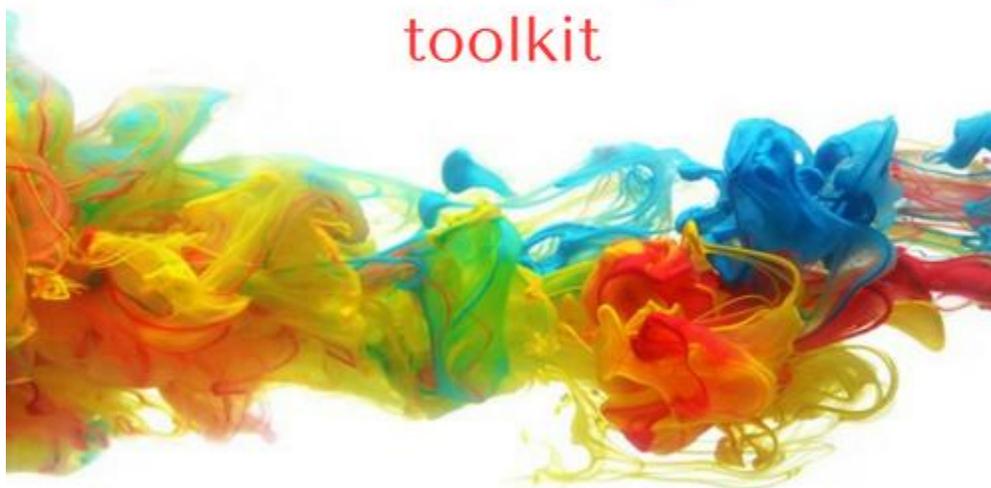


the
**No More
Cravings**

toolkit

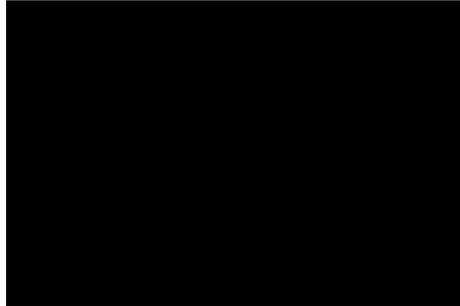


Created by Harriet Morris

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Introduction: The Feet With a Mind of Their Own



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<http://www.theshiftinside.com/nmct-videos/>

Cravings are like guerrilla warfare waged on your best intentions.

You buy the book, join the health club, talk enthusiastically about your New Healthy Regime and fantasise about the new you and their 110% success rate at keeping to your healthy meal plan.

Then it happens. On the way home from work, you are browsing the fruit and veg section of the supermarket when you find yourself magically transported 5 aisles down to the land of high fat, high sugar junk.

That invisible voice whispers in your ear:

JUST HAVE FOOD X.

"NO. NO NO!" you answer.

Rooted to the spot, you call upon your best intentions. They wheel out your last remaining stores of willpower, which are far more depleted than you could have ever imagined. You realise with a terrible sinking feeling that the inspirational high you got from that success story you read on the New Healthy Regime's website last night is no match right now for your cravings, which seem to have taken on a life of their own.

GO ON, YOU'VE HAD A TOUGH DAY they cajole.

And it's true, you HAVE had a stressful day.

"I'm not listening to you" you say with as much strength as you can muster. But you have already started caving in.

Caving in to the craving.

WE'RE NOT GOING ANYWHERE your cravings fire back. And you start justifying why just one small portion of food X can't do you any harm.

(The irony is that you may well be able to get to the point where you can enjoy exactly that relationship with food X while achieving your health goals if you take The Shift Inside approach to your cravings).

The truth of this statement - that your cravings feel absolutely immovable - crushes your last remaining resistance.

You feel incredibly isolated. If only you had someone to take you by the hand and lead you away.

But that's not going to happen, is it?

Cravings 1, your best intentions 0.

There Is a Better Way

Wait A Minute

This far-too-familiar scenario need not end the way it always has.

In this toolkit I am going to hand you some powerful strategies you can use TODAY to rewrite the ending to this crappy little story.

To turn your struggle into an adventure.

You know when you see recovering alcoholics who not only give up the drink, but turn their entire life around and use going dry as the springboard to reclaiming their power?

This is what we can do with our cravings.

Whether you see yourself as a lifelong compulsive binge eater whose existence is ruled by their obsession with food, or whether you consider yourself to just be getting a little too fond of food X, this toolkit can help you.

- ✓ You will learn how to channel instead of fight your cravings

- ✓ You will discover the everyday item you can use to walk away from any addictive food

- ✓ You will find out how to do a 180 degree turn on your cravings and eating issues, and turn them into a tool to reclaim your life

- ✓ I will tell you the one question that will make you realise you have more power to change this problem than you had ever thought possible

- ✓ Included are some ideas to help any kids in your life resist junk food in a simple, empowering way that is based on turning this challenge into a game. Access it here:

Ideas to Help Kids: Make It Fun

<http://www.theshiftinside.com/wp-content/uploads/2017/02/Eat-and-Feel-Better.pdf>

Why We Get Cravings



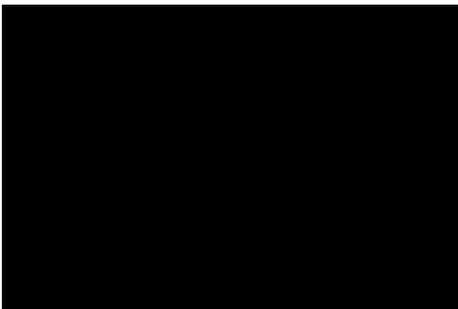
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The Tools

NB If you cannot view any of the videos below, access them here:

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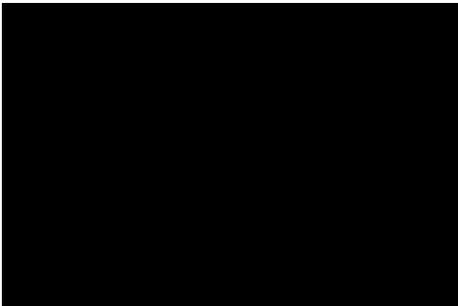
Tool 1: Einstein's Secret



Tool 2: Text Salvation



Tool 3: The \$64,000 Question



Everyone I have ever asked this question to answers yes.

To understand why this seemingly head-in-the-clouds, not very inspiring question is actually key to using food to reclaiming your life, we need to unearth the second question hidden beneath this first.

Here it is:

*If you are able to walk away from that junk for money, even when you feel utterly compulsive, then every time you have ever given in to your cravings, has it been due to **inability** to resist or **a choice** not to resist?*

The answer is that you always have a choice.

I am not saying this to make you feel bad. I know how hard that choice can be. But isn't it better to know you have the power to make a different choice rather than the

story you have been telling yourself all these years that you are just not good enough, broken, defective and at heart lazy?

I know you do not have \$64,000 to bribe yourself to walk away every time you feel compulsive around food. That was a thought exercise to get you thinking.

Think of the \$64,000 as very intense support to get you to use text salvation, or whichever cravings buster suits you. To make that tough choice.

But here is the good news: you don't actually *need* a big cash bribe to do the right thing every time.

You just need something that is emotionally exciting enough to pull you out of your slavery to the dopamine/serotonin urge.

Ask yourself: what else would get me to make the right choice?

For example, my clients have had a lot of success using daily check ins with me. Just five minutes at the end of the day, knowing that someone was there to support and make them accountable, is enough to divert them from the mad dash into the deli.

In the end it comes down to training: whether you like it or not, *you have been training yourself for years to give in to the most popular source of serotonin available in your environment: junk food.* You have trained yourself to put up with the price tag: mood swings, brain fog, excess weight, tooth decay, PMT, high blood pressure, fatigue - to name but a few.

I call this **unconscious self-training**.

Channeling your cravings and making the choice to tap into your power to say no instead involves consciously training yourself. It IS uncomfortable - that is why many people need my support via coaching.

But then something wonderful happens. You reach a point where you no longer need to train yourself consciously, where doing the right thing becomes automatic, effortless.

This effortlessness happens because the more times you repeat an action, the more your brain starts thinking it is a good idea because the brain sees that this repeated choice has not killed you, so it figures you must be safe. And because it needs to free up your conscious mind for other new situations and problems, it moves the action of walking away from the junk instead of taking it to the cash till automatic.

This was what was happening when my feet turned and walked away of their own accord that day.

So let me ask you: which kind of training do you choose? The unconscious kind, that keeps you stuck in self-blame and self-sabotage, or **conscious training** that has an end point of on average eight to twelve weeks if you do it properly, and leads to effortlessly doing what you have been longing to achieve for years, and inspires you to live your life as it should be lived?

If you are interested in one-to-one coaching, find out more about how you can experience up to a 95% reduction in your binge eating, sugar addiction or compulsive behaviour around food without feeling deprived or bad about yourself here:

<http://www.theshiftinside.com/coaching/>



