan: Well, I used to go to the gym. I haven't gone to the gym in a long time now. Yeah, I used to go to the gym and just walk on the treadmill every day for 45 minutes to an hour and then sit on the sauna for a few minutes. And just that little amount of time, only like an hour, and I've been thinking about why don't I just have time to go to the gym? I get home and I'm so tired. I don't want to go to the gym. You can almost say the pig is convincing me not to go to the gym. Do you know what I'm saying? I think you have -- what's the other guy that you know?

Dr. Glenn: Howie Jacobson talks about the inner sloth. He's putting a program together for us in September, yup.



Bryan: Yeah, so it's really similar to that. It's similar to that where it's like my thin self wants to go to the gym, but the pig is convincing me, "No, don't go to the gym. You're too tired. You're not going to have energy. Just relax and act like a sloth."

Dr. Glenn: Bryan, what do you think about maybe walking on the treadmill for ten minutes and then hopping in the sauna for ten minutes?

Bryan: That's doable because that's very short. That's a short amount of time, yeah.

Dr. Glenn: Yeah, so I will go to the gym -- let's say, "I will do ten minutes on the treadmill." Should we say five days a week so that you can have a little break if you need to?

Bryan: Sure. That sounds like a good plan, yeah.

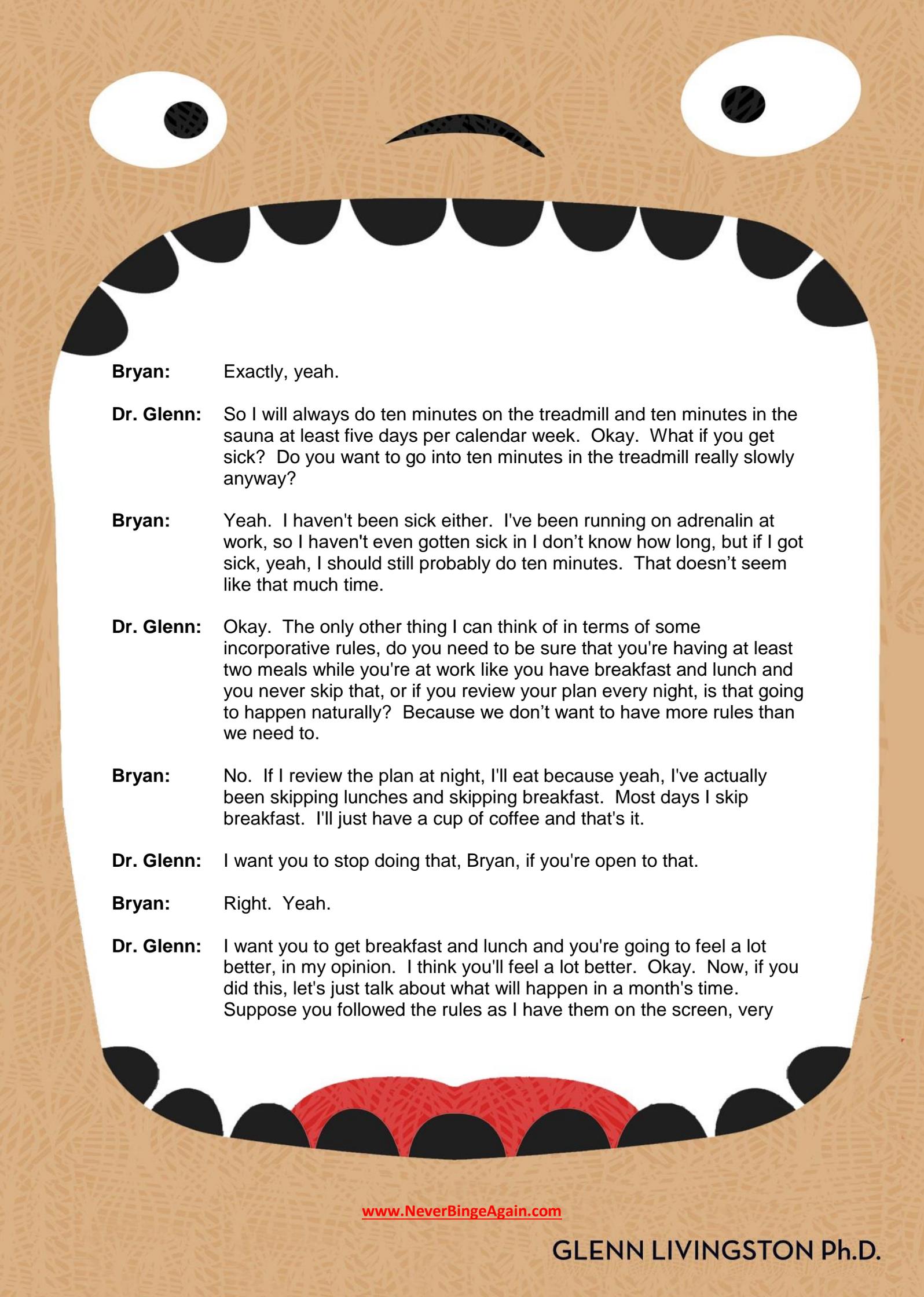
Dr. Glenn: Five days per calendar week, and the calendar week would be from like Sunday to Saturday.

Bryan: Yeah.

Dr. Glenn: Do you need to include the sauna in that or is that just a natural outgrowth of if you go there for ten minutes on the treadmill, you'll get in the sauna?

Bryan: Let's include the sauna because somehow it made me feel better or refreshed or something.

Dr. Glenn: Well, it helps you sweat a little more, get out some of the toxins.



Bryan: Exactly, yeah.

Dr. Glenn: So I will always do ten minutes on the treadmill and ten minutes in the sauna at least five days per calendar week. Okay. What if you get sick? Do you want to go into ten minutes in the treadmill really slowly anyway?

Bryan: Yeah. I haven't been sick either. I've been running on adrenalin at work, so I haven't even gotten sick in I don't know how long, but if I got sick, yeah, I should still probably do ten minutes. That doesn't seem like that much time.

Dr. Glenn: Okay. The only other thing I can think of in terms of some incorporative rules, do you need to be sure that you're having at least two meals while you're at work like you have breakfast and lunch and you never skip that, or if you review your plan every night, is that going to happen naturally? Because we don't want to have more rules than we need to.

Bryan: No. If I review the plan at night, I'll eat because yeah, I've actually been skipping lunches and skipping breakfast. Most days I skip breakfast. I'll just have a cup of coffee and that's it.

Dr. Glenn: I want you to stop doing that, Bryan, if you're open to that.

Bryan: Right. Yeah.

Dr. Glenn: I want you to get breakfast and lunch and you're going to feel a lot better, in my opinion. I think you'll feel a lot better. Okay. Now, if you did this, let's just talk about what will happen in a month's time. Suppose you followed the rules as I have them on the screen, very



specific rules, low carb diet, planning things out, going to the gym, meditating at night. I know that your inner pig says you can't, but what if you did? What would life be like in a month from now?

Bryan: I've done that before and I actually remember before, my energy was higher. I was losing weight much easier. I was happier about my lifestyle and I told people about that and people would be surprised. My boss at the time, she just said, "I started doing the same thing" and she lost weight. I think I would just be happier.

Dr. Glenn: So you'd be generally happier. Why is it important to you to lose weight more easily?

Bryan: I know that I'm in the obese category. I'm much heavier than I really should be. I haven't been below 200 pounds in a long time.

Dr. Glenn: This might sound like a silly question or an obvious question, but what I'm after is your motivation and being in the category or what the doctor tells you is different than why you want to be under 200 pounds. What's in it for you if you're under 200 pounds?

Bryan: I just would feel better about myself. I think the self-image is just not really very good being so overweight. My self-image would just be better.

Dr. Glenn: You'd be more confident. What do you mean by self-image?

Bryan: I feel like a failure when I'm overweight and I can't lose weight and I feel like if I was thinner, I would feel a lot more confident around people. I think being overweight, you sometimes think that other people don't like you or accept you because you're overweight. That's



kind of a thought that goes through my mind, so I think people are more accepting of me and I'm accepting of myself maybe more when I'm thinner.

Dr. Glenn: So you'd feel more accepting of yourself. That makes sense. If you were more accepting of yourself and were confident around people, what would I see from the outside? How would that be different?

Bryan: I would just be happier. I think that people would look at me more like I'm happy. A lot of times at work, I think people think I'm grumpy, so I would just be a happier person.

Dr. Glenn: Okay, perceived as less grumpy, happier person. Your voice kind of lit up when you were talking about your influence on your boss and she lost weight also. Why was that important to you?

Bryan: We don't get along too good at work actually, but that was one thing that we connected on. I don't know why. It's like at work, sometimes it seems like I can never be good enough, but in this diet thing when I suggested that to her and then she started losing weight, she started telling everybody that she started doing this low carb diet because Bryan told her about the diet.

Dr. Glenn: I see.

Bryan: So otherwise, we don't really connect on a lot of levels and a lot of my work stress comes from that.

Dr. Glenn: So it took the edge off of the relationship. It took the edge off of her disapproval.



Bryan: Yeah.

Dr. Glenn: Okay, very good. Okay, so you'd be more confident. You'd have more energy. What would you do with that energy?

Bryan: People have asked me to go play basketball with them or go play golf and I just don't feel like I have the energy. Basketball, for sure. I just don't have the energy. Even just golf, it's a very slow sport, but I just don't feel athletic. It's sort of like I'm not feeling athletic enough to really get out there and do it.

Dr. Glenn: So you could do those kinds of things.

Bryan: Yeah.

Dr. Glenn: What else? Anything that would change with friends or family or financially?

Bryan: Well, I'm single, so I think I would feel more confident to approach women.

Dr. Glenn: So you could approach women and start dating again.

Bryan: Yeah.

Dr. Glenn: I hear that a lot.

Bryan: That's a big thing there. It's really hard to feel confident with women if you just don't feel like you're measuring up to what the standard seems to be in society for people that are thin and in shape and look that way. It's really hard to feel like I can approach women, or if I do, it's sort of



like I'm their brother or their friend, but could never really get out of the friend zone.

Dr. Glenn: So you don't want to be a brother or a friend.

Bryan: Yeah.

Dr. Glenn: Yup. That can get old. It can also be different.

Bryan: I think maybe just being healthier and feeling more safe about my future because I had cancer about four years ago and it's gone now, but I do worry like when I get older, I just want to be healthy. You don't want to have cancer come back or have other problems for my health.

Dr. Glenn: And because we know a lot of cancer feeds on sugar, you'd be less worried about that.

Bryan: Yeah, that's true. I did read that it feeds on sugar.

Dr. Glenn: Okay, very good, Bryan. Those are all great reasons. If you were to stay with this for a whole year and not just 30 days, is there anything else you would add to the list or would it just be an enhancement, an exaggeration of all these benefits?

Bryan: Part of me starts wanting to think that if ever thin a year from now, I would probably want to eat those junk foods again. Part of me just still feels like yeah, why not? If I'm thin, everybody else who's thin can eat milkshakes, eat pizza and tacos, chocolate. It's kind of a problem here because I might be thinking down the road that I would cheat and just gain the weight back again.



Dr. Glenn: If we're looking at your higher self and not your inner pig, are you saying that you would want to incorporate some of these foods back into your diet if you could stay thin or --

Bryan: Yeah. Actually, that's probably the way I would put it, yeah, not that I would start cheating on the diet, but I would incorporate those back into the diet in controlled measures so that I'm not totally going back into this pig lifestyle.

Dr. Glenn: Okay, so you might be able to incorporate a few treat foods back into your food plan. There are some people that just do better to get them out of their diet entirely and I happen to be one of those people. I just don't have chocolate. I've tried incorporating it back and every time I do, it's a disaster, so I just don't do it, but there are a lot of other people in your situation exactly that do fine once they reach their goal weight and they start to make some adjustments slowly and have very measured ways of incorporating that back and it's really important to them and they do fine, so that's up to you.

Bryan: I have tried that where I lost weight and then incorporated stuff back into the diet and I was able to still maintain or even lose weight, so I would probably have to be cautious of that by thinking in the future I'd like to try that.

Dr. Glenn: What I found is that it needs to be very specific parameters.

Bryan: Okay.

Dr. Glenn: I did know a guy -- I forget if I knew him from a group or if I saw a documentary or something, but he weighed 700 pounds and mostly he gained the weight on frankfurters. He's from New York City, so you



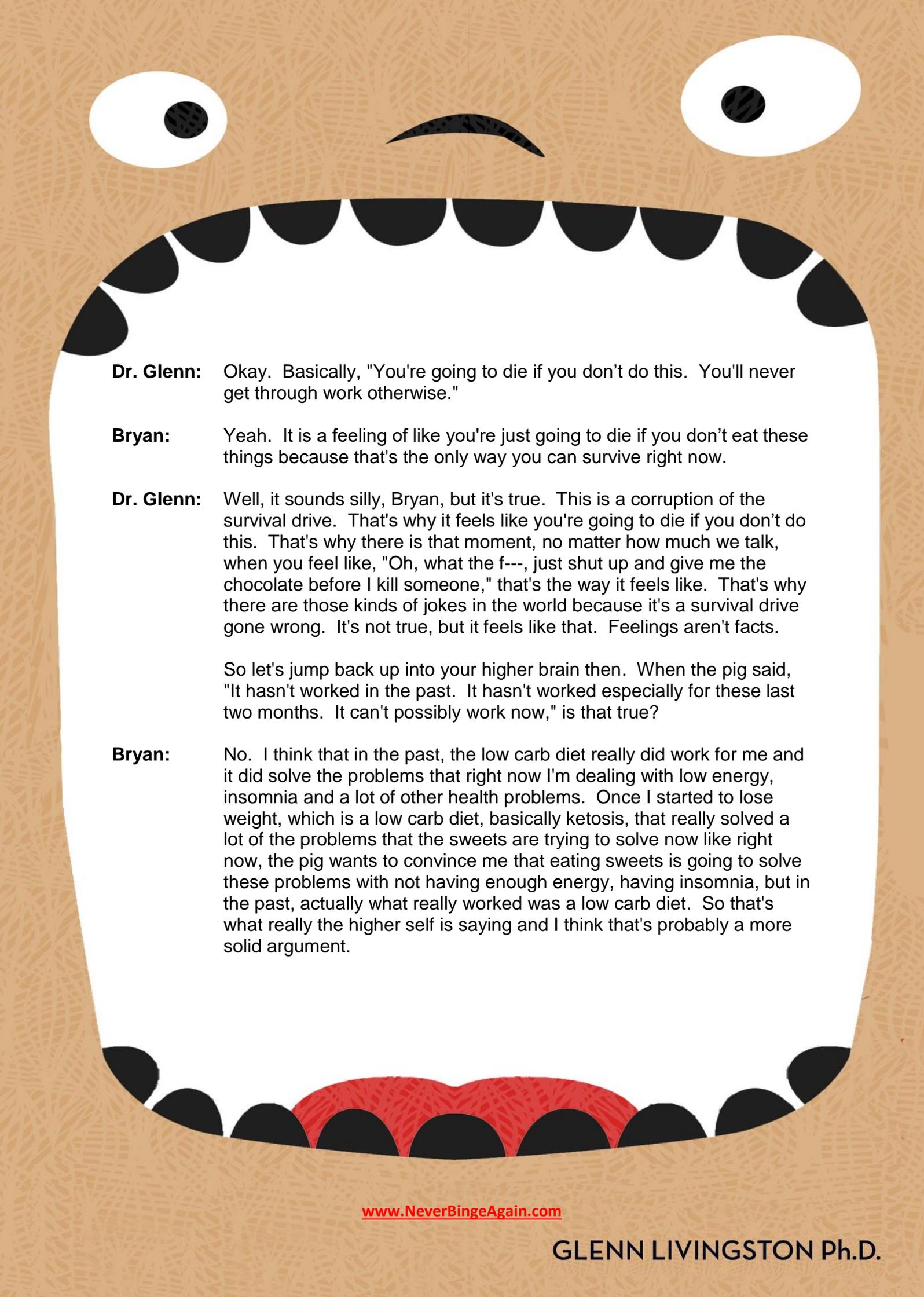
can think of frankfurters. He lost the weight. He got down to like 180 because that's his goal weight for a while because he gave up frankfurters entirely, then he had one frankfurter and he gained all the weight back. People were joking it must have been a big frankfurter. Yes, it's a pretty big frankfurter. Only you will know if that's the case for you or not, if you're capable of it or not, but it's possible and we could try adding something in very specific measure at that time.

All right. There's more that I want to ask you about this, but in the interest of time, I wonder if we should give your pig a chance. What I'd like you to do is ask your pig, tell it this is its only chance to tell you all of the reasons that you shouldn't do this, shouldn't do it, can't do it, won't be able to do it. What does the pig say?

Bryan: Well, this hadn't worked in the past, at least the last two months. So until all these other problems at work are fixed then just keeping the sweets because that's the best way to just get through the day. These are the words that I've actually thought in my mind, which is really the pig squeal, but until I get through this period of difficulty at work and insomnia, if I can fix the insomnia, maybe then I could do a diet and really stick to the diet, but until then, this is just survival to eat donuts and milkshakes and chocolate and soda. Those are the things that go through my mind because other arguments that have been made in my mind, already they justify cheating on this diet.

Dr. Glenn: So those are the main ones. What else does the pig say? This is its chance.

Bryan: I don't think it has much more of an argument than that.



Dr. Glenn: Okay. Basically, "You're going to die if you don't do this. You'll never get through work otherwise."

Bryan: Yeah. It is a feeling of like you're just going to die if you don't eat these things because that's the only way you can survive right now.

Dr. Glenn: Well, it sounds silly, Bryan, but it's true. This is a corruption of the survival drive. That's why it feels like you're going to die if you don't do this. That's why there is that moment, no matter how much we talk, when you feel like, "Oh, what the f---, just shut up and give me the chocolate before I kill someone," that's the way it feels like. That's why there are those kinds of jokes in the world because it's a survival drive gone wrong. It's not true, but it feels like that. Feelings aren't facts.

So let's jump back up into your higher brain then. When the pig said, "It hasn't worked in the past. It hasn't worked especially for these last two months. It can't possibly work now," is that true?

Bryan: No. I think that in the past, the low carb diet really did work for me and it did solve the problems that right now I'm dealing with low energy, insomnia and a lot of other health problems. Once I started to lose weight, which is a low carb diet, basically ketosis, that really solved a lot of the problems that the sweets are trying to solve now like right now, the pig wants to convince me that eating sweets is going to solve these problems with not having enough energy, having insomnia, but in the past, actually what really worked was a low carb diet. So that's what really the higher self is saying and I think that's probably a more solid argument.



Dr. Glenn: Yeah. As a matter of fact, it's not only that this can work, but it might be the only thing that did work, only thing that's proven to work for you, right?

Bryan: Yeah.

Dr. Glenn: Okay. Is there anything else that did work?

Bryan: All the things that we talked about today, low carb and exercising and having a routine about what food I'm going to bring to work, when I'm going to exercise. All those routine behaviors are actually the behaviors that were most successful in the past.

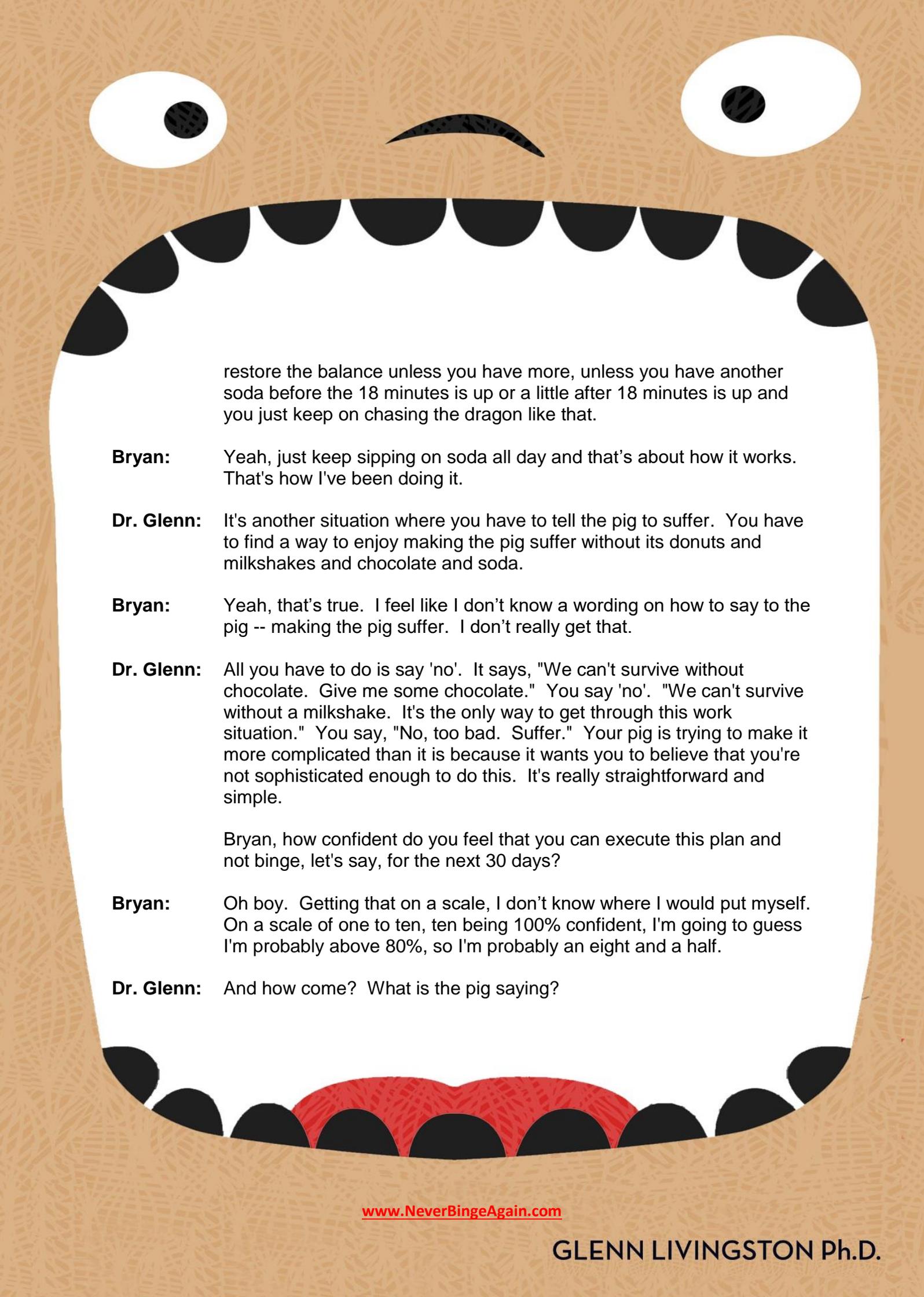
Dr. Glenn: Yeah, and listening to the meditation CDs at night and putting together a food plan and doing some preparation. And so, when the pig says, "You must keep eating until we fix these problems at work because it's the only way to get through the day. We're not going to survive without donuts, milkshakes, chocolate and soda," is that true?

Bryan: It's not really true. In the moment that it's happening, it seems like it's helping because the sugar rush just helps me get through it, but it really doesn't help in the long run because a lot of disadvantages to that in the long run.

Dr. Glenn: It gives you 18 minutes of energy. You have energy for about 18 minutes followed by a few hours of a crash.

Bryan: Oh, okay.

Dr. Glenn: That's just how it works. That's what the study say, at least a couple of hours of crash afterwards and your body has to do all sorts of things to



restore the balance unless you have more, unless you have another soda before the 18 minutes is up or a little after 18 minutes is up and you just keep on chasing the dragon like that.

Bryan: Yeah, just keep sipping on soda all day and that's about how it works. That's how I've been doing it.

Dr. Glenn: It's another situation where you have to tell the pig to suffer. You have to find a way to enjoy making the pig suffer without its donuts and milkshakes and chocolate and soda.

Bryan: Yeah, that's true. I feel like I don't know a wording on how to say to the pig -- making the pig suffer. I don't really get that.

Dr. Glenn: All you have to do is say 'no'. It says, "We can't survive without chocolate. Give me some chocolate." You say 'no'. "We can't survive without a milkshake. It's the only way to get through this work situation." You say, "No, too bad. Suffer." Your pig is trying to make it more complicated than it is because it wants you to believe that you're not sophisticated enough to do this. It's really straightforward and simple.

Bryan, how confident do you feel that you can execute this plan and not binge, let's say, for the next 30 days?

Bryan: Oh boy. Getting that on a scale, I don't know where I would put myself. On a scale of one to ten, ten being 100% confident, I'm going to guess I'm probably above 80%, so I'm probably an eight and a half.

Dr. Glenn: And how come? What is the pig saying?



Bryan: I don't know. I think it's just because I haven't really been able to do this for the last couple of months. Maybe I've been beating myself up or something, not being able to stick to the plan. I kind of feel like every day I want to follow this plan, but I just can't make myself do it. I don't know if it's your book that talks about white-knuckling it through the day, but yeah, it's kind of like that. I'm feeling like I just have to white-knuckle it and I don't really want to do that.

Dr. Glenn: Bryan, I think you're white-knuckling it because you let go of these other behaviors. There are two parts of it. One part is making the pig suffer, but then the part that's even more important is taking care of yourself. That's where the food prep comes in and the meditation comes in and going to the gym for ten minutes comes in. If you start doing these things, you're not going to have to white-knuckle it the same way. You're making sure you're having breakfast and lunch and you won't have to be in as much discomfort and pain throughout the day.

Bryan: Yeah, that's true. It's just getting back into the right routines.

Dr. Glenn: Do you want to do that? Please don't feel pressure from me.

Bryan: I do and the reason why I'm not a ten on the scale of one to ten is because I don't know if I'm going to have the energy, but I'm just going to have to try. It doesn't make any sense.

Dr. Glenn: The pig says you won't have the energy and you haven't been able to do it so far, so you have to fail in the future. So let's look at the energy. When you were involved with these routines before, did you have enough energy to get through your day?



Bryan: Usually in the beginning I don't, but I just do it and then it becomes part of the routine after just a few days. For example, just craving for sweets usually goes away after just maybe three or four days. That's usually what happens, but it's those three or four days to get through it. I think what's happened is I keep hitting reset. I go through two or three days and then that third day right before those cravings are supposed to go away, I usually break the diet and then it's starting it all over again.

Dr. Glenn: Well, what do you think about during the first five days or so? Planning to eat a little extra.

Bryan: Okay. I could try that, yeah.

Dr. Glenn: Even if you're not really hungry, just have a little bit of extra so you don't have as many cravings.

Bryan: That's something I haven't tried before. I used to eat less rather than more, but I haven't tried that before where I just would eat a little bit more.

Dr. Glenn: And who cares if you lose weight this week, right? What's really important is to get you on this plan.

Bryan: Sure, yeah.

Dr. Glenn: What do you think?

Bryan: That makes sense to do it that way.



Dr. Glenn: So you can eat a little extra. When the pig says you haven't done it in the past or you're going to continue to fail, what percentage of people who've been successful at something do you think were successful on the first try?

Bryan: I don't know, maybe not too many. They always give Thomas Edison with the light bulb as an example. It usually is not the first time.

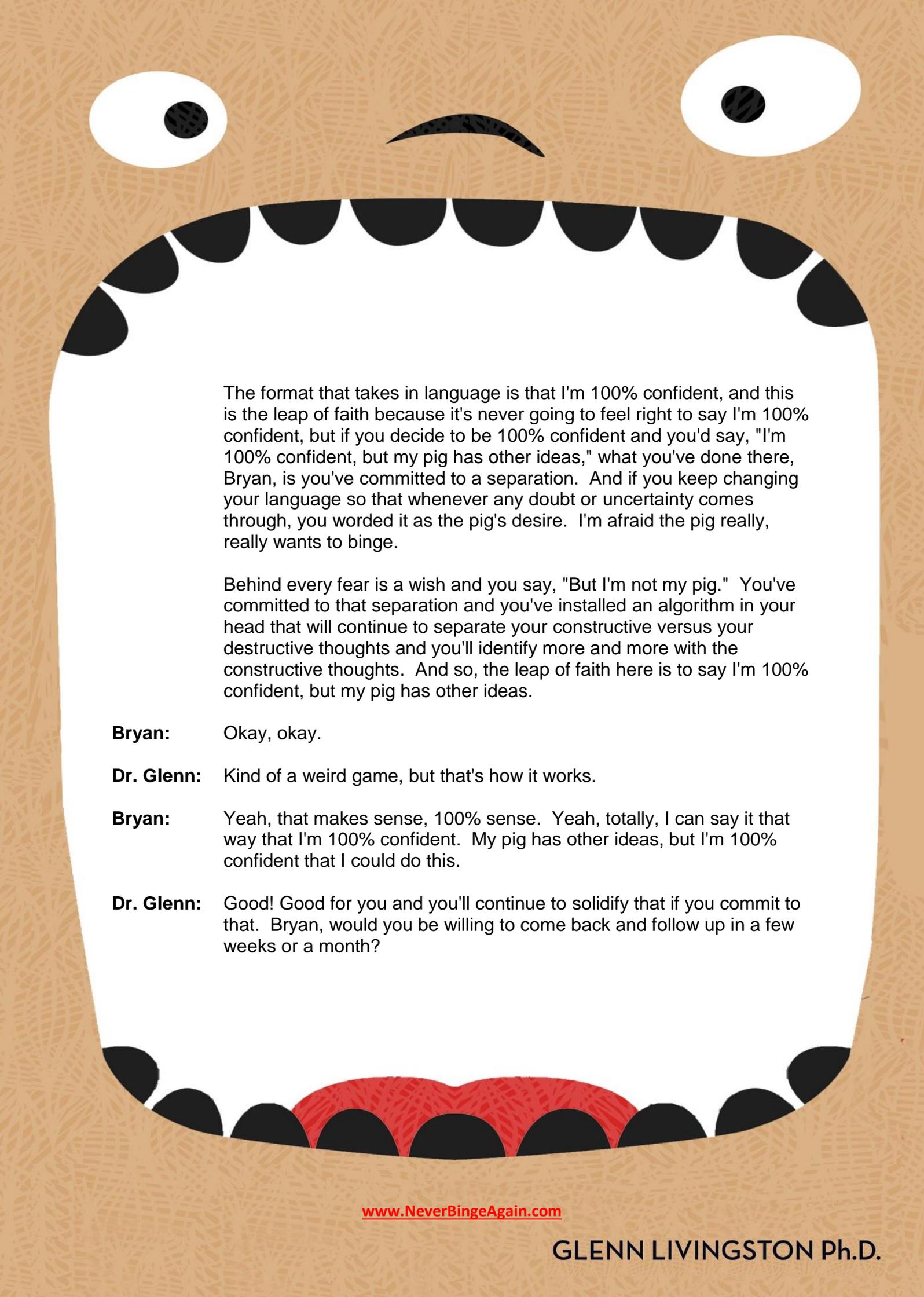
Dr. Glenn: Right. Winners keep getting up. The psychology of winning is to fall down seven times, get up eight times.

Bryan: Yeah.

Dr. Glenn: It certainly was like that for me. This wasn't a miracle for me. I had to fall down a whole bunch of times to figure it out. If I were to ask you how confident you are now, what would you say honestly?

Bryan: I think I'm pretty confident in the ability to do this because I've done it before, so I think my confidence is high, yeah.

Dr. Glenn: You're talking about the last little part, which I call the leap of faith, and the reason it's the leap of faith is because the lizard brain is always there. The pig is always there and we all know that there'll be some time when the craving comes even though it diminishes over a couple of months as you stop feeding it. We all know the pig is always there. We can't cut the lizard brain out of our brain because we need it to survive. It's just been misdirected and we have those memories, but even though we can't cut it out and there's always that underlying angst or agitation that says, "Well, it's there and it could take over if I decide to let it," what we can do is commit to a separation of our human identities from this thing that we have to live with.



The format that takes in language is that I'm 100% confident, and this is the leap of faith because it's never going to feel right to say I'm 100% confident, but if you decide to be 100% confident and you'd say, "I'm 100% confident, but my pig has other ideas," what you've done there, Bryan, is you've committed to a separation. And if you keep changing your language so that whenever any doubt or uncertainty comes through, you worded it as the pig's desire. I'm afraid the pig really, really wants to binge.

Behind every fear is a wish and you say, "But I'm not my pig." You've committed to that separation and you've installed an algorithm in your head that will continue to separate your constructive versus your destructive thoughts and you'll identify more and more with the constructive thoughts. And so, the leap of faith here is to say I'm 100% confident, but my pig has other ideas.

Bryan: Okay, okay.

Dr. Glenn: Kind of a weird game, but that's how it works.

Bryan: Yeah, that makes sense, 100% sense. Yeah, totally, I can say it that way that I'm 100% confident. My pig has other ideas, but I'm 100% confident that I could do this.

Dr. Glenn: Good! Good for you and you'll continue to solidify that if you commit to that. Bryan, would you be willing to come back and follow up in a few weeks or a month?



Bryan: Yeah. Actually, I've been thinking about that. I think I need to talk to you about or sign up on your site or one of the consultation packages that you do.

Dr. Glenn: At FixYourFoodProblem.com, we have a comprehensive program where I do group coaching for a month and then there's an unlimited follow-up for a couple of months to really nail this down for people.

Bryan: Yeah. I really thought about doing that. I haven't gone to the site to do that though.

Dr. Glenn: You're welcome to join us in September.

Bryan: Right.

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fix your food problem fast please visit
www.FixYourFoodProblem.com

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