

**Glenn Livingston, Ph.D.
And Nick Burch
Conditionally Managing Chocolate**

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Nick: Today, we have a really special somewhat interview episode. I'm actually kind of getting interviewed today. Dr. Glenn Livingston is back on the podcast with us today and he's actually going to take me through a coaching session, kind of similar what he does for his clients that are having issues with binge eating and/or emotional eating. So I want to welcome back to the podcast Dr. Glenn Livingston. How are you doing, Dr. Glenn?

Dr. Glenn: Hey, Dr. Nick, how are you? It's nice to see you.

Nick: Well, my mother wishes it was Dr. Nick, trust me. So, maybe one day. Maybe one day, I'll go back and get my Ph.D., but I appreciate you coming back on with us today.

www.NeverBingeAgain.com

GLENN LIVINGSTON Ph.D.



Dr. Glenn: Sure. What we're doing today is coaching not doctoring, just for the record.

Nick: I'd love for you to take over the role of the doctor as you do and I would happily be your patient today.

Dr. Glenn: Okay. Whatever. Whatever it is. It's you and I talking for a little bit is what it is.

Nick: There you go.

Dr. Glenn: Nick, for the benefit of your listeners who might not have heard the first episode, I'm taking Nick for a process that we outlined in our book at NeverBingeAgain.com. You can get a copy for free in Kindle, Nook or PDF there if you want to. Nick, first, I want to know what do you think about the idea of kind of the angel on your shoulder or devil on your shoulder approach to looking at things.

Nick: I think it's very accurate. I can tell personally that I used to be overweight also. I wasn't quite to the medically defined obese level, but I was certainly overweight and headed towards obese. And the way I ate was almost unconscious decision. I would just eat automatically without even thinking, not mindful eating. And now, I'm much more mindful and then those choices kind of like you illustrated as either devil on my shoulder or angel on my shoulder is very realistic to me when I go into grocery stores or convenience stores and I have to make the choice should I buy, for me, it's peanut M&Ms are kind of my crotch or my naughty food, but I always have that one side of me that says, "Go for it," one side of me that says, "You don't need it. Leave it there."



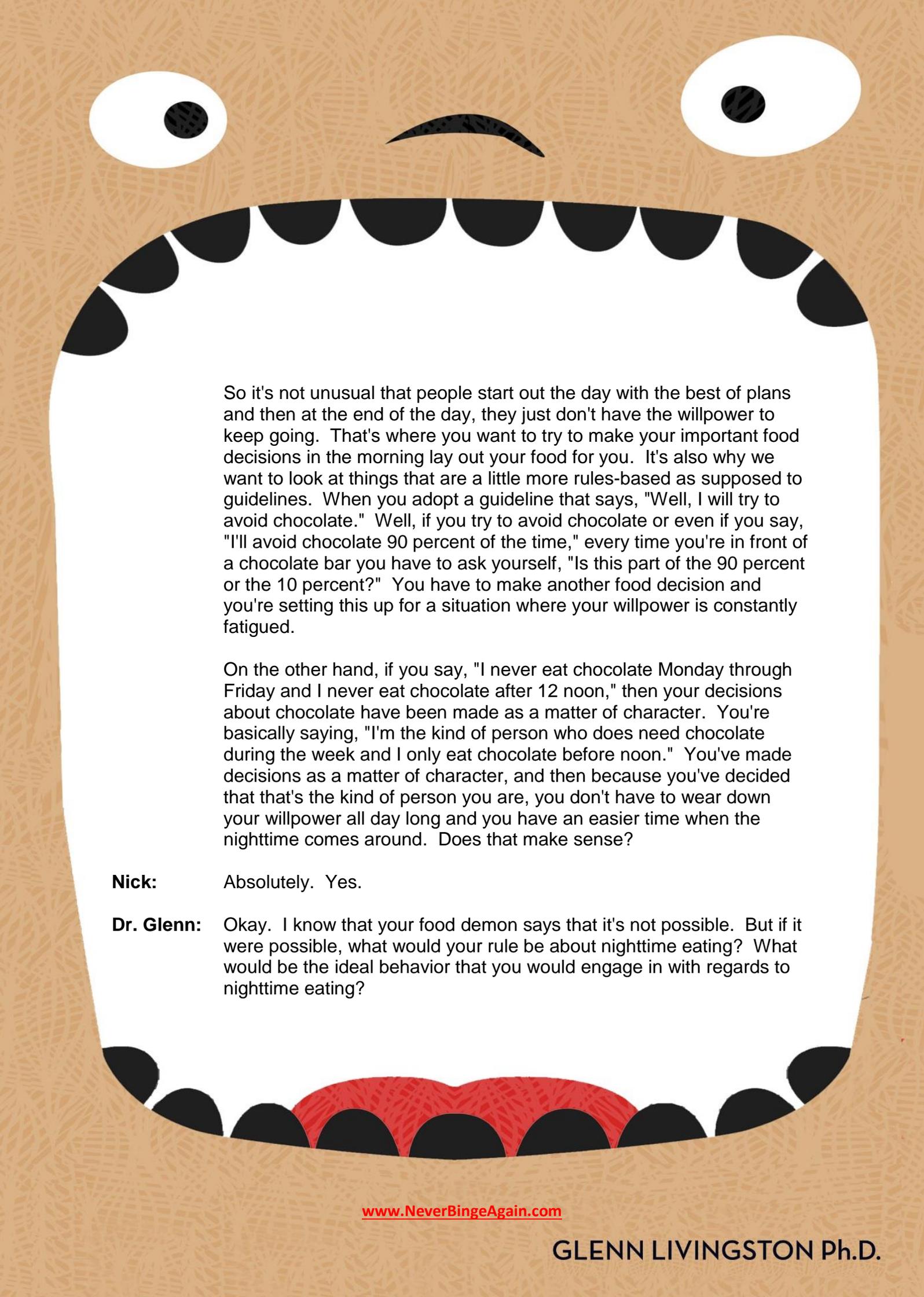
Dr. Glenn: Yeah, that's great. And what tends to happen when people actually change their reading is they figured out how to get the angel to win most of the time. That's what they figured, and that's really what Never Binge Again is about. Would you be willing to give the destructive side of your food thinking a name? So, maybe it's your food demon, maybe it's your inner binge brain, what would you call it?

Nick: I'm trying to say, "Go something creative, but yeah, it's probably food demon." That sounds like a good one. Food demon, I like that.

Dr. Glenn: What is it that you'd like to change about your eating? What would it be?

Nick: I really like I would say more of a schedule to my eating. Sometimes I break down. Especially at nighttime, when I'm done, the day is pretty much over. My schedule for the day is I finally come to a close and I can kind of relax. And when I relax, I also let my guard down as far as food choices and then I'm more apt to make choices that aren't necessarily in the same, I guess, I wouldn't classify as healthy eating.

Dr. Glenn: Let me just tell the audience a couple of things about nighttime eating and we'll get right to work on that. What we find with nighttime eating is that because willpower is a fatigable muscle, it's not like an on and off switch that some people have and some people don't, it's more like gas in the tank. And what fatigues it, making decisions all day long. There are only so many good food decisions you can make over the course of the day. There are only so many good decisions that you can make over the course of the day. As a matter of fact, we find that you can run out of gas if you're asked to do too many mental tasks that have nothing to do with food. People have trouble resisting marshmallows if we ask them to do math problems first.

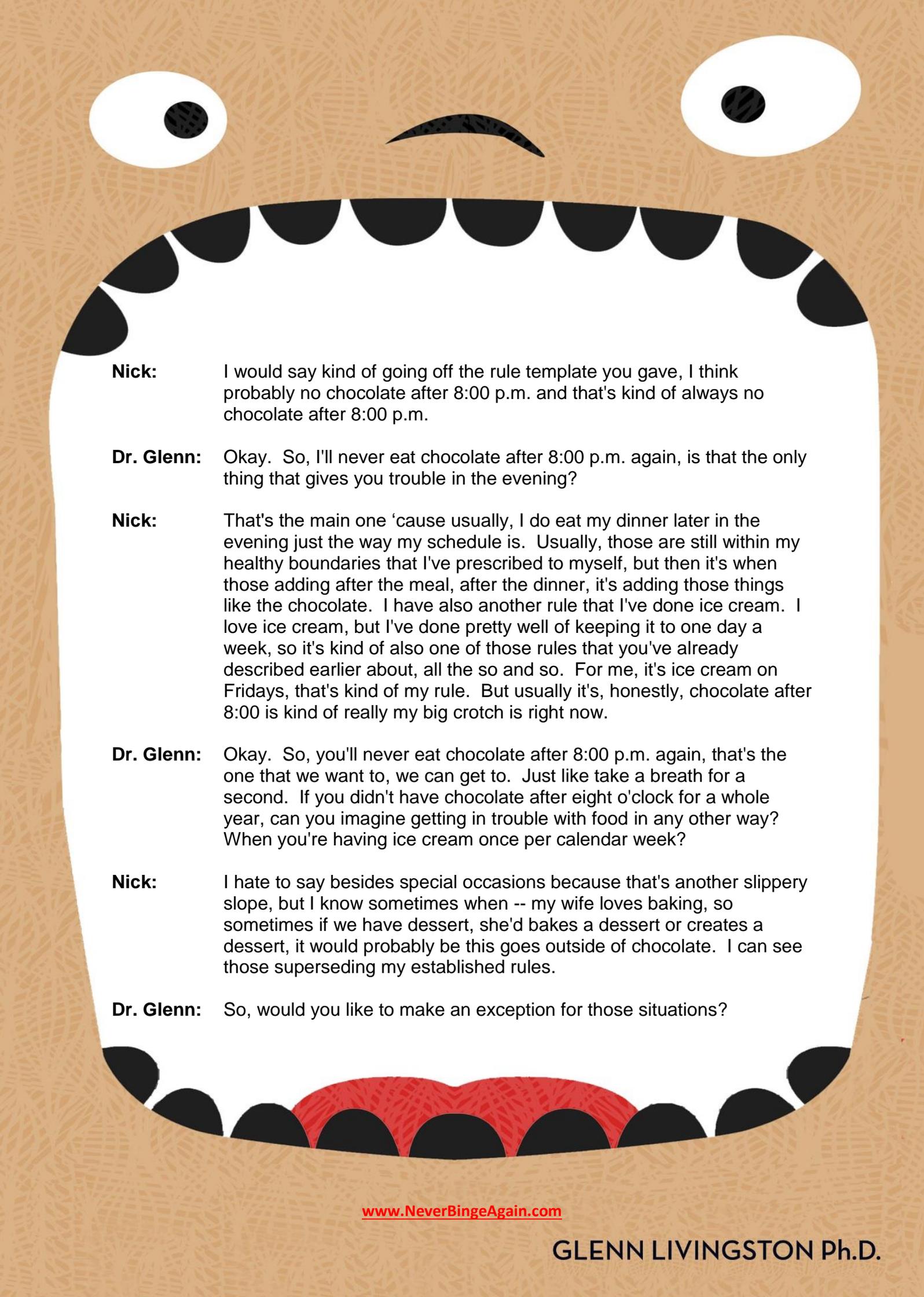


So it's not unusual that people start out the day with the best of plans and then at the end of the day, they just don't have the willpower to keep going. That's where you want to try to make your important food decisions in the morning lay out your food for you. It's also why we want to look at things that are a little more rules-based as supposed to guidelines. When you adopt a guideline that says, "Well, I will try to avoid chocolate." Well, if you try to avoid chocolate or even if you say, "I'll avoid chocolate 90 percent of the time," every time you're in front of a chocolate bar you have to ask yourself, "Is this part of the 90 percent or the 10 percent?" You have to make another food decision and you're setting this up for a situation where your willpower is constantly fatigued.

On the other hand, if you say, "I never eat chocolate Monday through Friday and I never eat chocolate after 12 noon," then your decisions about chocolate have been made as a matter of character. You're basically saying, "I'm the kind of person who does need chocolate during the week and I only eat chocolate before noon." You've made decisions as a matter of character, and then because you've decided that that's the kind of person you are, you don't have to wear down your willpower all day long and you have an easier time when the nighttime comes around. Does that make sense?

Nick: Absolutely. Yes.

Dr. Glenn: Okay. I know that your food demon says that it's not possible. But if it were possible, what would your rule be about nighttime eating? What would be the ideal behavior that you would engage in with regards to nighttime eating?



Nick: I would say kind of going off the rule template you gave, I think probably no chocolate after 8:00 p.m. and that's kind of always no chocolate after 8:00 p.m.

Dr. Glenn: Okay. So, I'll never eat chocolate after 8:00 p.m. again, is that the only thing that gives you trouble in the evening?

Nick: That's the main one 'cause usually, I do eat my dinner later in the evening just the way my schedule is. Usually, those are still within my healthy boundaries that I've prescribed to myself, but then it's when those adding after the meal, after the dinner, it's adding those things like the chocolate. I have also another rule that I've done ice cream. I love ice cream, but I've done pretty well of keeping it to one day a week, so it's kind of also one of those rules that you've already described earlier about, all the so and so. For me, it's ice cream on Fridays, that's kind of my rule. But usually it's, honestly, chocolate after 8:00 is kind of really my big crotch is right now.

Dr. Glenn: Okay. So, you'll never eat chocolate after 8:00 p.m. again, that's the one that we want to, we can get to. Just like take a breath for a second. If you didn't have chocolate after eight o'clock for a whole year, can you imagine getting in trouble with food in any other way? When you're having ice cream once per calendar week?

Nick: I hate to say besides special occasions because that's another slippery slope, but I know sometimes when -- my wife loves baking, so sometimes if we have dessert, she'd bake a dessert or create a dessert, it would probably be this goes outside of chocolate. I can see those superseding my established rules.

Dr. Glenn: So, would you like to make an exception for those situations?



Nick: Sure.

Dr. Glenn: So, I'll never eat chocolate after 8:00 p.m. again unless, unless what?

Nick: Unless it is a holiday.

Dr. Glenn: Okay. So, except for holidays. Any holiday or you have particular holidays?

Nick: I would say any holiday. It's not every holiday, but I can't give you which ones individually, but I would say every holiday would probably be a good catch-all for all that.

Dr. Glenn: Did you ever watch Seinfeld?

Nick: I did.

Dr. Glenn: Do you remember Festivus?

Nick: Of course, yeah.

Dr. Glenn: So, Festivus counts, right?

Nick: Yes. Festivus for the rest of us, I know.

Dr. Glenn: Okay. Except for holidays, what other exceptions?

Nick: I'm trying to think 'cause obviously, I have the ice cream rule, which I'm pretty good on. One way I've found to stay away from that or keep that rule is don't buy ice cream when we go grocery shopping, so that's



pretty much all to the grocery list constantly, it's the chocolate rule after 8:00 is great.

I think I outlined is I really kind of went into problems when I go to a grocery store or convenience store like during the day. When I have some time in between sessions with clients, I'll go and maybe grab a coffee somewhere, but then I'll start drifting towards the candy aisle or something like that and then I'm constantly battling with myself.

Dr. Glenn: Okay. So your food demon starts to squeal when you're in the store like that and you have a coffee. Do you think you need to regulate coffee in any way in order to prevent that or is that just the squeal we need to identify and learn to ignore? I'm trying to define the ideal set of rules for you now and we'll deal with complying with them in a little bit.

Nick: Right. I love coffee. I don't know, it's all kind of relative, but I feel like I've done a good job regulating to one cup in the morning and one cup in the afternoon, but I don't know if maybe I need to cut off the afternoon cup because that's usually when I go to Whole Foods, get coffee there. And then when I'm in the Whole Foods, I start milling around and that's when occasionally I break down and buy some sweet stuff.

Dr. Glenn: So take a breath for a second, Nick. Do you want to have a rule that cuts coffee off in the afternoon or not?

Nick: Honestly, no.

Dr. Glenn: Okay. Do you want to try it like this and then we could do a follow-up in a month or two if you're still having trouble?



Nick: Okay. Yes.

Dr. Glenn: Okay. 'Cause that's what I thought. I kind of thought that was going to be overdoing it for you. So basically, you'll never eat chocolate after 8:00 p.m. except for holidays and you'll have ice cream no more than one calendar day per week. Can you get in trouble with food if you follow those two rules, serious trouble with food?

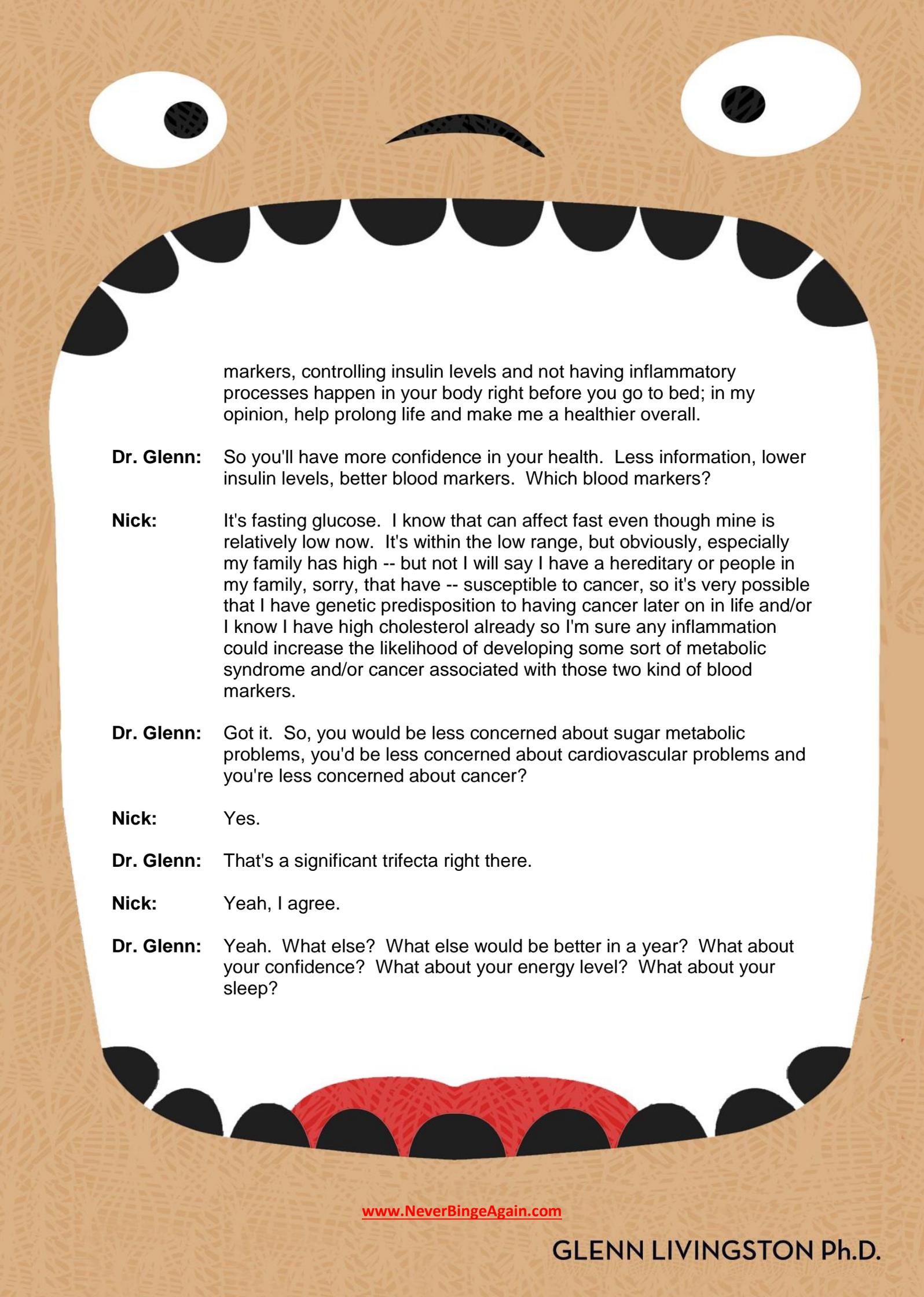
Nick: I do not believe so.

Dr. Glenn: Okay. What I want you to do is imagine that it's a whole year from now. And Nick, I know that your food demon says this is impossible, but you followed these rules to the letter. It's a whole year from now. Tell me what's different in your life? Your life is going to be different in some significant way because you follow these rules, what's going to be different?

Nick: Probably have a little bit more change in my pocket since I'm not buying chocolate as often. Also, I'm enjoying possibly like, emotionally, looking for more -- or I don't know, not looking more for, I don't think that's the proper grammar, but looking more anticipation for holidays since I know linking them to chocolate especially, but that might be a little bit --

Dr. Glenn: It'll be a little treat for you, sure. Okay.

Nick: Yeah. So, I guess making more anticipation for holidays even though they're a special time already, even more anticipation for holidays. And then also, since I'm always paying attention to nutrition research, I know about the benefits of or what I believe the benefits are not eating things high in sugar close to bedtime, how could it benefit your blood



markers, controlling insulin levels and not having inflammatory processes happen in your body right before you go to bed; in my opinion, help prolong life and make me a healthier overall.

Dr. Glenn: So you'll have more confidence in your health. Less information, lower insulin levels, better blood markers. Which blood markers?

Nick: It's fasting glucose. I know that can affect fast even though mine is relatively low now. It's within the low range, but obviously, especially my family has high -- but not I will say I have a hereditary or people in my family, sorry, that have -- susceptible to cancer, so it's very possible that I have genetic predisposition to having cancer later on in life and/or I know I have high cholesterol already so I'm sure any inflammation could increase the likelihood of developing some sort of metabolic syndrome and/or cancer associated with those two kind of blood markers.

Dr. Glenn: Got it. So, you would be less concerned about sugar metabolic problems, you'd be less concerned about cardiovascular problems and you're less concerned about cancer?

Nick: Yes.

Dr. Glenn: That's a significant trifecta right there.

Nick: Yeah, I agree.

Dr. Glenn: Yeah. What else? What else would be better in a year? What about your confidence? What about your energy level? What about your sleep?

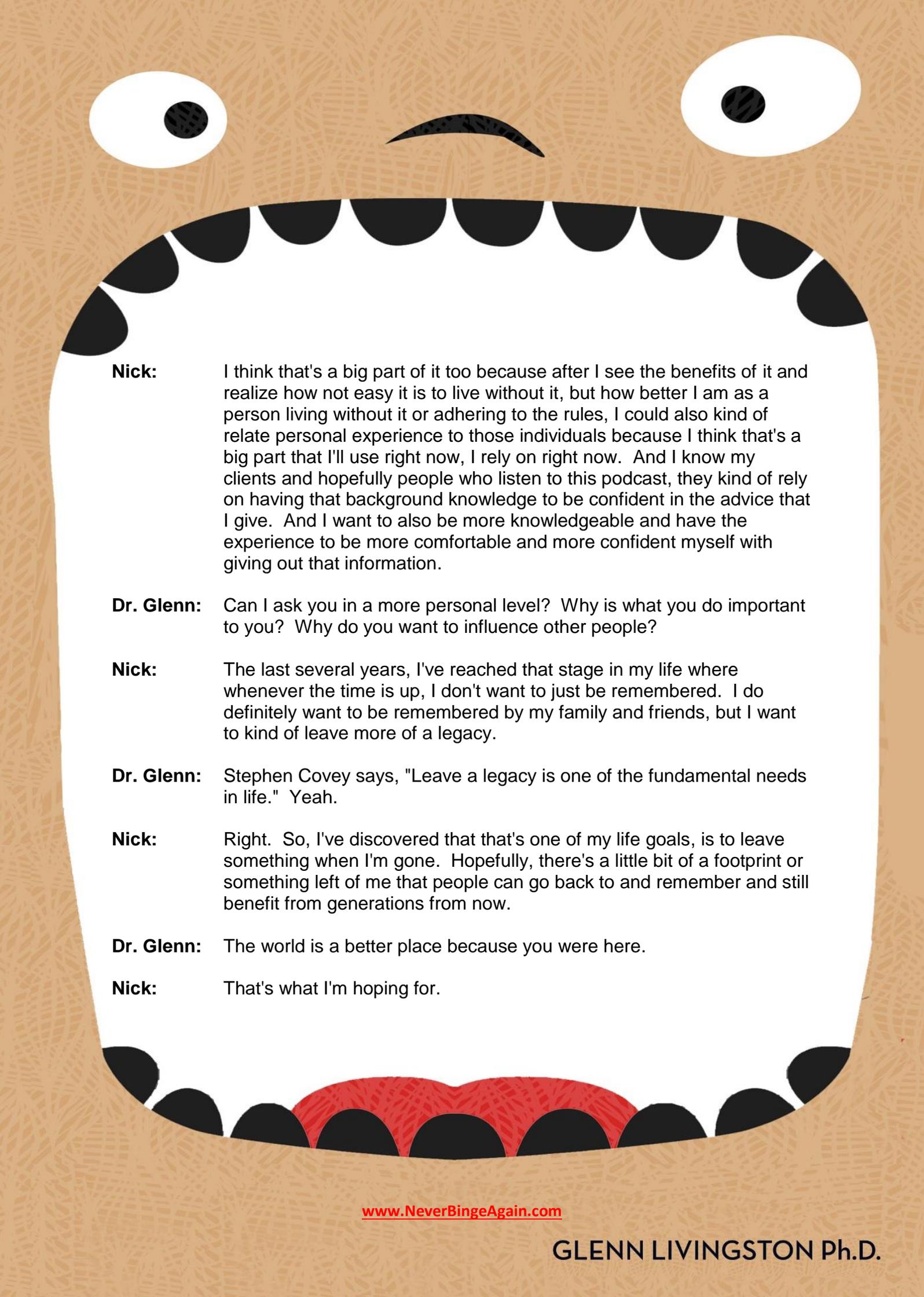


Nick: Oh, yeah. Sleep, I think that's obviously -- I know that could always be better probably staying up 'cause I know for a fact dark chocolate 'cause I eat dark chocolate, but it has a small amount -- not caffeine, but a caffeine like -- I think it's anti-oxidant or somewhat, so I know that's probably maybe preventing me from falling asleep faster or falling asleep quicker when I go to bed now. So eliminating that could help, like you said, "More recovery, better sleep," which is important for me now, that I'm training more individuals, I'm busier and I'm also getting more fatigued both kind of physically and mentally. So sleep is very important.

Dr. Glenn: Got you. Okay. So, you'd be more productive at work, you'd be less fatigued, you'd be able to get deeper better sleep, what else? What about your relationships? What about your mental clarity at work, anything like that? I don't want to put words in your mouth, I just want to make sure I check all the areas.

Nick: No, I think as you mentioned with the recovery, having more time recovery during the night to more better sleep, I would also lead to better emotional health the following day, improving the relationships I currently have with both my wife and my clients and coworkers. So improving those relationships, I believe, can have obviously a synergistic effect on my overall wellbeing too. The better I am as a father, son, friend or trainer, the reciprocal nature of the relationship, those people I feel like will improve our relationship and improve my health overall.

Dr. Glenn: I love it. Okay. What about your confidence in yourself as a leader? What about your ability to influence other people? What about all that?



Nick: I think that's a big part of it too because after I see the benefits of it and realize how not easy it is to live without it, but how better I am as a person living without it or adhering to the rules, I could also kind of relate personal experience to those individuals because I think that's a big part that I'll use right now, I rely on right now. And I know my clients and hopefully people who listen to this podcast, they kind of rely on having that background knowledge to be confident in the advice that I give. And I want to also be more knowledgeable and have the experience to be more comfortable and more confident myself with giving out that information.

Dr. Glenn: Can I ask you in a more personal level? Why is what you do important to you? Why do you want to influence other people?

Nick: The last several years, I've reached that stage in my life where whenever the time is up, I don't want to just be remembered. I do definitely want to be remembered by my family and friends, but I want to kind of leave more of a legacy.

Dr. Glenn: Stephen Covey says, "Leave a legacy is one of the fundamental needs in life." Yeah.

Nick: Right. So, I've discovered that that's one of my life goals, is to leave something when I'm gone. Hopefully, there's a little bit of a footprint or something left of me that people can go back to and remember and still benefit from generations from now.

Dr. Glenn: The world is a better place because you were here.

Nick: That's what I'm hoping for.



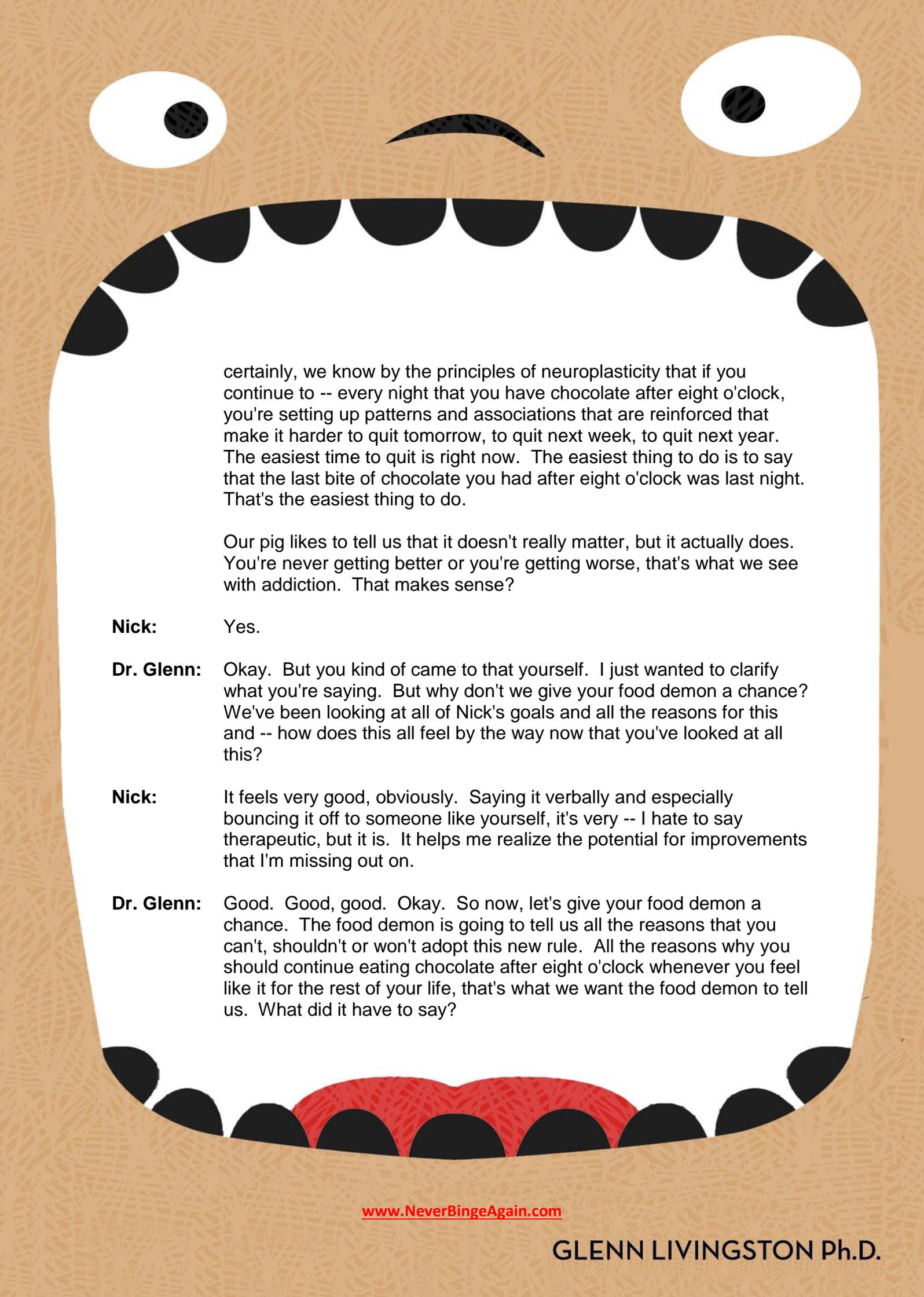
Dr. Glenn: I bet it already is, but what will make it even stronger? What happens if you don't do this? What happens if you just keep eating chocolate when you feel like it at night and eat ice cream more than one day per calendar week? What happens if you just let this go? What's going to happen in a year or two years or five years?

Nick: It's certainly the potential to have all those improvements we just outlined is much lower. And reaching my ultimate goal of leaving a legacy, which we just discussed, reduces the probability of that happening 'cause I'm not working. Obviously, chances are still there, but if I can be a better overall in all facets of life, the chances of me leaving a bigger footprint are more likely than not.

Dr. Glenn: That makes a lot of sense. What about your blood markers and the inflammatory processes and the insulin levels and a risk of cancer and heart disease and all that kind of stuff?

Nick: They'll probably be staying. They won't be -- potentially not improving, potentially getting worse. Since I'm getting older, the more likelihood that the conditions on my body is not apt to repair itself, so instead of getting more rest or improving my fasting glucose and my cholesterol levels, it could be going the opposite direction. So overall, I'm not improving my health. I'm essentially kind of either keeping stagnant, but also that more potential for injuring myself too. I'm handicapping myself essentially when I don't make the changes.

Dr. Glenn: Yeah. One of the things that our food demon tells us is that we can start leader. Next year, we'll be at the same starting point anyway, so you might as well wait a year, you'll have some fun. Start this next year will be fun. The truth is, in the research that I've seen, is that as we age, a lot of these things get worse if you don't address them. And



certainly, we know by the principles of neuroplasticity that if you continue to -- every night that you have chocolate after eight o'clock, you're setting up patterns and associations that are reinforced that make it harder to quit tomorrow, to quit next week, to quit next year. The easiest time to quit is right now. The easiest thing to do is to say that the last bite of chocolate you had after eight o'clock was last night. That's the easiest thing to do.

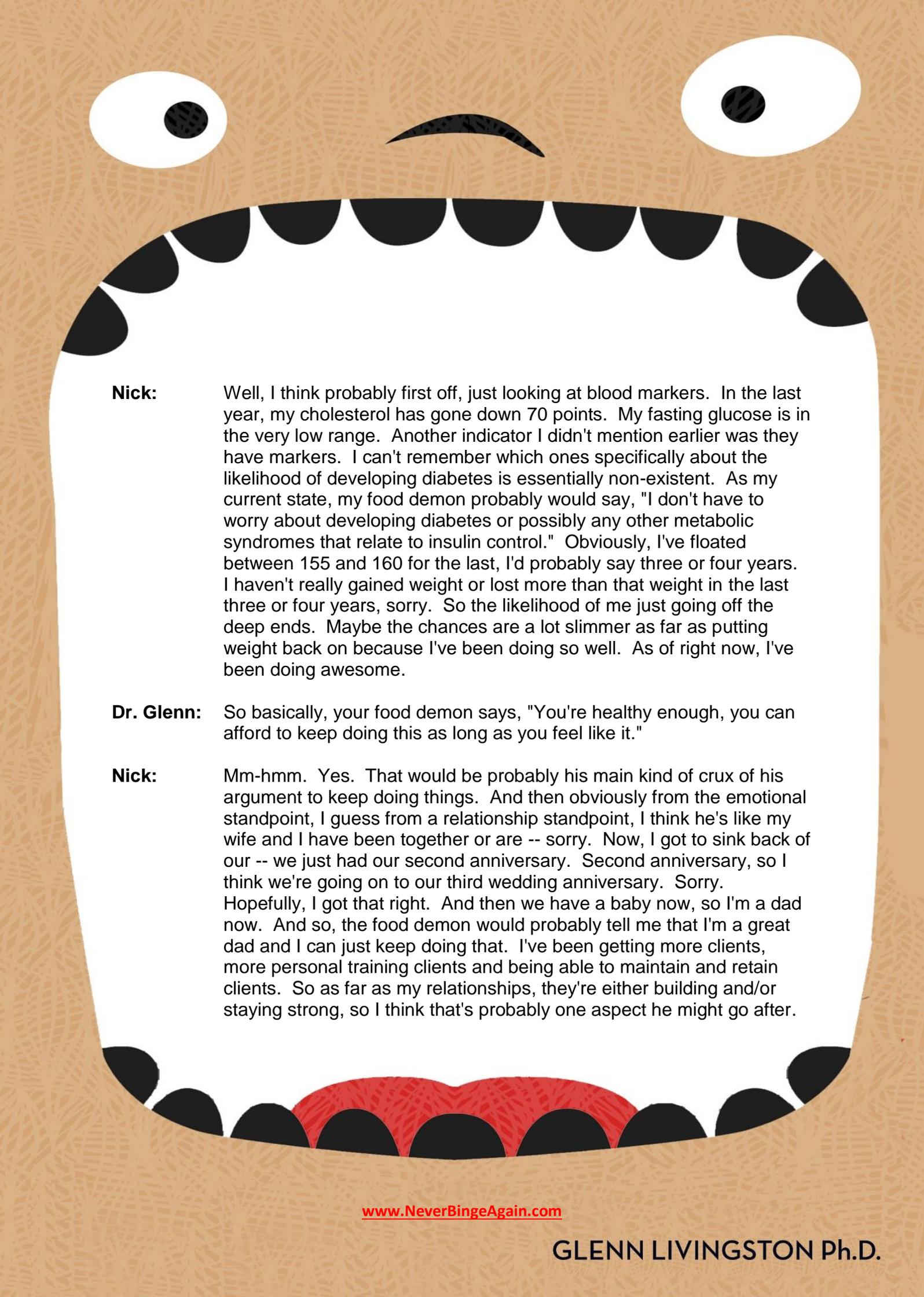
Our pig likes to tell us that it doesn't really matter, but it actually does. You're never getting better or you're getting worse, that's what we see with addiction. That makes sense?

Nick: Yes.

Dr. Glenn: Okay. But you kind of came to that yourself. I just wanted to clarify what you're saying. But why don't we give your food demon a chance? We've been looking at all of Nick's goals and all the reasons for this and -- how does this all feel by the way now that you've looked at all this?

Nick: It feels very good, obviously. Saying it verbally and especially bouncing it off to someone like yourself, it's very -- I hate to say therapeutic, but it is. It helps me realize the potential for improvements that I'm missing out on.

Dr. Glenn: Good. Good, good. Okay. So now, let's give your food demon a chance. The food demon is going to tell us all the reasons that you can't, shouldn't or won't adopt this new rule. All the reasons why you should continue eating chocolate after eight o'clock whenever you feel like it for the rest of your life, that's what we want the food demon to tell us. What did it have to say?



Nick: Well, I think probably first off, just looking at blood markers. In the last year, my cholesterol has gone down 70 points. My fasting glucose is in the very low range. Another indicator I didn't mention earlier was they have markers. I can't remember which ones specifically about the likelihood of developing diabetes is essentially non-existent. As my current state, my food demon probably would say, "I don't have to worry about developing diabetes or possibly any other metabolic syndromes that relate to insulin control." Obviously, I've floated between 155 and 160 for the last, I'd probably say three or four years. I haven't really gained weight or lost more than that weight in the last three or four years, sorry. So the likelihood of me just going off the deep ends. Maybe the chances are a lot slimmer as far as putting weight back on because I've been doing so well. As of right now, I've been doing awesome.

Dr. Glenn: So basically, your food demon says, "You're healthy enough, you can afford to keep doing this as long as you feel like it."

Nick: Mm-hmm. Yes. That would be probably his main kind of crux of his argument to keep doing things. And then obviously from the emotional standpoint, I guess from a relationship standpoint, I think he's like my wife and I have been together or are -- sorry. Now, I got to sink back of our -- we just had our second anniversary. Second anniversary, so I think we're going on to our third wedding anniversary. Sorry. Hopefully, I got that right. And then we have a baby now, so I'm a dad now. And so, the food demon would probably tell me that I'm a great dad and I can just keep doing that. I've been getting more clients, more personal training clients and being able to maintain and retain clients. So as far as my relationships, they're either building and/or staying strong, so I think that's probably one aspect he might go after.



Dr. Glenn: The crux of that argument is that everything is going well in all your relationships, therefore, there's no need to change or improve. Is that what the therefore statement is?

Nick: I would say so. Yes.

Dr. Glenn: I don't want to put word in your mouth though. So, if your personal training business is going well and you're a great dad and a great husband and you're maintaining relationships with clients and bringing new people on, then why is that a justification to keep eating chocolate at night?

Nick: I don't know if it's the old saying, "If it ain't broke, don't fix it."

Dr. Glenn: Okay. Good enough is good enough. We don't have to -- okay. My grandfather used to say that. He also used to say that if you don't know where you're going, you'll wind up someplace else. What else does your food demon say? Reasons why you should continue eating chocolate whenever you feel like it at night?

Nick: I'm trying to think all aspects we've talked about. I know we discussed blood markers and whatnot, and then our relationships.

Dr. Glenn: You've made a fairly serious commitment here and your food demon would like you to continue to eat chocolate late at night and it's facing the possibility of only getting to do that in holidays forever, this is kind of its last shot, what does it have to say?



Nick: It's tough. I don't know what he would say besides those things kind of essentially saying that everything is going awesome right now, why divert from the current path you're on? I feel like that would be his main argument. A little bit here won't hurt. I'm sure he'll probably argue, you can go ahead. Why be so strict? Why don't you do it on holidays and weekends instead of every day or nothing after 8:00 not only on holidays? Why don't you do nothing after 8:00 on weekends and holidays? We try to compromise essentially. It would probably be a tactic the food demon to use.

Dr. Glenn: So, flip the rule?

Nick: Yeah.

Dr. Glenn: Okay. By the way, I want you to call the food demon an "it". It doesn't deserve the dignity of a human pronoun because it only has destructive aims in mind by definition.

Nick: Gotcha.

Dr. Glenn: Okay. Nick, I want you to jump back up into your higher brain where that angel lives and I want you to find the lies. There were always lies in the food demon's reasons, so I want you to help me find the lies here. And if you need help, then you can ask, but it's better if you find them. When the food demon says, "Your blood markers are down 70 points and fasting glucose is in the low range and you have almost no diabetes risk and your weight is between 155 and 160 for years, the odds of you going off the deep end are infinitesimally small. You're healthy enough, you can afford to keep doing this as long as you feel like it," where is the lie in that?



Nick: As far as blood marker is concerned to me, if I go off the deep end, then those blood markers can change very quickly. It doesn't take a lot. Even though I probably built up insulin sensitivity, it's very easily especially with the process we had nowadays to change that quick fast and in a hurry so I know that, for a fact, that's a lie. Because I went through the yo-yo of at one point in my life of skinny to heavy and skinny to heavy so I know it's very possible to slip back into that unhealthy state.

Dr. Glenn: Okay, very good. So, the food demon is lying about that. When your food demon says that, "Everything is growing great with your wife, you're a great husband, a great dad, your personal business training is going really well, you're getting new clients, you're keeping the old ones, all your relationships are either building or staying strong, there's no need to change or improve anything, good enough is good enough, if ain't broke, don't fix it," where is the lie in that?

Nick: Well, I think personally, that's more of a -- I don't want to say this word. I guess it's the status quo type of perspective. And status quo, people who kind of subscribe to this status quo rarely, I think, leave a lasting impression on individuals, so I think that's a lie in the sense that status quo doesn't jive with my desire to leave a legacy.

Dr. Glenn: Very good. One of the ways that I understand that is that average in our world is awful. Good enough in terms of what people actually accept for themselves with regards to their health. The average person is tacitly agreeing with the rest of society to slowly kill themselves with food. So the status quo, just what you said. Just exactly what you said. When the pig said, "Everything is going awesome, why would you want to divert from the current path that you're on?" where is the lie in that?



Nick: Someone like myself, I've discovered and I think through, luckily, my mom who's been a student her whole life and just got her Ph.D. a couple years ago, is that you're always improving and learning. So trying to think that you have done a finished project is also not, I guess, conducive or it won't allow you to improve. Like I said, thinking that your finished product is almost goes back to being status quo.

Dr. Glenn: What you're saying is, I'm just going to give you some different words for it. You're a guy who pursues constant and never-ending improvement so that you can leave a legacy and be a role model for the people that you love and care about?

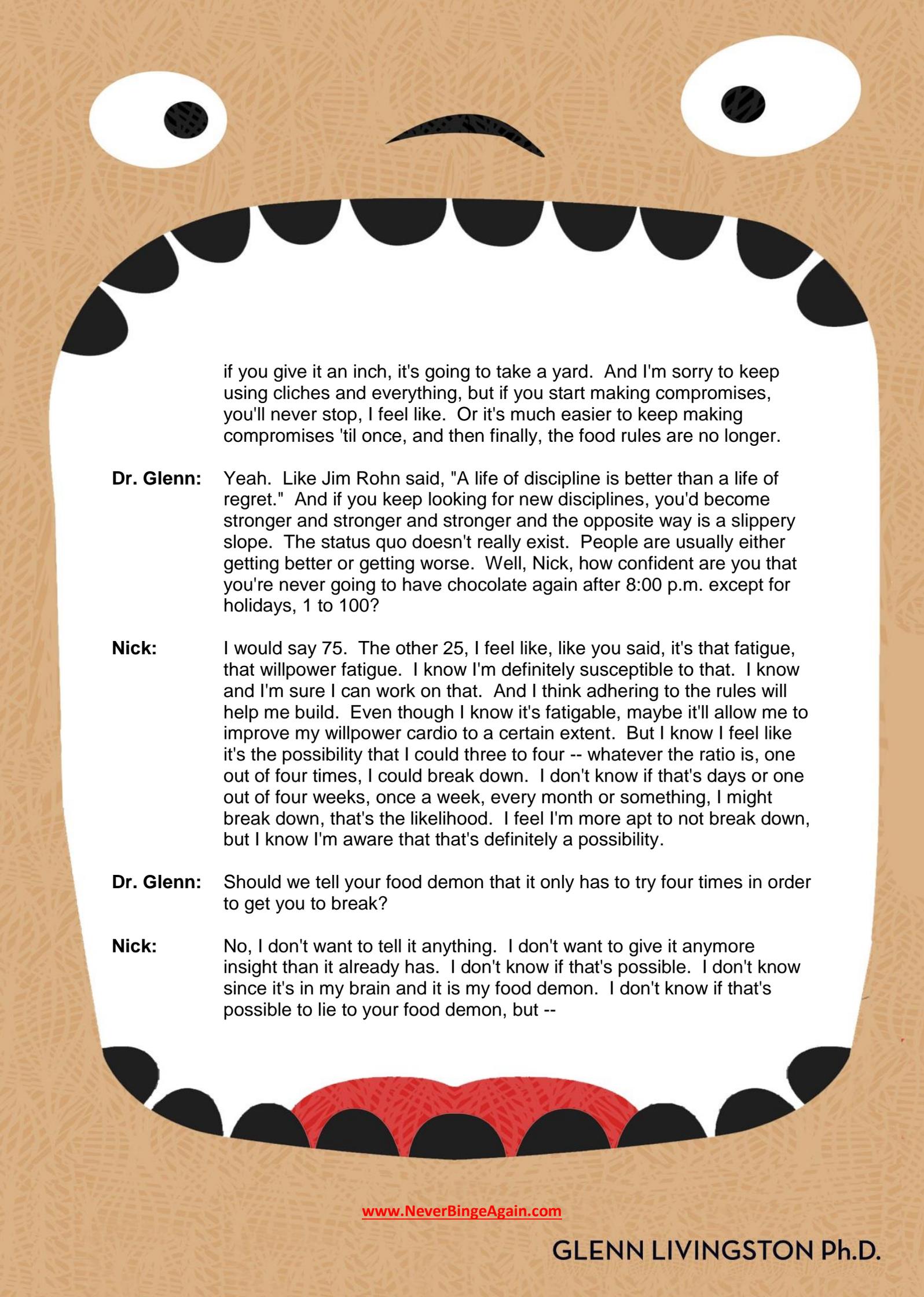
Nick: Yes, absolutely.

Dr. Glenn: And all of these lazy demon arguments that everything is going awesome, good enough is good enough, if it ain't broke, don't fix it, those are all status quo arguments. Those are all arguments of people who are going to live an average life and there's nothing about your life that you want to be average.

Nick: Correct.

Dr. Glenn: What about the food demon when it says, "A little bit won't hurt, so don't be so strict? Hey, let's flip the whole thing and let's only not have chocolate at night on holidays and weekends and we'll have chocolate all the other days instead," what do you think? Where is the lie in that?

Nick: Well, I think it's obviously a lie in the whole sense that it's deception. The fact that if you, especially wanting something like the food demon,



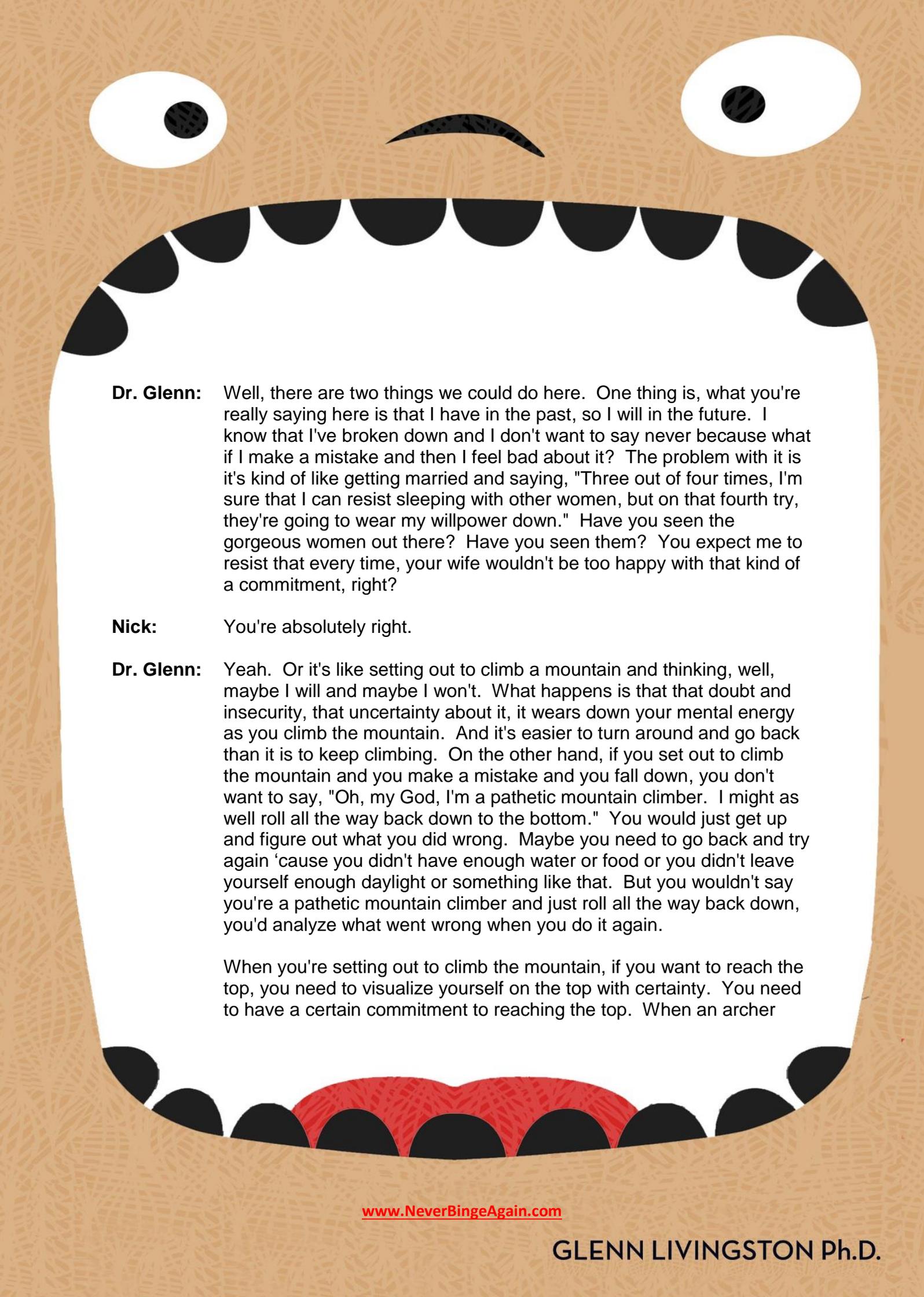
if you give it an inch, it's going to take a yard. And I'm sorry to keep using cliches and everything, but if you start making compromises, you'll never stop, I feel like. Or it's much easier to keep making compromises 'til once, and then finally, the food rules are no longer.

Dr. Glenn: Yeah. Like Jim Rohn said, "A life of discipline is better than a life of regret." And if you keep looking for new disciplines, you'd become stronger and stronger and stronger and the opposite way is a slippery slope. The status quo doesn't really exist. People are usually either getting better or getting worse. Well, Nick, how confident are you that you're never going to have chocolate again after 8:00 p.m. except for holidays, 1 to 100?

Nick: I would say 75. The other 25, I feel like, like you said, it's that fatigue, that willpower fatigue. I know I'm definitely susceptible to that. I know and I'm sure I can work on that. And I think adhering to the rules will help me build. Even though I know it's fatigable, maybe it'll allow me to improve my willpower cardio to a certain extent. But I know I feel like it's the possibility that I could three to four -- whatever the ratio is, one out of four times, I could break down. I don't know if that's days or one out of four weeks, once a week, every month or something, I might break down, that's the likelihood. I feel I'm more apt to not break down, but I know I'm aware that that's definitely a possibility.

Dr. Glenn: Should we tell your food demon that it only has to try four times in order to get you to break?

Nick: No, I don't want to tell it anything. I don't want to give it anymore insight than it already has. I don't know if that's possible. I don't know since it's in my brain and it is my food demon. I don't know if that's possible to lie to your food demon, but --



Dr. Glenn: Well, there are two things we could do here. One thing is, what you're really saying here is that I have in the past, so I will in the future. I know that I've broken down and I don't want to say never because what if I make a mistake and then I feel bad about it? The problem with it is it's kind of like getting married and saying, "Three out of four times, I'm sure that I can resist sleeping with other women, but on that fourth try, they're going to wear my willpower down." Have you seen the gorgeous women out there? Have you seen them? You expect me to resist that every time, your wife wouldn't be too happy with that kind of a commitment, right?

Nick: You're absolutely right.

Dr. Glenn: Yeah. Or it's like setting out to climb a mountain and thinking, well, maybe I will and maybe I won't. What happens is that that doubt and insecurity, that uncertainty about it, it wears down your mental energy as you climb the mountain. And it's easier to turn around and go back than it is to keep climbing. On the other hand, if you set out to climb the mountain and you make a mistake and you fall down, you don't want to say, "Oh, my God, I'm a pathetic mountain climber. I might as well roll all the way back down to the bottom." You would just get up and figure out what you did wrong. Maybe you need to go back and try again 'cause you didn't have enough water or food or you didn't leave yourself enough daylight or something like that. But you wouldn't say you're a pathetic mountain climber and just roll all the way back down, you'd analyze what went wrong when you do it again.

When you're setting out to climb the mountain, if you want to reach the top, you need to visualize yourself on the top with certainty. You need to have a certain commitment to reaching the top. When an archer



shoots at the bull's-eye, that archer visualizes the arrow going into the bull's-eye before they let go of the arrow so that the doubt and uncertainty don't distract them from the goal. You can use all your energy towards the goal. There's a dual mindset that we have when we're pursuing the goal. I call it committing with perfection, but forgiving yourself with dignity. So you want to take mistake seriously, but you want to forgive yourself relatively quickly otherwise the food demon will use the opportunity to make you feel too weak to resist the next binge. And so, here's how that works in this case. You have a long history of eating chocolate after eight 8:00 p.m., so neurological patterns are there, you know that you've fallen prey to them before, but if you want to stop doing that then you can declare yourself, arbitrarily, you're not waiting for yourself to feel 100 percent confident, but you can declare yourself 100 percent confident because you're committed to reaching the goal.

And then when the food demon says, "Well, you did in the past so you're going to do it in the future," you can recognize that as a squeal; that's the food demon making some noise, and then you can hop back up into your right brain, into your angels brain and make the right decision if you want to. While we can't cut out your midbrain, we can't take out the part of your brain that's addicted to eating chocolate after eight o'clock, we can 100 percent commit to separating our identities. Our human identities from that of the food demon. And that's the trick of Never Binge Again. That's the way that the game is played. It's a very aggressive game. At this stage, it's a bit of a leap of faith. You're not supposed to feel a hundred percent confident, you're supposed to intellectually believe that it's possible and make the declaration. And then every time you hear a craving or a thought that you might do this, you assign it to the food demon and say, "I don't want that, my food



demon does and I'm the one in control. I'm not going to let the demon tell me what to do." Does that make sense?

Nick: Yes.

Dr. Glenn: How confident are you that you're never going to eat chocolate except for holidays after 8:00 p.m. again?

Nick: A hundred percent.

Dr. Glenn: Are you?

Nick: With that type of thinking that you just outlined, yes, a hundred percent confident.

Dr. Glenn: The way most people say that is that I'm a hundred percent confident even if my food demon has other ideas.

Nick: I think that's probably realistic way; a more realistic way of me saying, yes, I'm a hundred percent confident, but I know my food demon is going to test me. And if I do as you, I think you're saying was commit to perfection, but forgive with dignity. Not knowing that that's there 'cause I don't want to use that as kind of a excuse, but knowing that I'm a hundred percent dedicated to getting to the top essentially.

Dr. Glenn: Yeah. And if you were an archer and whenever you missed the bull's-eye, you got up and aimed again with perfection, committed with perfection; the way our neurology is set up, we are learning machines. So if you get up quickly and you aim at the bull's eye again, you'll get closer and closer to the bull's eye. What happens with most people if they say, "Well, I can't commit with perfection 'cause I'll beat myself up



if I make a mistake or I can't possibly know what I'm never going to do again." But there're all sorts of things you'd never going to do again. You're never going to kick a policeman in the tushie, you're never going to pee on your mother-in-law's living room. I mean, I hope you're not going to pee on your --

Nick: No. Definitely not.

Dr. Glenn: There're all sorts of things that we never do on a habitual basis as a matter of character and we're just talking about building in one more habitual character pattern into your personality. That's what we're doing.

Nick: Yeah.

Dr. Glenn: The last thing is we don't tell your food demon this, but you can change this if you want to. So as you evolve and learn, you might find that 7:00 p.m. works better or nine p.m. works better. But we present the plan, we present the rules to the food demon as if they were set in stone in the same way that we tell a two-year-old child that they can't cross the street without holding your hands ever, ever, ever, ever. Little Sarah, you can never cross the street without holding my hand first because you don't want little Sarah distracted by even the thought or the image that she could dart into the street by herself. It's too dangerous for a two-year-old. For a seven or an eight-year-old, you can begin to teach them to look both ways and cross by themselves. But you don't want to tell them, "Gee, when you're seven or eight years old, I'm going to teach you how to do that," 'cause then they're going to start thinking, gee, maybe I could do it now. So you present to the food demon that it is set in stone, but you know that if you need to you can change it later



'cause the food demon acts like a two-year-old around food. Makes sense?

Nick: Yes, absolutely.

Dr. Glenn: Do you have any questions or concerns?

Nick: No. I've mentioned this earlier, but kind of saying it out loud makes it much more realistic and it helps me outline a better approach to it 'cause I've always kind of given myself either whether it'd be for fasting or abstaining from something for 30 days or 60 days. I've always tried doing those or I've done them and I've succeeded sometimes and I've failed sometimes, but I haven't taken the approach that I think where you kind of outlined and described today and that obviously your approach is something that I think can apply to everyone.

Dr. Glenn: Terrific. How confident are you that you're never going to eat chocolate after 8:00 p.m. again except for holidays between now and the day that you die?

Nick: A hundred percent, but I know the food demon is going to try to say otherwise.

Dr. Glenn: There you go.

Nick: All right.

Dr. Glenn: But you can all get a copy of the book at NeverBingeAgain.com for free along with a bunch of other recorded sessions like this one so you can hear how this works. It's all free, and we do have some paid coaching programs as well if you're curious. NeverBingeAgain.com.



Nick: Awesome. Dr. Glenn, thanks again for coming on to Addicted To Fitness and also let me come onto your show. And I will definitely, when we write our shows notes, we will put all your links once again on for this episode.

Dr. Glenn: Thanks, and I'll put yours in mine too. Just let me know what they are.

Nick: All right, Dr. Glenn, thank you.

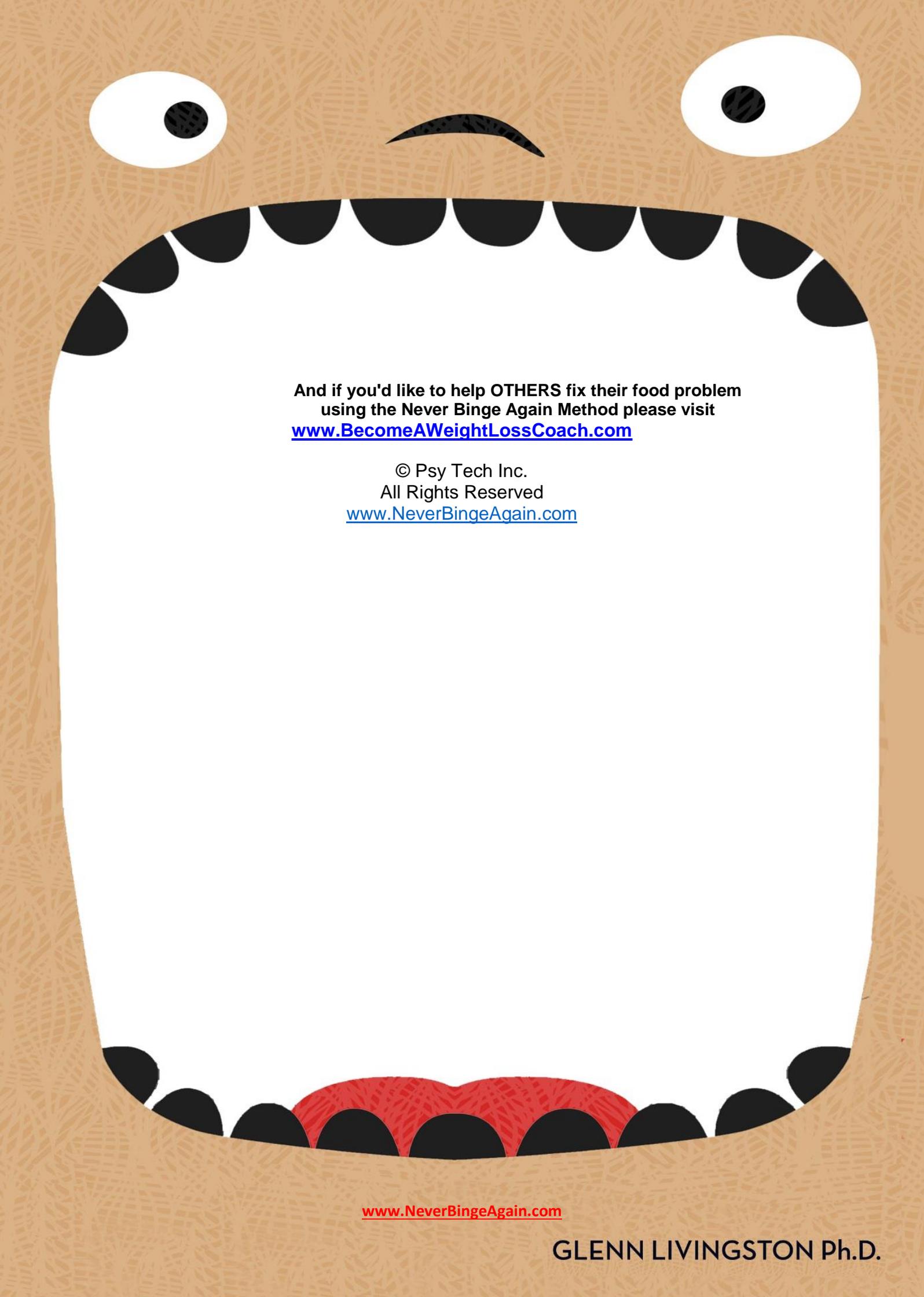
Dr. Glenn: I'll talk to you, thanks.

Thanks for your time and attention. If you need personal coaching to fix your food problem fast, please visit FixYourFoodProblem.com. FixYourFoodProblem.com. If you'd like to become a certified professional Never Binge Again independent coach and turn your passion for Never Binge Again into a lucrative, rewarding and fun career, please visit BecomeAWeightLossCoach.com. That's BecomeAWeightLossCoach.com where you can attract high-paying clients by leveraging my credibility and the Never Binge Again brand and help them stop overeating and obsessing about food so they can achieve their health and fitness goals at BecomeAWeightLossCoach.com. That's BecomeAWeightLossCoach.com. Thanks.

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