

Module 4: Programming Yourself Thin

“Until you make the unconscious conscious, it will direct your life and you will call it fate.”
- Carl Jung

Overview

- Willpower based weight loss
- Unconscious based weight loss
- Focus on Prevention
- Control Your Perceptions and Associations
- Cultivate the Ideal You (nature abhors a vacuum)

Overview

Eating/Exercising = Your Weight

Overview

Willpower



Eating/Exercising = Your Weight



Diets & Workouts

Overview

Willpower



Your
State



Eating/Exercising = Your Weight



Diets & Workouts

Overview

Your Psychology



Your State



Eating/Exercising = Your Weight

Your Physiology



Willpower



Diets & Workouts



Perceptions
Focus
Imagination

Overview

Your Psychology



Your State



Eating/Exercising = Your Weight



Your Physiology

Willpower



Diets & Workouts

Posture
Tension/Relaxation
Breathing





Conscious Mind →

this is the part of you that is logical and rational
and where your willpower exists.

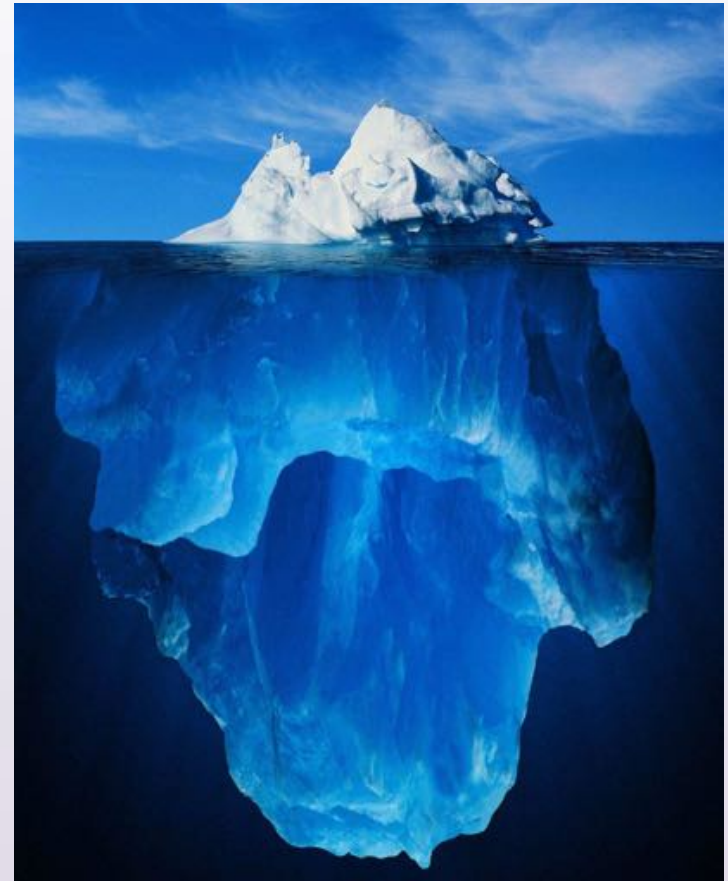
**(it's the part that knows you shouldn't eat
your favorite dessert when you want to lose
weight and tries to stop you from doing it.)**



Unconscious Mind →

this is the part of you that runs all your behaviors, habits and cravings.

(it's the part that keeps imagining in vivid detail how delicious that first bite of your favorite dessert is, causing cravings)



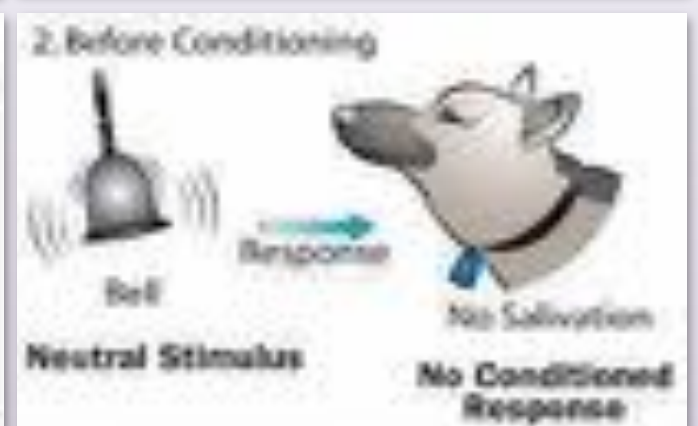
The Big Secret To Change

focus on changing your
UNCONSCIOUS MIND

Associative Conditioning

Pavlov's experiment with dog (conditioning and response experiment):

Connecting bell sound with food and dog salivating for food when he hears the bell.





One 20oz bottle of
soda contains 22
sugar packets
worth of sugar?

Does that change
how you think and
feel about soda?





**YOU WOULDN'T EAT 22
PACKS OF SUGAR. WHY ARE
YOU DRINKING THEM?**

It's estimated that we're
**exposed to over
3000 ads** a day





open happiness™

Associative Conditioning In Your Mind

- NOT RATIONAL
- Advertising, Culture
- Instantaneous, Sets the frame
- Perceptual- the way you imagine
- Emotional- how you feel about foods/activities

Programming Your Mind

- Intentionally condition your perceptions
- Intentionally change your associations
- Intentionally influencing how you feel
- Using your imagination in a solution oriented way

4 Important Facts About Your Brain

1. You will be most successful if the conscious mind makes the decisions and the unconscious mind carries them out.
2. Your unconscious mind cannot process negatives, describe what you do want, not what you don't want
3. Imagination is Reality. Your unconscious mind does not know the difference between vivid imagination and reality (ex: lemon)
4. Your unconscious will always win over willpower

Your Imagination

- Think of what you ate for dinner last night
- What are the components of that memory
- What did the food look like, was there noise or silent
- Primarily visual, auditory and kinesthetic
- Imagination is reality

Theater of the Mind

- We think in mini movies
- A movie has beginning, middle, end
- These movies program our perceptions, associations and behaviors
- Association/Disassociation
- Put solution oriented frame around thinking

Craving Crusher Technique

- A more truthful perception of the food
- Movie of how you eat it
- Add mirror, scale, perception shift
- Notice emotional changes

5 Steps to “Re-Program” the Past (aka Learning)

1. Identify a behavior you want to change
2. Make and play a “movie” of it
3. Rewind it and ask yourself what emotion u needed
4. Imagine feeling that emotion and make a new movie of you feeling that way, acting differently
5. Loop the movie and watch 10-20 times quickly

4 Steps to Program the Future

1. Identify a future behavior/habit you want to change
2. Make a movie of it. play it. rewind it.
3. Imagine being your ideal self in the beginning of the movie and play it through.
4. Loop the movie and watch 10-20 times quickly