

Defeat Your Cravings™

The Back Door to Weight Loss™

Five Step Webinar

How to Defeat Your Worst Cravings So You Can Stop Yo-Yo Dieting, End Food Obsession, Lose Weight, and Accomplish Your Health, Fitness, and Personal Goals... *Without Driving Yourself Crazy!*

You may have seen Dr. Livingston's previous research, work, and theories in:



Entire presentation copyright Defeat Your Cravings, LLC – All Rights Reserved



Defeat Your Cravings™ Webinar Cheat Sheet

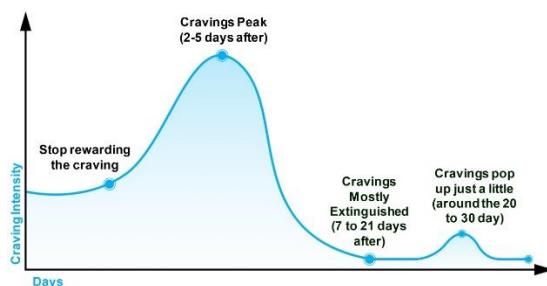
DISCLAIMER: For educational purposes only. No guarantees and/or warranties of fitness for any particular purpose are made. You are responsible for determining the nutritional soundness and safety of your own dietary plan. Consult a licensed medical professional if you require medical advice, and a licensed dietitian if you require nutritional advice. Usage is entirely at your own risk. If you do not agree with these terms, Defeat Your Cravings, LLC. is unwilling to grant you a license to read and/or use the information in this document, and you are instructed to destroy all copies both physical and electronic.

NOTE: The webinar access offer and bonuses can be found at the price referenced in the webinar until at least Friday, 9/12/25 at 6 pm Eastern Time at www.DefeatYourCravingsCoaching.com (Thereafter this link will update to the new offer). Please note that this week's enrollment will be the LAST time in a very long time, quite possibly forever, that you'll be able to get 7 day per week group coaching AND one-on-one direct coaching from my Master Coaches. There will be NO additional enrollments in 2025, and the 2026 program will be substantially different.

Five Principles to Help End Overeating (As Reviewed on the Webinar)

- **PRINCIPLE #1: Hard and Fast Rules Work Better Than Guidelines.** Rules are better than guidelines because
- ✓ 1) You can stop playing blind archery and know exactly what you're aiming at. "If you don't know what you're aiming at, you'll probably hit something else!" – *Yogi Berra paraphrased*;
 - ✓ 2) You can better analyze mistakes and adjust your aim if you know by how much and in what direction you missed;
 - ✓ (3) Rules let you separate and identify your destructive food thoughts. If you say "I will never eat chocolate on a weekday again" then you know any thought which suggests you do is a destructive thought;
 - ✓ (4) Rules function as a "tripwire" that let you know you are about to eat poorly – they wake you up and give you a space in which you can make a better decision;
 - ✓ (5) Rules preserve your willpower for more important things because they make lots of food decisions *for you!* (*Willpower is just the ability to make good decisions.*) It's better to start with simpler, easier rules you can and will do reliably so you can consistently win and trigger your "identity function."
 - ✓ People object to food rules because they fear being boxed in, but you can change them any time you like with 24 hours forethought and consideration. They fear being too perfectionistic and then going "hog wild" when they miss the bullseye, but Olympic archers aim with perfection but forgive themselves with dignity. (*Just turn guilt or shame into responsibility, adjust, and move on.*) People also fear stimulating the rebellious part of themselves with food rules, but why reify and revere that part of ourselves? Rebelliousness is just another emotion, and the goal is to cut the link between emotions and overeating.
- **PRINCIPLE #2: Define an Inner Enemy and Eradicate Its Excuses.** When your tripwire alarm goes off, ask yourself what excuse your "Food Monster" is suggesting. Example:
- | | |
|---|--|
| <ul style="list-style-type: none">• RULE: I'll never again eat chocolate on a weekday!• FOOD MONSTER EXCUSE: "Your parents were obese, so you're doomed! You might as well just go ahead and eat the chocolate!" | <p>EXCUSES ERADICATED:</p> <ul style="list-style-type: none">• Less than 50% of the variance in obesity is accounted for by genetic factors, diet and lifestyle are more important!• Even if I was dealt a lousy deck of cards, I still need to play my hand the best I can! If it's harder for me to be thin, does that mean I should just get as fat as possible? I think not! |
|---|--|
- **PRINCIPLE #3: Minimize the "Screw It Just Do It" Response by Minimizing Organismic Distress:** The primitive brain can "turn off" the rational brain when it perceives an emergency, so minimize perceived emergencies. Examples include inadequate nutrition, poor sleep, too much input and decision making, dehydration, financial stress, social isolation, social pressure, unfamiliar and/or new environments, the disruption of regular resources and routines without adequate planning. Also, learn to use your breath by breathing out for longer than you breathe in whenever your food monster "wakes up", and, generally, pausing before you eat. (*Breathe and say "1, 2, 3" before you consume any calories, all the time from now on.*)

- **PRINCIPLE #4: Cultivate Powerful Motivation:** Most motivational weight loss techniques aren't designed to help you follow specific rules, and don't consider research showing certain kinds of motivations work better than others to not only lose weight but keep it off. Ask yourself what might happen in one year—in *every area of your life, not just weight loss*—If you followed your food rules perfectly and examine all aspects of your life. Write your “Big Why” and start reading it aloud each day. Work to eliminate shame from this list of motivations since it only seems to get people started but sabotages them later. Also create a “Little Why” by asking what might be different and better in just 10 days—or *an even shorter period if need be*—and following the same exercise. Last, optionally create a “Big Why Not” by asking what might happen if you let your Food Monster run amuck for 5, 10, or even 20 years. Then, take the worst outcomes you see and turn them around to enhance your Big Why. For example, if you saw yourself in a wheelchair, you might turn that around for your Big Why to read “I'll have complete freedom of mobility and the confidence I can rely on it!” Read your Big Why and Little Why daily, preferably out loud. Do NOT read your Big Why Not – it's just a one time exercise you use to generate ideas to enhance your other motivational statements.
- **PRINCIPLE #5: STUDY AND UTILIZE THE SCIENCE OF CRAVINGS EXTINCTION:** Most people unwittingly reinforce their cravings because they don't understand what they are, how they work, and how to extinguish them. **In our culture we're taught that strong cravings are a sign of weakness or disease... but the opposite is true!** Strong cravings are what allowed our ancestors to survive. We had to be very good at identifying cues which led to calorie acquisition...then we had to get very excited and motivated to follow those cues to the food. Practical tips:



- ✓ Take each extinction endeavor seriously! Plan to go through the WHOLE curve from the outset.
- ✓ Choose the food cue(s) x craving connections you wish to extinguish.
- ✓ Don't quit when you hit the extinction burst! (*Cravings peak*). The only way out is through.
- ✓ Make a plan to minimize organismic distress in as many other ways as you can for 30 to 45 days so you can focus. See principle #3 above. Don't go into battle wearing a plastic helmet.
- ✓ Expect a few mini-bursts towards the end of your curve.
- ✓ Don't get cocky when the cravings go away. The brain NEVER forgets a calorie acquisition routine! You'll be immediately re-addicted and reset the curve if you indulge at random.
- ✓ REMEMBER: You don't necessarily have to quit things entirely. You can try binding the reward to a very specific context. For example, “I only ever eat chocolate on Saturdays after a one-hour workout, and never more than 2 oz.”
- **LAST TIP:** Coaching is extremely helpful for the first ninety days of this process because...
 - ✓ It can help you quickly identify the right food rules to isolate and extinguish your cravings
 - ✓ It can help you get through the most common mistakes in the extinction curves
 - ✓ It can prevent you from slipping into the diet-mentality which is a “forever trap”
 - ✓ It can help you eliminate shame and cultivate a success personality where food is concerned
 - ✓ It can provide daily community support and accountability
 - ✓ You get the one-on-one personal contact you need to make this work
 - ✓ And you'll get to talk to me personally



NOTE: The webinar access offer and bonuses can be found at the price referenced in the webinar until at least Friday, 9/12/25 at 6 pm Eastern Time at

www.DefeatYourCravingsCoaching.com

(Thereafter this link will update to the new offer).

Please note that this week's enrollment will be the LAST time in a very long time—*quite possibly forever*—that you'll be able to get 7-day per week group coaching AND one-on-one direct coaching from my Master Coaches. There will be NO additional enrollments in 2025, and the 2026 program will be substantially different.

This document assumes the reader has read
“[Defeat Your Cravings](#)” by Glenn Livingston, Ph.D.

© Defeat Your Cravings, LLC
All Rights Reserved

www.DefeatYourCravings.com

www.DefeatYourCravingsCoaching.com