



## Glenn Livingston, Ph.D. and Howie Jacobson, Ph.D. on Finding the Motivation

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**Dr. Glenn:** Well hey, this is the very good Glenn Livingston with Never Binge Again and I am here with Howie Jacobson from plantyourself.com. How are you Howie?

**Howie:** Very well, looking forward to this.

**Dr. Glenn:** Good, me too. I asked Howie if he might be willing to do a little demonstration with me, and the demonstration has to do with finding the motivation to make a particular change in your diet or health routine and congealing it into what I would call a big why, a big why statement that you can hold on to and remember and keep you motivated. And then of course we can deal with the pig's objections and talk about how to overcome them.

But I find that with a lot of clients who are struggling and continuing to change their mind that finding their big why and finding a way to hold on to it is proving to be very effective, very effective so I wanted to just talk about that a little bit today. So Howie and I are going to demonstrate it for 20 minutes or so and then we're going to talk about what we did so that you can consider doing it at home.



With that Howie, are you willing to be the guinea pig today? I know you are, say yes.

**Howie:** Yes. Is that the right answer?

**Dr. Glenn:** It's the right answer. What I would need you to do to be a good guinea pig is just think about is just think about something you've been wanting to implement to improve your diet or health routine in any way whatsoever.

**Howie:** Okay.

**Dr. Glenn:** Tell me about it.

**Howie:** Well, I got a couple. If one of them is diet and the other one is not, would you like to stick with the diet for the purposes of this?

**Dr. Glenn:** You don't have to, whatever is more important to you right now.

**Howie:** I'll do the diet.

**Dr. Glenn:** Okay.

**Howie:** Here is the thing, I'm very clear on what I eat and what I don't eat but I'm a little bit less clear on quantities of certain foods that I should eat in smaller quantities. And specifically I'm talking about things like nuts, nut butters, avocados. People don't think I'm overweight but I think I'm overweight and it's not about vanity or anorexia. I'm a little overweight, so it would be great to not be. I exercise and I eat a model diet but I know what gets me is when I'm so tired or if someone else is cooking the high-fat foods, like I could eat a whole avocado. A serving of



avocado should be like a fifth of an avocado but I can eat a whole one. I could just spread it on a roll or toast or slice it up on a salad.

And so it's not one of these pig rules that's never eat avocados. I don't want to do that. I don't think it would be good for me to cut out all these sources of fat but I do need to moderate them if I want to reach that goal.

**Dr. Glenn:** These are healthy fats from whole food, plant-based items and you feel like you're eating too much particularly when you're stressed or tired at the end of the day.

**Howie:** Right.

**Dr. Glenn:** It sounds like you'd like to come up with some type of a conditional rule that would help you with portion control.

**Howie:** Yeah.

**Dr. Glenn:** Do you have any ideas of what that rule might be?

**Howie:** Well I think anything that involves a nut butter and a spoon is off limits.

**Dr. Glenn:** Okay, you would never eat nut butters from a spoon.

**Howie:** Right. The spoon doesn't go into the peanut butter jar and then comes straight out into my mouth. That's a no-no.

**Dr. Glenn:** Would that include seed butters also?



**Howie:** Yes. So principally in our house we have peanut butter and almond butter.

**Dr. Glenn:** So you would never eat seed butter from the spoon again?

**Howie:** Right. Now it gets a little more complicated with let's say like a sandwich, like a peanut butter and jelly sandwich on Ezekiel bread. I'm tempted to say that I don't eat nut butters but then there are some sauces that I make that have a couple tablespoons that are over pasta or vegetables that I don't want to eliminate. It feels like a very baby and bath water issue. The baby is really good but the bath water is really stinky.

**Dr. Glenn:** Well, tell me about the baby then, where is it good?

**Howie:** Well these nut butters can make delicious sauces. If I make a quart, let's say a stir fry sauce or an Asian nut sauce, peanut sauce or almond sauce, maybe it will have a half a tablespoon on my serving but also get a pound of vegetables. So I don't want to not have nut butters in the house. If it was that clear cut I would just say, like I did with Clif Bars for folks who listened to our Clif Bar conversation, they're off-limits and it's easy. But nut butters are conditionally piggy food, not unconditionally.

**Dr. Glenn:** Yeah, that's okay. So it sounds like they're perfectly okay in sauces. Do you ever eat them in sauces?

**Howie:** Sometimes.

**Dr. Glenn:** Do you need to further define that then?



**Howie:** Probably it would be a nut butter to vegetable ratio, like a pound of vegetables will pretty well fill me up.

**Dr. Glenn:** How many ounces of nut butter can you put into a pound of vegetables?

**Howie:** Let's say a teaspoon.

**Dr. Glenn:** Okay. So you'd never eat nut butters from a spoon and you would lonely have them in sauces when they are balanced with a pound of vegetables for every teaspoon.

**Howie:** Yes. They are an ingredient, they are not a food. As I'm thinking, I don't want to spread it on sandwiches either.

**Dr. Glenn:** Okay, and you're never going to spread it on sandwiches?

**Howie:** Correct.

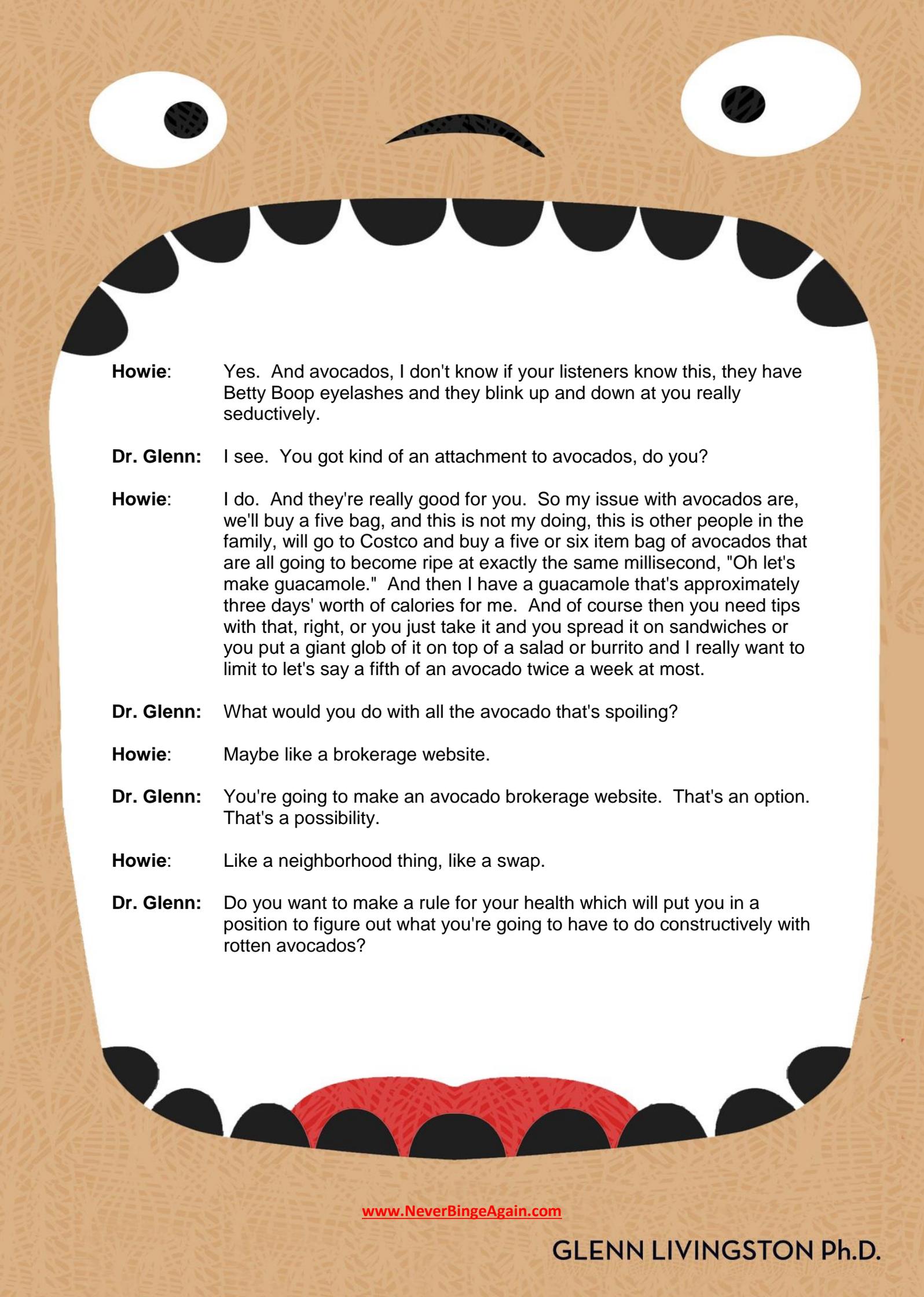
**Dr. Glenn:** How else do you get in trouble with nut butters and seeds?

**Howie:** With the butters, that's better.

**Dr. Glenn:** In avocados?

**Howie:** So avocados are very seductive, because it's like gather ye rosebuds while ye may, you know like there's this avocado and it's perfect today.

**Dr. Glenn:** It's going to be rotting in one hour, I know.



**Howie:** Yes. And avocados, I don't know if your listeners know this, they have Betty Boop eyelashes and they blink up and down at you really seductively.

**Dr. Glenn:** I see. You got kind of an attachment to avocados, do you?

**Howie:** I do. And they're really good for you. So my issue with avocados are, we'll buy a five bag, and this is not my doing, this is other people in the family, will go to Costco and buy a five or six item bag of avocados that are all going to become ripe at exactly the same millisecond, "Oh let's make guacamole." And then I have a guacamole that's approximately three days' worth of calories for me. And of course then you need tips with that, right, or you just take it and you spread it on sandwiches or you put a giant glob of it on top of a salad or burrito and I really want to limit to let's say a fifth of an avocado twice a week at most.

**Dr. Glenn:** What would you do with all the avocado that's spoiling?

**Howie:** Maybe like a brokerage website.

**Dr. Glenn:** You're going to make an avocado brokerage website. That's an option. That's a possibility.

**Howie:** Like a neighborhood thing, like a swap.

**Dr. Glenn:** Do you want to make a rule for your health which will put you in a position to figure out what you're going to have to do constructively with rotten avocados?



**Howie:** No I could leave it for the other family members. It's not like they don't go bad anyway. Like if I waste 50 percent of the net weight of avocado, that's just the cost of doing business.

**Dr. Glenn:** It's the cost of health when you do enough conservative green things in your life to overcome any karma that would result from throwing away the other half of the avocado, right?

**Howie:** I'd give it to the chickens.

**Dr. Glenn:** Oh!

**Howie:** My parents grew up in the depression mindset. It's not an ecological mindset.

**Dr. Glenn:** I see. Well, the chickens need it, don't they?

**Howie:** Yeah, I suppose. They are very articulate.

**Dr. Glenn:** Are you okay with this? Are you going to be okay throwing out the avocado?

**Howie:** Yes.

**Dr. Glenn:** Okay. Is there any other way you can get in trouble with avocado, a fifth of an avocado no more than twice a week?

**Howie:** Well that will include guacamole so I have to kind of figure out like there's guacamole, I get two swipes at it and that counts as a fifth.

**Dr. Glenn:** Okay.



**Howie:** I got to hold the guacamole if I go to Chipotle or someplace, if I'm eating out. My kids and I are going on a road trip up to New York tomorrow and then Connecticut, so if I don't pack well, defense food, I'll have to stop somewhere, we usually stop at Chipotle and the guacamole is free if you get the veggie burrito. That's just included, man. I have a little work to do to get over this idea of wasting but I think I heard Tony Robbins, it is one time when he was coaching someone about like overeating it's like, yeah, better in my stomach than in the trash. Really?

**Dr. Glenn:** Is your body a garbage fill that's supposed to be filled up as soon as it's emptied out or is it a sacred shrine to be taken care of.

**Howie:** Precisely.

**Dr. Glenn:** So we're never going to have nut butters from a spoon. We're not going to have it on sandwiches or anything you spread it on. It's an ingredient. It's okay in sauces if it's balanced by a pound of vegetables and we're not going to have any more than one fifth of an avocado twice a week at most.

**Howie:** Right.

**Dr. Glenn:** And you're not going to eat guacamole when you're out of the house.

**Howie:** Right.

**Dr. Glenn:** Okay. Do you feel like this covers it or is there any other way you can get in trouble with health fats?



**Howie:** Nuts themselves. Nuts themselves can no longer be snacks, if you get handfuls.

**Dr. Glenn:** So you never eat nuts by themselves?

**Howie:** Right, and no fair just adding a raisin. I keep nuts around as an ingredient. They can go in sauces, they can go in salad dressings and they can go in baked goods. So I already have rules for treats like desserts and the desserts often have nuts in them. I'm under control there.

**Dr. Glenn:** They can go in sauces, salad dressings and baked goods.

**Howie:** Yeah.

**Dr. Glenn:** And that's where you have nuts and that's it. You never eat nuts by themselves, okay. All right, so now I'd like you to imagine that you complied with these rules for one year. You don't eat nut butter from a spoon. You only have them as an ingredient in sauces, salad dressings and baked goods. You never have nuts by themselves. You only have one fifth of an avocado twice a week at most and you don't have guacamole out of the house. What would be different in your life a year from now if you comply with these a hundred percent?

**Howie:** So I would be down to my ideal weight. So what that would mean is I could stop worrying about like which clothes and which pants are going to fit me today or this week. I would feel much more comfortable in my role as a health educator, much more confident and to the extent that my perception of myself is actually shared, that other people can actually see that I've got a little bit of a gut and that goes away, that will make me more objectively listenable to, more of a role model.



**Dr. Glenn:** Of an aspirational model, right?

**Howie:** Yup. In terms of long-term health, you and I have talked about our various "genetic gifts," mine include if I look at a hotdog, my blood pressure goes up and stays up for three years, so I have naturally higher blood pressure than you would expect given my lifestyle. I have higher lipid panels, triglycerides, cholesterol and when you look at the BMI charts and all the Metropolitan Life Insurance tables, I'm at much higher risk for cardiovascular event or even diabetes than I should be just based on the excess weight I'm carrying. It doesn't have to be much to be enough.

**Dr. Glenn:** I heard that 10 pounds actually puts you at almost double the risk of diabetes. I think I saw something about that. So you'd be able to stop worrying about cardiovascular events and diabetes and all of your genetic risks, or worry much less about them.

**Howie:** I wouldn't worry about them at all because I know I was doing everything I could. If it happens, it happens but it wasn't due to negligence or laziness or some other internal game.

**Dr. Glenn:** And what will be the impact of knowing you were doing everything that you could?

**Howie:** I think I would be at peace. I wouldn't feel any sort of shame. I wouldn't feel guilty about possibly leaving my family in the lurch. I would feel at peace in terms of my ability to help others. I think a lot about your stories about when you were bingeing and being this very put together psychologist working with patients and the thought bubble above your head was like bagels and pizza.



**Dr. Glenn:** Yeah, it was torture, yes.

**Howie:** To feel like I'm eating my own dog food as they say at Google.

**Dr. Glenn:** Is that the only place they say that?

**Howie:** When I went to Google, they used that phrase every other sentence.

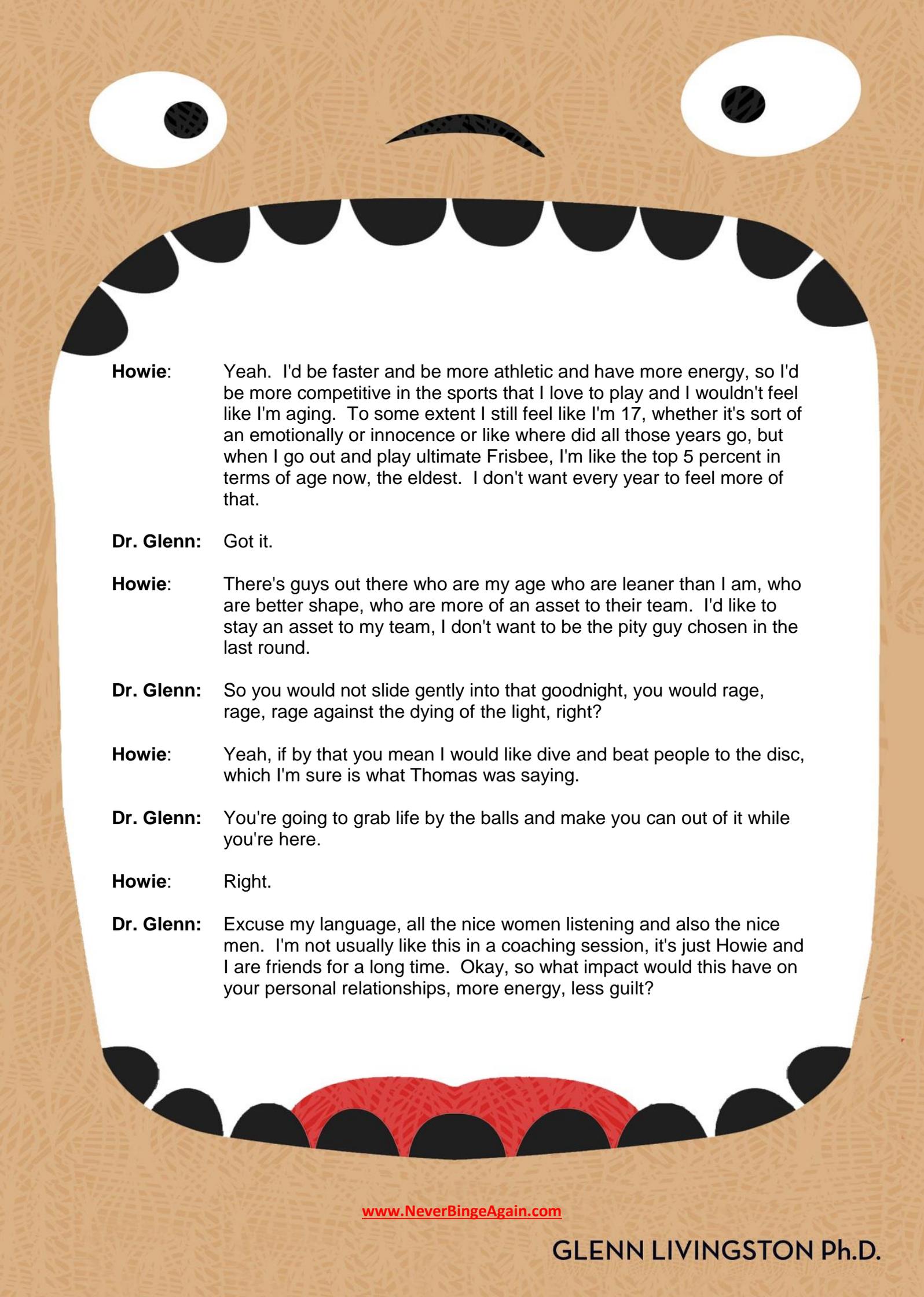
**Dr. Glenn:** Interesting.

**Howie:** It's a verb there. "Are you guys dogfooding?" We're trying not to do platform.

**Dr. Glenn:** Interesting.

**Howie:** The other interesting Google story is when I went to use the men's room, they had white boards above the urinals and the people would put announcements and you could literally +1 if you like, with a marker.

**Dr. Glenn:** That's funny. Okay, well I distracted you with that but that was humorous. You get down to your ideal weight, you'd stop worrying about will your pants fit. You'd be more comfortable and confident in your role as a health educator. You'd feel like you're living in integrity, you live in your values and you'd be more objectively aspirational model. You'd stop worrying about your lipids and your blood pressure and your triglycerides and you would know you are doing everything you could so you'd be at peace with yourself, you wouldn't have guilt about leaving your family unexpectedly. You'd be eating your own dog food. Is there anything else?



**Howie:** Yeah. I'd be faster and be more athletic and have more energy, so I'd be more competitive in the sports that I love to play and I wouldn't feel like I'm aging. To some extent I still feel like I'm 17, whether it's sort of an emotionality or innocence or like where did all those years go, but when I go out and play ultimate Frisbee, I'm like the top 5 percent in terms of age now, the eldest. I don't want every year to feel more of that.

**Dr. Glenn:** Got it.

**Howie:** There's guys out there who are my age who are leaner than I am, who are better shape, who are more of an asset to their team. I'd like to stay an asset to my team, I don't want to be the pity guy chosen in the last round.

**Dr. Glenn:** So you would not slide gently into that goodnight, you would rage, rage, rage against the dying of the light, right?

**Howie:** Yeah, if by that you mean I would like dive and beat people to the disc, which I'm sure is what Thomas was saying.

**Dr. Glenn:** You're going to grab life by the balls and make you can out of it while you're here.

**Howie:** Right.

**Dr. Glenn:** Excuse my language, all the nice women listening and also the nice men. I'm not usually like this in a coaching session, it's just Howie and I are friends for a long time. Okay, so what impact would this have on your personal relationships, more energy, less guilt?



**Howie:** Yeah, so I think the more energy means more attentiveness, more time, I'd snap less frequently, just be more even keel than happier. I'd probably be more successful in the things that I do whether it's building this business which you and I have talked about offline. It is quite challenging for me at times, in terms of being able to be helpful to other family members, in terms of having the energy to say yes to friends and to other commitments. That would all make me feel much more vibrantly and valuably connected to others.

**Dr. Glenn:** What impact would it have in you financially do you think, a year from now if you totally complied?

**Howie:** Doing it would definitely be a missing piece in terms of helping me do the right things with the business and do them consistently enough. So I don't know if you're looking for a number value.

**Dr. Glenn:** No one is going to hold you to it, we're just guessing.

**Howie:** Yeah. Let's say 25,000.

**Dr. Glenn:** That will be 25,000 a year or 25,000 just one time?

**Howie:** Well, 25,000 for that year.

**Dr. Glenn:** Okay, anything else? Anything else that's going to be different in your life a year from now if you comply with all of your healthy fat rules?

**Howie:** I think that's pretty comprehensive so far.

**Dr. Glenn:** What happens if you don't do this a year from now?



**Howie:** Well, I'll probably be at the weight I'm at now, give or take five pounds, so all the things that would have happened will not have happened. I'll still be to some extent a little deep, quiet voice, still going to be going, "You fat fraud!" every time I try to teach someone about health and wellness or I coach someone about behavior habit modification. I won't have all that energy, I won't feel better about myself as an athlete, as an aspirational role model and I'll still be worrying am I doing enough about my health.

**Dr. Glenn:** Is this something you want to commit to after having gone through this?

**Howie:** Absolutely.

**Dr. Glenn:** So let's just take a couple of minutes and attack your pig and just kind of nail it in place, and then we can come back and try to reframe your big why based upon the motivations that you expressed for me and your fantasy a year from now. How confident are you that you're going to imply with this 100 percent for a year?

**Howie:** I'm actually quite confident.

**Dr. Glenn:** How come?

**Howie:** Well, two reasons. One is the work I've already done with you has stuck so I believe in it. Clif Bars and I are not on speaking terms and the other thing that we worked on -- I think we did this on-air so people might remember is the taping the message to the toothbrush. So I stopped doing that after about a week because I didn't need to. It was symbolic of something that became hard wired, so I no longer needed to do the ritual.



**Dr. Glenn:** Just remind our listeners what that ritual was.

**Howie:** The ritual was at night before I went to bed I had to plan out the next day's meals to make sure that I wasn't going to be vulnerable and have to eat a Clif Bar or some piece of crap the way I define it instead of a real meal, and I was finding myself, oh there's nothing to eat I haven't planned anything so let me just grab two of these and get back to work. And I would do that like four times a day. So that would be half of my calories from highly processed soy junk food. The ritual was I got to remember every night and how am I going to remember? I'm not sure I can remember. I don't have the confidence. What if I forget, what if I'm tired?

So we came up with -- I put a piece of tape on my toothbrush. It's an electric toothbrush so I don't throw out the handle, I just throw out the brushes, so it's been on since then and it says, "Plan your meals." I did that for a while and then I realized that getting rid of Clif Bars had already sort of forced me to plan my meals. If it wasn't for the Clif Bars, there were also plenty of things I could eat. It wasn't the lack of meals made me vulnerable with Clif Bars, it was the Clif Bars made me choose them preferentially.

**Dr. Glenn:** Yeah. And the pig was saying that you were going to starve without them. You didn't get a chance to see what it was like without them because the pig was lying to you. Yeah, cool, okay. What does your pig have to say about this? Why does it think you can't do this?

**Howie:** Because here it's not so clear cut. A Clif Bar is just easy. Even you can accomplish a binary categorization of the world into no Clif Bars, yes other things. But here we're talking about shades of grey with those avocados. Literally we're talking about shades of grey.



**Dr. Glenn:** Are we though? Is there something ambiguous about --

**Howie:** A fifth? Come on, what the hell is a fifth?

**Dr. Glenn:** Oh, okay.

**Howie:** Twice a week, when are we going to start counting? Wednesday, Sunday? Come on, this is too slippery for you.

**Dr. Glenn:** So there is some ambiguity in that. I can tell you how other people do that if you want or you can tell me how you want to do it. How would you like to eliminate that ambiguity?

**Howie:** The week starts on Monday. A fifth of an avocado is, let's just say no bigger than a heaping tablespoon.

**Dr. Glenn:** Will that do it?

**Howie:** I think that will do it.

**Dr. Glenn:** Okay. What else does your pig say, there's no shades of grey but avocados. Other shades of grey in your other rules? Never going to eat nut butters from the spoon?

**Howie:** Yeah, that one is clear. I don't think you can do it. I think you're going to walk to the fridge at night and it won't be well stocked and there will be like a half a head of red cabbage that's starting to go bad and you're going to just chop that up and eat that or you're just going to grab that spoon.



**Dr. Glenn:** And what's the solution to that?

**Howie:** Well, I've already done that. That's clear cut. That's simply my rule.

**Dr. Glenn:** That was the toothbrush, planning things?

**Howie:** That's the Clif Bar, no spoon, no peanut butter. That's clear now. That's a commitment.

**Dr. Glenn:** Okay, and you know from the past that when you eliminate that, you're going to find other alternatives and the pig is just telling you that there's going to be nothing else to eat but there's plenty else if you will just cage the pig and let it suffer.

**Howie:** Yeah, and probably I don't even need to eat. If peanut butter was actually a meal replacement, then I probably would be having this issue.

**Dr. Glenn:** I see. So at those times you're just rooting around and it's more of a psychological appetite than a physical appetite, I see, okay. What else does your pig say?

**Howie:** With the sauces, like well you can't really know how much you're getting. You're always going to want to put a little bit more on because that's the best part. What if you go back for seconds, just going to get the pasta or you go out to a pot luck or somewhere and it's drenched.

**Dr. Glenn:** Do you want to actually believe that nut butters in sauces are a problem for you?



**Howie:** Honestly I have to say I don't know because I haven't handled the low-hanging fruit of raw nuts and nut butters with a spoon. I honestly don't know.

**Dr. Glenn:** Would you feel safer by creating an additional limit on the nut butters and sauces or do you want to experiment with this and see how it goes?

**Howie:** I think I want to experiment. Right now if you said no more nut butters in sauces, like I would have to have had a heart attack or a stroke.

**Dr. Glenn:** Too restrictive.

**Howie:** Yeah.

**Dr. Glenn:** I agree with you. So if for any reason we find that you're getting into trouble, your pig is getting you into trouble with nut butters and sauces then we'll just come back and revisit this and make another rule.

**Howie:** Sounds good.

**Dr. Glenn:** Let's just tighten it up, okay. Is there anything else that your pig has as a reason why you're going to break?

**Howie:** No, I'm confident here.

**Dr. Glenn:** How confident?

**Howie:** A hundred percent.



**Dr. Glenn:** Okay. So anything else that you happen to hear about this, you'll know it's coming from your pig, right?

**Howie:** Right.

**Dr. Glenn:** So are you ever going to break your healthy fat rules again?

**Howie:** Nope.

**Dr. Glenn:** Okay, good. Well then let's go back and think about all of the reasons you gave me, everything in your imagination about what's going to accrue in your favor when you follow your healthy fat rules.

**Howie:** Okay.

**Dr. Glenn:** So I'm just going to go over what you told me one more time. What I want you to think about is, how can you put this into a concise statement which is going to be easy to remember? So you told me that you are going to be more comfortable and confident in working with your clients because you feel like you are more of an objectively aspirational model with your ideal weight, you'll have more integrity. You're going to stop worrying about blood lipids and triglycerides and diabetes and you know that you are doing everything you could to live life to the fullest without being taken away from your family via heart attack, stroke or diabetes or something like that.

Be at peace with yourself, you wouldn't have any guilt about that. You'd be eating your own dog food and you'd also feel faster, more athletic and have a lot more energy which would allow you to be more attentive, more present, have less snapping with your family, with your wife and family. You'd be more successful overall. You'd be more



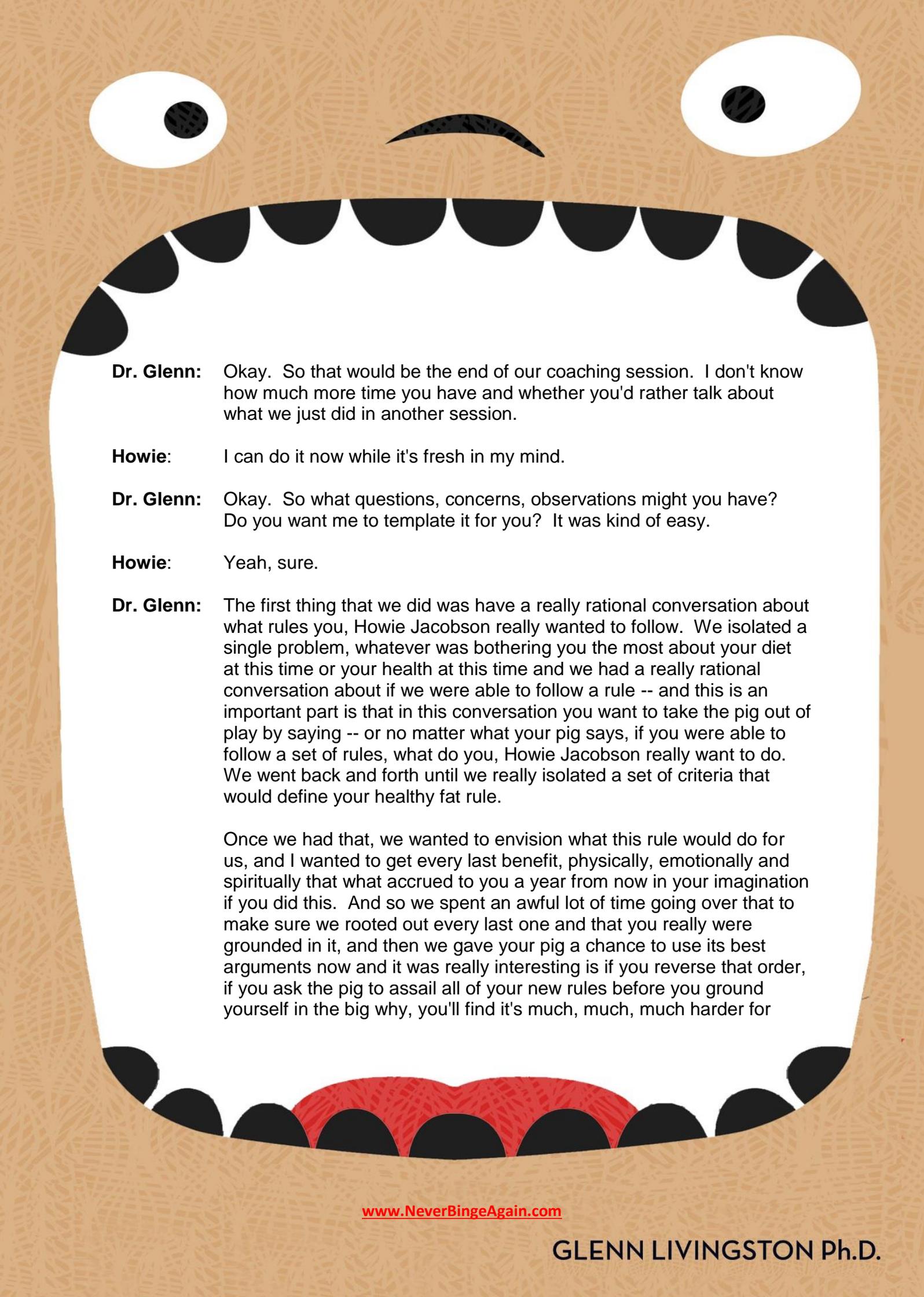
successful overall. You think you might make an extra \$25,000 this year and you'd be able to say yes to other commitments with friends and family that you like to say yes to. I'm wondering could you put that into a more concise statement that you could remember in a paragraph or so.

**Howie:** Yes, so what comes to me is things like be my best self, be a role model and best odds over a long and vibrant life.

**Dr. Glenn:** Okay, perfect. So because I want to be my best self, because I want to be a role model in the health world and because I want to give myself the best odds for a long and vibrant life, I will never break my healthy fat rules again. I'll never eat nut butters from a spoon again, I will never eat nuts on sandwiches or spread it on a piece of lettuce, so blah, blah, blah, blah, blah. You see how that works? So you preface your food rules with the big why. And I actually recommend that you either write that all out as a little mini essay for yourself or that you record it on an MP3 and carry it around and listen to it each day for a while. And I've been having really good success with that with people.

Not only have we rooted out all the ambiguity from the food plan and figure out what rules we want to commit to and then cage the pig and figured out all the squealing that we're going to need to ignore and what a really better answer might be -- well, you don't have to have an answers all the time, you can just ignore it. Now we cage the pig like that and now we're really focusing on why, the big why of what benefits are going to accrue to us from having done this and that's what I'd like you to do. Does that make sense?

**Howie:** It does.



**Dr. Glenn:** Okay. So that would be the end of our coaching session. I don't know how much more time you have and whether you'd rather talk about what we just did in another session.

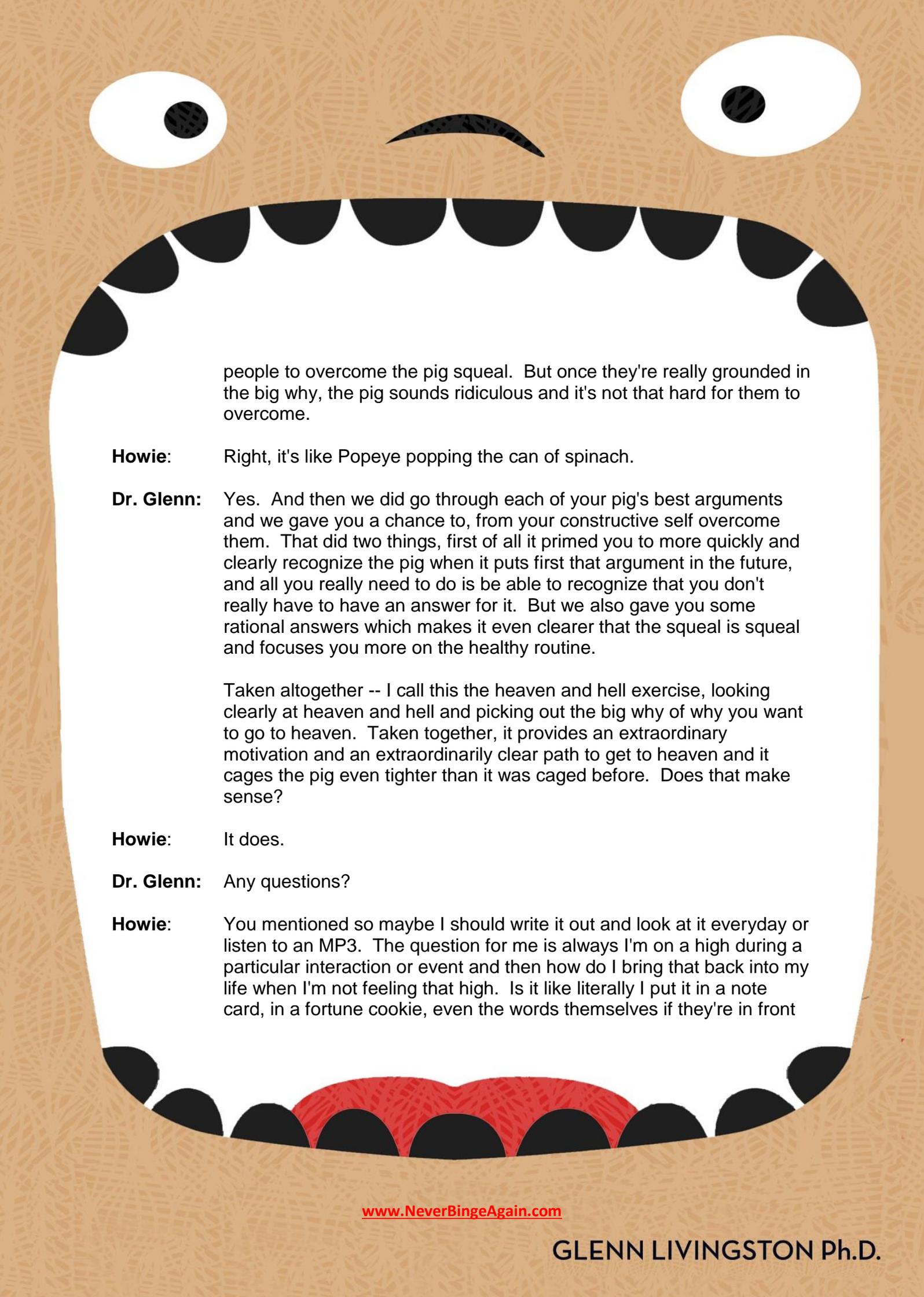
**Howie:** I can do it now while it's fresh in my mind.

**Dr. Glenn:** Okay. So what questions, concerns, observations might you have? Do you want me to template it for you? It was kind of easy.

**Howie:** Yeah, sure.

**Dr. Glenn:** The first thing that we did was have a really rational conversation about what rules you, Howie Jacobson really wanted to follow. We isolated a single problem, whatever was bothering you the most about your diet at this time or your health at this time and we had a really rational conversation about if we were able to follow a rule -- and this is an important part is that in this conversation you want to take the pig out of play by saying -- or no matter what your pig says, if you were able to follow a set of rules, what do you, Howie Jacobson really want to do. We went back and forth until we really isolated a set of criteria that would define your healthy fat rule.

Once we had that, we wanted to envision what this rule would do for us, and I wanted to get every last benefit, physically, emotionally and spiritually that what accrued to you a year from now in your imagination if you did this. And so we spent an awful lot of time going over that to make sure we rooted out every last one and that you really were grounded in it, and then we gave your pig a chance to use its best arguments now and it was really interesting is if you reverse that order, if you ask the pig to assail all of your new rules before you ground yourself in the big why, you'll find it's much, much, much harder for



people to overcome the pig squeal. But once they're really grounded in the big why, the pig sounds ridiculous and it's not that hard for them to overcome.

**Howie:** Right, it's like Popeye popping the can of spinach.

**Dr. Glenn:** Yes. And then we did go through each of your pig's best arguments and we gave you a chance to, from your constructive self overcome them. That did two things, first of all it primed you to more quickly and clearly recognize the pig when it puts first that argument in the future, and all you really need to do is be able to recognize that you don't really have to have an answer for it. But we also gave you some rational answers which makes it even clearer that the squeal is squeal and focuses you more on the healthy routine.

Taken altogether -- I call this the heaven and hell exercise, looking clearly at heaven and hell and picking out the big why of why you want to go to heaven. Taken together, it provides an extraordinary motivation and an extraordinarily clear path to get to heaven and it cages the pig even tighter than it was caged before. Does that make sense?

**Howie:** It does.

**Dr. Glenn:** Any questions?

**Howie:** You mentioned so maybe I should write it out and look at it everyday or listen to an MP3. The question for me is always I'm on a high during a particular interaction or event and then how do I bring that back into my life when I'm not feeling that high. Is it like literally I put it in a note card, in a fortune cookie, even the words themselves if they're in front



of me, like I could write something motivational on my office wall and then like three years later I'm not even saying it. So how do you keep it alive?

**Dr. Glenn:** It's a valid question but there's also an element of pig squeal on the question itself. The pig is telling you that you can only comply with this when you feel excited and enthusiastic with Glenn's support, right? You can only do that with Glenn's support but the moment that you get away from here you're going to forget. The pig wants you to make a plan to forget. The essence of a vow is a plan to remember. I've told you about the kind of vow a pig would make at a wedding. Did I tell you that?

**Howie:** Yes, I will be true to you unless something better comes along and --

**Dr. Glenn:** You're right. I'm about 80 percent sure I can be faithful forever but there sure are a lot of attractive people out there. We wouldn't accept that at a wedding. We wouldn't accept that in the type of commitment that's most important to us in our life, we just went through this and I would say this is among the most important things in your life, what you are talking about accomplishing. Why will we accept that? Why will we accept the plan to forget as opposed to a plan to remember? So that's one thing.

The second thing is something that you can take from the world of hypnosis and there is something to creating a reminder that you run over and over and over through your head even on the days that you don't feel like it, even on the days that it seems like a stupid set of words, right?



There's two ways to look at that reminder. There's two ways to look at that big why paragraph you just put together. One is, oh my God this is so inspiring. This is who I am, this is exceptionally exciting to me and it fills me with hope and enthusiasm, and the other is, well, what a BS bunch of self-help nonsense, right? One of those ways is you and the other is the pig and if you start to play this over and over anyway, even if the pig says it's just a bunch of BS nonsense, it gets in your head regardless and you'll find that at key moments it comes back to you, give you the motivation that you need. If you were to make a decision to break your healthy fat rules because you felt less inspired if the pig were to talk you into doing that, you could still put the pig back in its cage using the same exact logic.

There's not necessarily a way to make you feel excited about it all the time but you can recognize that the kind of depressed, hopeless, critical feeling that you will run through your head from time to time is the pig. You can recognize it as the pig and teach yourself to do that quicker and quicker and jump back to the mindset of enthusiasm and excitement and hope. Does that make sense?

**Howie:** Yeah it does. It's useful to hear the piggy underpinnings of the question. It wasn't something I was aware of. It felt rational but when you put it in context, it's like yeah, like I don't wake up in the morning having to remind myself to like not beat my kids or not to steal from little old ladies in the supermarket.

**Dr. Glenn:** Right. Regardless of how you feel about it, we just took 45 minutes and through your best thinking at a time when you were of sound mind and body and reasonably well-fed so that you could put the pig aside, why wouldn't you want to dig this groove into your brain? Why wouldn't you want it to build that reminder and say, "Okay, this was my best



thinking and I'm going to do this at least as an experiment for a while and dig this thinking to my brain and see what happens." Anything else?

**Howie:** What's occurring to me a little bit is this technique. I've not seen it used in this context but it's sort of like how we go and get sales sometimes.

**Dr. Glenn:** Yes, it's a marketing technique, yes. You future paste the prospect into a picture of what their future is going to look like if they make the purchase, if they make the transaction and you paint as vivid a picture as you can of that, making them all excited about that and then you take it away from them and you say, "Well what happens if you don't do this?" And then all of the negative applications and the implications of doing nothing come to the forefront and then you tell them, "Well look, this is right in front of you if you want it. You want to make the purchase?" It's definitely a persuasive technique that is used in both marketing and therapy, but it kind of goes to the point of what is ethical sales.

I've always believed that ethical sales is persuading people using words in their best interest, and most people think of an icky used car salesman who's persuading people using words in the car salesman's best interest and not in the prospect's best interest. But if you're doing something that's really in a person's best interest, then I think it's ethical to use all the persuasive abilities at your disposal.

**Howie:** Is there a reason you start with the heaven and then move to hell and don't do it in reverse order?

**Dr. Glenn:** Yes, because people get depressed and they lose their motivation. They are not as likely to look at the depth of what's going to happen if



you do nothing. That's my experience. Their denial is more at the surface. If someone came to you and they wanted to stop smoking and the first thing you said is, you know, you're going to die. They've heard that before and they kind of know it but what they really need is to connect with life and everything they want in life and then the prospect of dying becomes a lot more serious.

**Howie:** Got you. It seems like this is the sort of marketing trick that will be really good for us to learn how to do to ourselves.

**Dr. Glenn:** That's the idea.

**Howie:** Anywhere anytime, just to connect with that big why.

**Dr. Glenn:** Yeah.

**Howie:** I think I got my marching orders, man.

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