

Fiona's Coaching Demonstration Recording With Laura Ruth

For more information on how to
fix your food problem fast please visit

www.FixYourFoodProblem.com

Turn Your Passion for Helping Others Stop Overeating
into a Lucrative, Rewarding, and Fun Career:

www.BecomeAWeightLossCoach.com

Fiona: Hi, Laura! How are you?

Laura: I'm doing great! How are you doing?

Fiona: I'm doing very well. Good to speak to you today. So you've sent me an email with some of your information on it and in the email, you said you read the book, *Never Binge Again*, in April 2017 and you were instantly hurt. You set your nevers, always, and conditional rules in writing and you were spot on and the pig remained in the cage for seven months. Then you said, "I then let the pig out to eat sugar for parties and major holidays, which were in accordance with my conditional groups," and no, you can't seem to get a handle on sugar again. So do you want to tell me a little bit about that, Laura?

Laura: Sure, definitely. When I read the book, it really resonated with me. It was something I had never heard before and I really needed that. I immediately set out my nevers and the nevers seem to be super easy.



And then the conditionals involved immediate family birthdays and I was very specific in my conditionals. I follow Glenn's advice in trying not to have any grey areas there.

When I first started out, there weren't really any immediate family birthdays or holidays that were scheduled, so I started off really strong and then a couple of months passed and the birthday started and I will allow myself some sugar for the birthday. That seemed to derail me. The next thing I knew, after a couple of birthdays, I was going out and buying raw cookie dough and eating the entire package and I've not been able to get back on track since then.

Fiona: And how did that make you feel, Laura?

Laura: Well, awful. The first time we had a family birthday, I ate the dessert and it felt good. I felt like I was participating with the family and I felt included. I do have to admit it tasted really sugary and I remember thinking wow because when you haven't had sugar for a while, everything tastes even that much more sugary. It was okay. And then the next birthday came along and that was fine, but then I don't know. The pig came out and it just went from when it wasn't even a birthday. It was every day two or three times a day and especially around Thanksgiving. After Thanksgiving, it's been a free-for-all.

Fiona: So can you identify what the pig was saying to you, Laura, on these occasions?

Laura: Sometimes I feel like I don't even hear it. I purposely go "la-la-la" and close my ears and I don't even want to hear it, and the next thing I know, I've eaten an entire thing of raw cookie dough. And then I just sit there and I'm like, "Wait, what just happened?" Most of the time, I feel



like I don't even hear a conversation, which is puzzling to me. I don't know if I'm ignoring it or I don't want to consciously think about it, and so I just almost close my eyes literally and just dive head in and there's almost not even a conversation going on.

Fiona: So would you say that that is pig squeal? You are hearing it, but you're blocking it out.

Laura: Right. Sometimes a huge trigger for me is if I'm around other people. If I do hear the pig, I hear him say, "You don't want to make those people feel uncomfortable. They're going to look at you and think that you're better than them. You better eat this because otherwise, they're not going to be your friends anymore because you're one of those," and so I'll do it. I'll listen to the pig and say, "Oh, okay, I'm doing it for my friends so that they're comfortable." And I do hear the pig with people. When I'm with people, that's a lot of times when that happens.

Fiona: What if the pig says to you, "You don't want to make these people feel uncomfortable. You have to eat these sugary things and cakes," what would be a really good answer to that, Laura?

Laura: Okay. Laura, you need to be concerned about you, not what your friends think because it's Laura at the end of the day who goes to bed and has to wake up the next morning with that regret. And really honestly, a lot of times I don't think my friends really care all that much. I mean they might say something, but it's just an excuse. It's a crutch I walked around with for a long time.

Fiona: So we're identifying that is pig squeal because it's not that your friends do feel uncomfortable. Your higher self says you need to be more concerned about yourself and not what your friends think. So can you



identify that that is pig squeal? It's not coming from your higher rational self. Your higher rational self says you need to be more concerned about yourself.

Laura: Yes. That one's pretty clear to me. It's very obvious when that happens.

Fiona: So what does the pig say about never, never, never with sugar?

Laura: It says that that's not realistic, that, "You're going to be that person. You don't want to be that person who never participates. For crying out loud, this is life. You're going to have family birthdays and anniversaries and major holidays and you can be a normal person during major times and if you can't then there's something wrong with you." So I guess it's a label of, "Oh, you're that person and if you can't control it on just the major days -- you can have a little bit during the major times because if you can't then there's something wrong with you."

Fiona: Okay. So how about if you were the kind of person who's got the mental freedom of not thinking about sugar all the time?

Laura: It would be amazing because for the seven months -- especially the first several months before the birthdays started kicking in, I felt free. I didn't think about it. It was a non-issue. Like I said, the book was just a light bulb moment to say there are so many else I do in my life that are strange to other people, but it doesn't bother me. It's not a big deal. And I know that "I'm not normal" in those areas, but it's a never for me, so when I read the book, I felt like okay, you feel very free in those areas. You don't even need the mental energy. The energy of thinking about it, it just sucks it out of you.



Fiona: So would you think of putting sugar on your never list now?

Laura: I don't want to.

Fiona: Or he doesn't want to.

Laura: I don't know. I thought it was me. I thought it was Laura that didn't want that, that I wanted to be normal and balanced and that I could have it here and there, but it's so controlling. I have never smoked a cigarette and I have never drunk alcohol at all, not a bit and I don't think about that, not at all. It doesn't control me. I don't have to think about it.

So I think of sugar too as how it lights up the different parts of the brain and that it's just as addictive as other things can be, and for me, it definitely is, so it's got to be the pig. It's got to be the pig that says, "No, you're not normal" because if I can leave other addictive substances out of my entire life, why can't I say that for something that appears to be normal and accepted in our society, but it's not normal and accepted once I start eating entire packages of raw cookie dough. That's just not normal.

Fiona: Would you say it's normal and balanced to let the sugar control you and let the pig control you?

Laura: It's not normal and balanced. It's way out of balance. For maybe two of the birthdays, I kept it "balanced". I just had one slice and it was how I thought I could do it and that's how I wanted it to be. I wanted it to be balanced in that you sit down and you have one portion, one serving size and it's done. You're done. You don't think about it again,



but for me, it just lit it up and let that pig out and like I said, it sugar-coated the hinges of the door and I can't get the door shut again.

Fiona: As I said too, that's a really good metaphor to have, the pig and the sugar-coated door. What would be the worst thing that could happen if you don't have cake on somebody's birthday?

Laura: The worst things would be that my family and friends would be disappointed in me and think that I am not part of the celebrations. And there are some of my favorites out there that tastes really good. I like sugar. To think that I'll never have that special recipe that I make -- I'm a huge baker. I love to bake. I love to cook and I have a special recipe that I make for all my loved ones for the birthdays and to never taste that again is big.

Fiona: Well, but the enjoyment of just making something nice for our loved one to eat without actually participating and eating it yourself.

Laura: And sitting back and watching them enjoy it would be great, and I've tasted it before. That's the goofy thing. It was not like I've not had it and I've not had a lot of it. I mean, I've had enough of it to last me my lifetime, but it's just an argument that goes on in my head that, "No, you can have it one time." We don't have a huge family. I counted it up and it was going to be 16 times a year. That's more than enough, but obviously it's not enough for the pig because 16 times -- we're just getting started.

Fiona: Is there any way that you can make that cake and still have it and be in control?



Laura: I'd like to think I can, but I've been proven wrong. And I thought it was because we host usually the events at our house. I have a work-at-home job and I thought it was because after the birthday celebrations were gone, the cake sat here and I literally polished off the rest of it the next workday. After the birthday's done, it sits here and I have it for breakfast, lunch and dinner until it's all gone and out of the house. So in my rules, I actually put that it had to leave. I had to dizzy it up and make it go, which I did. I did do that, which I've been very successful doing that, but then I just get in my car and I go buy something. It's ridiculous.

Fiona: So you've had some success. You set your rules. You did very well for seven months. You set your rules. You're still having some success. You're getting rid of the cake, but that's not working 100 percent. Would you agree?

Laura: It seems like once it gets back into my system, it's all bets off. As soon as I have it, even though it's within my rules, it's like a drug of some sort that you just want more and more and more and it's a vicious circle and I need to close that door and I feel like if I can get that door closed maybe then I can say never.

Fiona: Right. Well, if you have really clear lines, really clear rules then these kinds of things don't happen. You're able to answer the pig more easily because the lines are so clear. So saying "never" to something is a really clear line. Saying "sometimes" or "occasional" is not a clear line, so sometimes becomes -- well, you've got 16 occasions here, so you start with the 16 occasions and then make it a little bit more and then you've got two cookies and one ice cream with friends and a couple other things on there. So the line becomes a little bit more blurred if you know what I mean. You've got 16 occasions and then you've got



add-ons after that, but if you have a really clear line then it's much easier not to go over that line. If the line is blurred, it's very, very easy to cross over because the pig can eventually see that there is no line there.

So if you could make one rule around all this that would make a difference to you, what would it be, Laura? It's your food plan and it's your rules and nobody is telling you that you have to make certain rules or you have to stick to certain rules as your food plan, but if there was one rule that you could make all around this to start, what would it be?

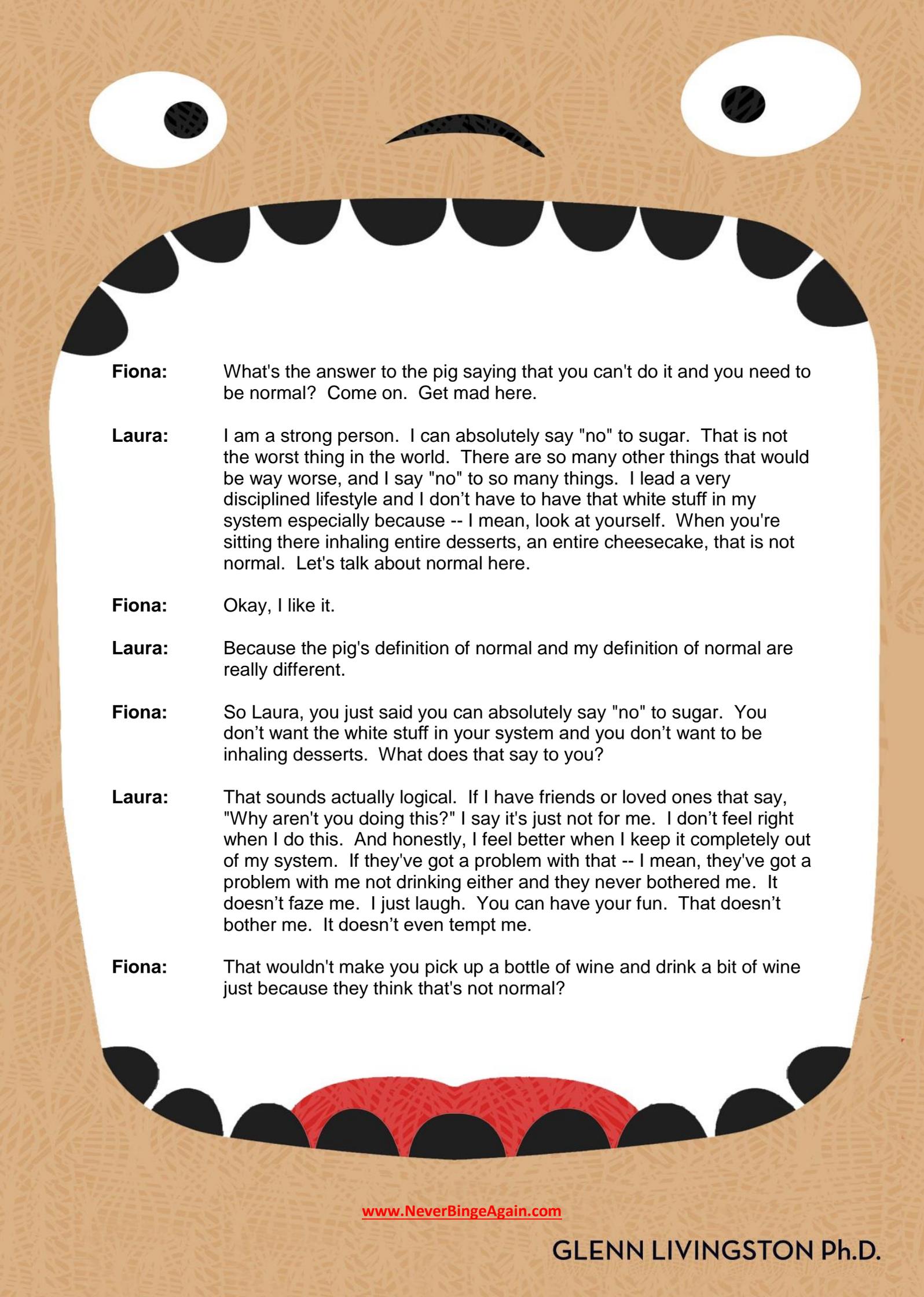
Laura: I feel like if I made the rule that I'll never have sugar again that that obviously would wipe it out, but I don't know if that's jumping so far advanced that I need to say, "I'll never eat sugar again except for..." and list one thing that doesn't make me binge, that doesn't make me go bonkers.

Fiona: What would that be?

Laura: I don't know because every time we have a special event, it's a different recipe. There's no clear-cut thing that I make or that we celebrate with that's always constant. I don't know what it would be if I didn't just say it's an all or nothing thing.

Fiona: Okay, so what do you think about that?

Laura: It's frustrating because then I hear the pig say, "Well, see, I told you, you can't do that. You can't do that. You just need to be normal and cut it out and let's just have sugar."



Fiona: What's the answer to the pig saying that you can't do it and you need to be normal? Come on. Get mad here.

Laura: I am a strong person. I can absolutely say "no" to sugar. That is not the worst thing in the world. There are so many other things that would be way worse, and I say "no" to so many things. I lead a very disciplined lifestyle and I don't have to have that white stuff in my system especially because -- I mean, look at yourself. When you're sitting there inhaling entire desserts, an entire cheesecake, that is not normal. Let's talk about normal here.

Fiona: Okay, I like it.

Laura: Because the pig's definition of normal and my definition of normal are really different.

Fiona: So Laura, you just said you can absolutely say "no" to sugar. You don't want the white stuff in your system and you don't want to be inhaling desserts. What does that say to you?

Laura: That sounds actually logical. If I have friends or loved ones that say, "Why aren't you doing this?" I say it's just not for me. I don't feel right when I do this. And honestly, I feel better when I keep it completely out of my system. If they've got a problem with that -- I mean, they've got a problem with me not drinking either and they never bothered me. It doesn't faze me. I just laugh. You can have your fun. That doesn't bother me. It doesn't even tempt me.

Fiona: That wouldn't make you pick up a bottle of wine and drink a bit of wine just because they think that's not normal?



Laura: No way. There is absolutely no way. I don't feel guilty. I don't feel goofy. I don't feel funny or abnormal. I'm just like, no, and I don't judge them either. If they want to have a glass of wine, have a glass of wine. Have fun, but it's just not for me and that's what I always tell them. I need to just apply that same thing with sugar and get over it.

Fiona: Okay. Can you?

Laura: I can. I can. I can't let it control me like this. It's exhausting.

Fiona: Yes, it is exhausting. I had a sugar problem myself and I know it's exhausting. Yeah, I've so much more mental freedom without sugar and I can watch people those things. I can be in shops, in restaurants, and I don't look at the sugar or the sweet things or the pastries or whatever because that line is there and I don't cross it, but when the line is blurred, it's very easy to cross it and just say, "Just one more, just one more," and then before you know it, you're inhaling the cake.

So Laura, tell me why you want to do this. What would be different in a year if you've put this rule in place and you followed? What would be different for you?

Laura: I wouldn't be thinking about it all the time. It's morning after morning after morning that you wake up and say, "Okay, I'm going to do better." I'm tired of waking up every morning with that being the first thing on my mind. I have two sons that need my attention. I've got a job. I've got my husband. I have my loved ones. I need to be focused and on me instead of on this sugar monster that's out there. I'd feel more energy. Honestly, I feel like crap.

Fiona: Yeah. If you had more energy, what would you do with it?



Laura: Well, I would be on top of so many things around the house here. There have been so many things that I've let slide. There are so many things that I say "no" to not only because of energy, but also because I feel like I can't control saying "no" to the sugar and that if I go to that social event that I'm not going to make them feel uncomfortable, so I'm going to eat it. So instead, I just say "no" and I don't even participate.

Fiona: Anything else that you would see a difference in after a year, what kind of clothes that you would wear, fun, social life, that kind of thing?

Laura: Yeah, absolutely. I've been trying to lose about 20 pounds and I know that that would take great strides towards it. I can't even tell you how many calories I consume with sugar a day. If I'm not doing just that one thing, that would be very easy and that I would have a brand new wardrobe.

I don't think I'd be so frustrated with everybody. Because I'm frustrated with myself, I find that I'm frustrated with my employees. I'm frustrated with my kids. I lash out at my husband because there's this running thing in the back of my head all the time of "You can't do this, you can't do this, you can't do this" then I get angry and I get frustrated and lash out at other people.

Fiona: What about your health? Would there be any difference in your health apart from the energy?

Laura: Well, right now, and I think that's kind of one of the things the pig says to me all the time, is "You have no problems. You're healthy." I am. I'm healthy as a horse. I rarely ever get sick. If anybody were to look at me on the outside, I look pretty normal with my height and my



weight, but I know how much I weigh and I know how much where I need to be. If anybody looks at me, they think, "Oh, you're okay." And plus, my vitals are great and a lot of times the pig is always like, "You're fine. Let it catch up to you later then deal with it." I don't want to have to deal with it later. Right now, I am very healthy.

Fiona: So more thinking ahead then? You don't want your health to suffer in the future?

Laura: Right. My mom and my sister struggle significantly with obesity and health issues and there's always something going on. I'm like the anomaly right now. I know it's in my genes. I know that I could be there next year easily.

Fiona: So you're getting away with it at the moment?

Laura: Yes, I'm getting away with it at the moment, absolutely.

Fiona: What about mental energy? How would you feel mentally after a year when you've put this rule in place and you followed it for a year? How would you feel mentally?

Laura: Amazing and I think that's where I'm not healthy. I'm healthy physically, but mentally and emotionally, I'm not healthy. That's a lot more subtle and it's not visible and you can tend to overlook that, but if I had that part of my life under control -- I'm exhausted mentally. Anything out of the ordinary that we do -- it's not a physical exhaustion. It's a mental exhaustion. I'm like, don't even talk to me. I can't even think right now. I think it's because I'm constantly thinking about this one area of my life and I'm like I shouldn't even have to think about this. It's wearing me out.



Fiona: Right, so you've put this rule into place and you say, "I will never eat sugar again." After a year, you won't be thinking about food and sugar all the time. It won't be the first thing on your mind every morning. You'll be able to pay more attention to your son and your husband. You'll have more energy. You'll be on top of the things in the house you've let slide. You'll be able to say "yes" to more things. You'll be able to have control over the sugar. You'll enjoy social events more. You'll be looking forward to wearing different clothes. You'll possibly have lost 20 pounds, have a new wardrobe. You wouldn't be so frustrated.

Your health is okay at the moment, but looking forward, you'll feel healthy and you'll feel really good, have a really good mental state. You won't be worried about obesity and health issues. It could happen in the future. Emotionally and mentally, you'd be feeling absolutely amazing. Laura, how does that feel?

Laura: Yeah, that's quite a list. That list is way longer than what the pig tells me and the pig only can come up with that you're not going to be normal and it will taste good. That's the only two things he can come up with, but you just repeated back to me about 20 items that are real and that are important to me.

Fiona: So do you want to be normal or do you want to have all these things in that list?

Laura: I want all those things in that list, absolutely.

Fiona: So how do we take it from there? What would your rule be?



Laura: I will never have sugar again.

Fiona: How does that sound saying that? How does it feel?

Laura: It feels unreal, but at the same time, I know it would be so freeing. And if I can say I will never have sugar again just like I don't smoke and I don't drink, it's all in the same category. It's nothing different. It's the same type of addictive substance for someone. For me, it's too addictive.

Fiona: You just become the kind of person that doesn't eat sugar like you are the kind of person that doesn't smoke and you are the kind of person that doesn't drink, so you become that kind of person that doesn't eat sugar.

Laura: And I'm okay with that because the trade-offs for me are huge.

Fiona: Right, so give me any reasons why you can't do this, Laura. Is there any reason at all why you can't do this?

Laura: There's no reason why I can't do it. Probably my biggest hurdle is coming up with Christmas and my mother-in-law is very insistent. And as a typical daughter-in-law, you're always wanting to please your mother-in-law and she's the same way. She's a huge baker and that's how she shows love to people. And because I've done things in the past that I said, "Oh, you know what? No, thank you, I can't have that. Right now, I'm doing..." whatever. I've done things in the past and then two weeks later, "Oh, you're eating sugar again" and she looks at you unknowingly.



She's hosting Christmas coming up. That to me is probably going to be the biggest hurdle and the biggest test, is being able to look her in the eye and say, "I love you and what you make is amazing. You're a great baker, but I am going to say no," but it's Christmas.

Fiona: So what's your answer to that? Find a really good answer before the day.

Laura: Well, some parts of me just wants to take off for that day and say I'm just not feeling well, but that's not going to solve the problem later because every month we're doing something with them. I don't know. Do you have any suggestions of what I can say to her?

Fiona: "No, thank you." There are lots of different things you could say. Just say, "No, thank you" very firmly. "I'm not hungry. I don't feel like it just now, but could you give me a piece and I'll take it home?" and then obviously get rid of it before you take it home.

Laura: She'll exclaim extremely loud and everybody will hear her and she'll be like, "Oh, Laura, what are you doing now? What is it now?" and she'll make it really loud so that everybody looks over at me and she'll want to know what new thing I'm doing.

Fiona: I think if you say, "I can't" then that stops the person trying to argue with you about it. So it's finding a way to word that so that they won't do that. Can you think of anything yourself other than me?

Laura: I need to stand up to her. It is a bit of a control thing and if I can stand up to her and just say, "No, I'm sorry, I can't..." but I shouldn't even say I'm sorry. I'm always apologizing.



Fiona: Laura, imagine she was offering you an alcoholic drink and you don't drink. What would you say to her?

Laura: No. I guess it's easier because I've never drank. Sometimes if I'm around people who are brand new or whatever, they're like, "Here, have a drink," I'm like, "Actually, I've never drank in my life and I'm not about to start now." With sugar, "Oh, you just had it two hours ago, sweetie. You just had it at Fourth of July. Are you kidding me? What are you talking about? You always ate this. You bake. I've seen you put it away." It's like a family joke of how I can put it away. It's a family joke.

Fiona: Just, "No, thank you, maybe later."

Laura: Yeah. It's funny. My son, he's 19 and he says, "No, thank you." He doesn't have a sweet tooth at all. He won't eat sugar, but it's not a thing. It's just he doesn't like it. I don't know if he's abnormal, but he's 19 and we'll go to these family things and grandma will say, "Here, I made this." "No, thank you" and her eyes always get so big, but he does it consistently. He just doesn't have a sweet tooth. She lets it go. She'll make a comment every single time, but here he is at 19. It doesn't even faze him. He's just like, "Okay. No, thanks."

Fiona: It's not just you. She's making the comment to everybody if they don't take what she's feeding them, so don't see it as being personal.

Laura: Okay. Yeah, that's good.

Fiona: "No, thank you. Could I have a cup of tea please?" something like that.

Laura: Yeah, that would be good. Yeah, absolutely.



Fiona: Right, Laura. That's your homework. I want you to write down as many good answers as you can.

Laura: I'll put them in my phone and I'll look at my phone Christmas Day and rattle them off.

Fiona: Okay. So just avoid using the word "can't eat that" because that just opens up a whole can of worms.

Laura: Right.

Fiona: Laura, how confident do you feel then about writing this rule down and putting it into place? "I will never have sugar again."

Laura: I am very confident. Once I can write down these answers for Christmas, I do believe that that is almost like a turning point because if I am able and successful to stand up to her on Christmas Day, which is not even a week away, that going forward from there -- because I stood up to her that time -- that I'll be able to continue on with the "I will never eat sugar again."

Fiona: Actually, it could be a good time to start Christmas because it's about that challenge, so it could be a good time to start. It's a Christmas present to yourself, never binge again. So how confident would you say that you feel now after the session that you can absolutely say "no" to sugar, you will never eat sugar again and you will never binge again?

Laura: Probably 99.8 percent.



Fiona: 99.8, okay, and what would that 0.2 percent that's holding you back from saying 100 percent, Laura?

Laura: Rather specific, aren't I? I guess it's because Christmas because Christmas is coming up and it's just a couple of days away and I don't know. The pig wants me to wait until after Christmas and I just feel like I could fail on Christmas Day, but I know if I wait until after Christmas, I'm just going to binge every day up until then than on Christmas Day. There is always something. There is always a holiday. There's always an event. I guess that 0.2 is that maybe I should just wait.

Fiona: So the pig says that it's Christmas and you can't do this because it's Christmas and there will always be some occasion coming up and you can't do this, so what do you say to that, Laura?

Laura: I guess I just keep postponing taking care of me and I can't just keep waiting for the next holiday to be done because every week there's something. There's a birthday or there's a work event or a social event. Christmas is really honestly no different than that. I can enjoy Christmas without sugar and if anything, I can probably enjoy Christmas even more without sugar, so I think I can just make that decision now.

Fiona: How does that make you feel identifying that, Laura?

Laura: It's actually kind of a relief because knowing that I can always have that excuse and always point to an event and seeing that it's not really true. It's something that I can do now and I don't need to keep postponing taking care of myself and I can be a success. I don't have to keep listening to the pig saying that I'm going to mess it up. I can start today



and be a success even today all the way through Christmas and beyond.

Fiona: That's fantastic, Laura, so you're going to start today. You're going to go right through Christmas and beyond and all the other occasions and you're never going to eat sugar again and you'll never binge again. How does that feel?

Laura: It actually feels really good. I know I can do this and I might as well just do it now and just be done with it. I never feel good after I do it, so it's about time I start to feel good.

Fiona: Absolutely. Does that get you to 100 percent, Laura?

Laura: Yeah, it's definitely 100 percent. I'm done. We're starting today, 100 percent confident, yes.

Fiona: It's the best Christmas present to yourself.

Laura: To myself, yes, that would be the best Christmas present to myself, so I'm just going to give it myself early.

Fiona: Well, Laura, you have a fantastic Christmas and thank you for speaking to me.

Laura: Thank you so much. Have a great day.

Fiona: And you. Bye!



For more information on how to
fix your food problem fast please visit
www.FixYourFoodProblem.com

Turn Your Passion for Helping Others Stop Overeating
into a Lucrative, Rewarding, and Fun Career:
www.BecomeAWeightLossCoach.com

© Psy Tech Inc.
All Rights Reserved
www.NeverBingeAgain.com

www.NeverBingeAgain.com

GLENN LIVINGSTON Ph.D.