



Glenn Livingston, Ph.D. Snack By Design

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Dr. Glenn: Hey, this is the very good Dr. Glenn Livingston with NEVER BINGE AGAIN and I am here with...

Yoav: Yoav Ezer with NEVER BINGE AGAIN as well.

Dr. Glenn: And what are we talking about today?

Yoav: So there's one quick thing that I want to talk about today. And that is the concept of the guilty pleasure. And I think the idea of guilty pleasures when it comes to food is a bad, bad idea. It's a cultural perception that has led millions of souls in the wrong path.

Dr. Glenn: Part of the obesity cycle.

Yoav: Yes.

Dr. Glenn: When people think that the solution is just to not have pleasure with food and that's not true.



Yoav: No. On the contrary. What we are doing in these past few months is that we've started building the concept of guilt free pleasure. We say – and I think you agree with me – that having your treat foods, your pleasure foods, when you plan to have them and not on whim is 10 times or 100 times better because then the guilt and the shame aren't associated with them.

Dr. Glenn: And you can be present to taste them and enjoy them and live with them guilt free.

Yoav: Exactly. You don't have to hide them neither from yourself or from your friends and family. You can just enjoy your food on plan, stick to the food plan of your choice. Not be concerned about whether it's going to mess with your weight loss. Or if you're on maintenance, if you're going to gain weight. You won't feel ashamed. You'll feel true to yourself and enjoy your food.

We've created a new term which is Snack By Design. Which means that you eat your snack foods, eat your treats, but you designed when and how much you're going to eat them. If you do that, two things will happen. A, they will be a whole lot better because there won't be all that shame and guilt and all those problems we just talked about. And B, your food obsession will reduce dramatically. Because if you know when and where you're going to have them and you're not eating on whim you're eating by design. Then your Pig knows that it doesn't help it to squeal so it won't even try to help you break your plan.

Dr. Glenn: May I say a few things?

Yoav: Of course.

Dr. Glenn: I want to talk about why this works and when and how this works for people. It works because we believe that food addiction or even just habitual



overeating is caused by the dedication to food impulses and eating on whim. Or eating out of emotion. Eating out of emotion or whim requires that you make constant decisions about food. Most people are walking around saying I'll just indulge just 10% of the time and be good 90% of the time. But they don't recognize that that requires them to make constant decisions about whether this particular food in this particular way is part of the 10% or 90%. And that there's only so many good decisions that we can make every day.

Decision-making really wears down our willpower. There's a little controversy about that but my observation of well over 1000 clients suggest that's the case. And so eating by design, saying for example as you did Yoav, I'm going to have one piece of chocolate cake per week in a café with my wife on Friday mornings eliminates all the decision making for the rest of the week. And quantifies exactly how much you're going to have so the boundaries are there. It eliminates a sense of deprivation where you feel like you could never have chocolate cake again. And it has a clear beginning and end. So you can enjoy it thoroughly guilt free and incorporate that into your life.

You've even told me you don't feel fantastic physically after you have it. There's a little bit of suffering. But it's worth it. The trade-off is worth it for you so you could have that time with your wife and enjoy one of your old treats.

Yoav: I enjoy it extremely. I relish it. It's amazing and it's guilt free and I don't gain weight because of it. It's brilliant.

Dr. Glenn: It is brilliant. I also want to say that there are some food substances or treats and some people who do seem to be unable to moderate. So there are some things for which you have to decide whether you're a moderator or an abstainer. I couldn't have one piece of chocolate cake per week because I really find that one piece of anything with chocolate in it is just not enough.



Yoav: I'm the same way with pizza.

Dr. Glenn: You know the stats on that seem to be about two out of three people can [moderate] for a given substance and one person can't? To date I really can't diagnose beforehand which person it is. So you all have to do this at your own risk and decide whether it's worth it.

But I will say if it's two out of three people that have said they've had tremendous trouble with the food substance beforehand, two out of three people when we can very clearly delineate how they're going to eat it by design in a very reasonable way and we take a breath and say is it worth it? Can you still accomplish your health and fitness goals like this? How much are you going to sacrifice? And they say yes, this is definitely worth the tradeoff even if I lose weight a little more slowly, it's definitely worth it.

Two out of three people can do that and it's really nice for them and it seems to take the edge off of them continually breaking their plan and binging. And they feel like they're in control and they become infinitely more dedicated to remaining in control and adjusting their food plan to accomplish their goals and it's just a nicer way of being in the world. To snack by design if you can.

Yoav: And it's a shame free. I find there's a lot of benefits to doing it by design. One of them is eventually as we said before. The Pig doesn't bother you as much or at all. So right now I don't even want cake throughout the week even when I see cake.

Dr. Glenn: Do you ever want to order a second slice?

Yoav: Of cake? Usually it's halfway through the slice that my lizard brain wakes up. But because it's a lot, by the time I'm finished eating it, it's enough.

Dr. Glenn: You don't have to have a little chocolate cake funeral as you're having



those last bites?

Yoav: No, because I have it just once a week and it's a lot of sugar relatively. I get such a huge spike that I feel overwhelmed with the sugar. I want to stop. I actually have to drink a few glasses of water. And then... No I don't want anymore. It's enough.

Dr. Glenn: So you've learned to eat chocolate cake like a normal person. You're uncomfortable with anything more than a very slight roller coaster that's created from a sugar high and a sugar low. That discomfort is now aversive enough to you that you'd rather get back on the even calm blood sugar roll than have the second slice.

Yoav: Definitely. But it doesn't prevent my lizard brain from saying more, more, more after the first bite. The "more" response is there but it's enough. And the best thing is that it's not at the same time. Because I've also scheduled it to be in a café so it'll be uncomfortable for me socially to order another slice. But throughout the week cakes don't appeal to me at all.

Dr. Glenn: That's important what you're saying. So you've constrained it to a particular context where the action of bingeing would be more difficult for you.

Yoav: Yes.

Dr. Glenn: That's really smart.

Yoav: Yes. There used to be a time when I did it at home and the effort to not get another piece was way bigger.

Dr. Glenn: How long is it before the craving subsides after you've had your once a week piece of cake?



Yoav: I don't have a craving after the piece of cake. I get high and then I get a crash and then I just want to go back to normal.

Dr. Glenn: And you have your regular way of dealing with a crash by drinking some more water or doing some exercise or something like that?

Yoav: I eat a piece of fruit just to even out my blood sugar, but that's it. But the really best two things that come of it is that I'm not ashamed of it. It's really guilt-free. There is no shame. It's mine, it's not the Pig's. I post pictures of my cake on Instagram. If you go to my Instagram profile you'll see most of it is chocolate cake.

Dr. Glenn: Where is your Instagram? I've never been there.

Yoav: Yoav.Ezer@instagram

Dr. Glenn: It's a whole chocolate cake?

Yoav: Some selfies, but mostly cake.

Dr. Glenn: Some person is going to think you're a cake comedian or something like that.

Yoav: Exactly.

Dr. Glenn: There was a TV show about wedding cakes and there was a really big comedian who said that people call and ask him what he's doing and he says, "I'm watching cake." He was watching the wedding cake show. So that's an example of what we don't want you to do. Okay, so you walk away with your head held high and you don't feel guilty.

Yoav: I enjoy it. There's no shame. It's a great experience. And it's truly pleasurable.



Dr. Glenn: And you look forward to the next week.

Yoav: Yes. And throughout the week I could go and visit my mother, I could be at an office party, I could go to lunch with friends and there will be cake everywhere but I don't care. Even if it's the best chocolate cake in the world it's not mine. And those are huge, huge benefits.

Dr. Glenn: Where do you find people do this wrong or run into trouble?

Yoav: I think that part of it is that they either have too much or they don't construct the conditions or when. So if you're unlimited either in time... Time limit is the most important part. Because if you say I have one piece of chocolate cake per week or if you say I have one piece of chocolate cake on Friday morning, that's enormously different things.

Dr. Glenn: Why?

Yoav: Because once a week doesn't actually eliminate any decision making at all. Because at any given moment you could be having cake. Like every cake you see could be a possibility. And even if you don't see a cake you might order a cake. So your psyche continues to try to get the cake. But if it's limited to a time, after a while that just becomes the norm. Friday morning is cake time. And that's it.

Dr. Glenn: And there's no point in the Pig squealing during the week and trying to wear down your willpower. Which will wear down your willpower about other things also, by the way.

Yoav: Of course.

Dr. Glenn: Every food decision impacts your general will power tank. I love it.



Yoav: And the other part of it is that in the initial phase when you start, people kind of treat it more like a guideline than a rule. So they'll say, "I'll try my best to eat one piece of cake per week."

Dr. Glenn: Got it.

Yoav: But what you're actually doing when you try your best instead of having an ironclad rule is that you hold back, you hold back, you hold back and then you break the rule and reward the impulse even though it wasn't supposed to be rewarded. We've talked about that in previous episodes. If you're using intermittent rewards to reward your lizard brain instead of either not rewarding it at all or rewarding it consistently, then you're actually making it a lot more aggressive. It's like a slot machine.

Dr. Glenn: Because you never know when it's going to pay off so you might as well keep pulling the lever.

Yoav: Exactly. So your Pig doesn't know when it's going to succeed but it knows that if it pushes you hard enough it will. So it will push you harder. So what you want to do is say, Okay a rule is a rule. Friday morning — you can have whatever rule you want — the 13th of each month at 2:48 AM when there's a full moon. It doesn't matter what the rule is as long as it's a rule. And then in the initial phase of where you educate, you kind of train your lizard brain that that's the rule. You need to be a thug, ruthless, in the army, no exceptions.

Dr. Glenn: There's not a guideline. You're not going to kind of sort of try till you don't feel like it anymore.

Yoav: No. You're ruthless with your lizard brain when your lizard brain says, "Look at that cake! It's amazing! We're never going to have this cake again! It's from the



famous patisserie Chef that's going to be alive once in a million years!" I don't care. This is the army. We're having one cake a week on Friday in the morning. It doesn't matter what cake you see.

Dr. Glenn: I love it.

Yoav: You're a literal lizard brain. You train it. At that point it becomes calm, mellow, and when you eat you're both happy. You're happy, your lizard brain is happy because it's getting all these wonderful things. But there's no shame, no guilt and you exist instead of battling it out every day.

Dr. Glenn: It's critical that the snack by design is a reasonable amount. Not too little, not too much. So for example, you wouldn't want to say every Friday morning at the café I'm going to eat a whole chocolate cake.

Yoav: No.

Dr. Glenn: Because then you will throw your system off so much that you're going to be back in the binge cycle.

Yoav: Of course. If you gorge self on food then there's going to be mental repercussions, physical repercussions. You have to eat a decent amount but not too little. Just enough to make you happy. No more than that.

Dr. Glenn: Yes. Perfect.

Yoav: Don't get me wrong, I eat a decent slice of cake. It's a really good slice. It's not like a sliver.

Dr. Glenn: Does your wife ever ask you for a bite of it?



Yoav: People have tried in the past.

Dr. Glenn: We don't really want to go into where they are now, right?

Yoav: No. People have tried.

Dr. Glenn: Yoav is a former Israeli Defense forces sergeant. Master Sergeant. So you don't want to take his piece of cake. Okay, buddy, anything else about this? This is great.

Yoav: No. Just that you want to Snack by Design TM -- that's a trademark. You want to snack by design. It will make your life amazingly better.

Dr. Glenn: I totally agree.

Thanks for your time and attention. If you like to find out more about how to fix your food problem fast using our new coaching format that includes daily email accountability, a 45-day mastery challenge and live support groups four times per week, all completely optional of course, you don't have to come four times a week, they're just there if you need it, please visit FixYourFoodProblem.com. If you'd like to walk yourself through the coaching process and do it yourself, please visit NeverBingeAgainWorkbook.com. NeverBingeAgainWorkbook.com. For live coaching, daily email accountability, four times a week group support and a 45-day mastery challenge, please visit FixYourFoodProblem.com, or to do it yourself, please visit NeverBingeAgainWorkbook.com. NeverBingeAgainWorkbook.com. Thanks.



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