



*"Learned helplessness  
and obsession.  
The obesity epidemic—  
a runaway train."*

## INTRODUCTION

There is an undeniable problem—the obesity epidemic. The extreme negative consequences of this crisis are only beginning to be seen. It is taking the lives of millions and creating misery for millions more. Even though this epidemic continues to rise without even the slightest decline, our society continues to look to the same places for a solution—diet, nutrition and exercise.

Hundreds of millions of internet links provide options on how to eat and exercise. You may have tried hundreds (thousands?) of these options yourself. Have you begun to notice that whether you complete or give up on the latest “plan,” you end up feeling more obsessed with food and weight loss? Or feel as though you’re getting deeper into the problem—like you’re running up the down escalator?

You may feel as if you’ve tried *everything*. Somehow if you tweak it just right, get the perfect combination, adjust the formula, find the ultimate plan or exercise enough, maybe this problem will magically disappear. Sadly, it *never* does. Excessive eating causes you significant distress, yet you do it anyway, as if you’re unable to stop.

What’s wrong with you?

Absolutely nothing. You’re not innately flawed. You’ve simply been misguided into believing that you’re helpless in the face of food. And, most of the so-called solutions to weight loss reinforce this helplessness—from the taught mindset that if you eat a cookie, you’ll eat the whole box, to the extreme of gastric bypass surgery, radically validating your inability to take control of your own behavior. This “learned helplessness” creates anxiety and obsession. In the wake of this



obsession, you, like millions of others, have developed a compulsive relationship with food. At this point, all the diet, nutrition and exercise information in the world isn't going to solve the problem.

The truth is, you can rearrange food in *every* configuration humanly possible, try a multitude of distraction techniques, exercise to the extreme every day, and it's not going to change the fact that the desire to eat compulsively exists and persists.

The good news is that you don't have to continue to act on this desire. This book will provide you with a specific tool to give you back your dignity and the presence of mind to make choices that will get you what you want—a one way ticket out of food hell. You'll regain the instinctual ability to simply be with food. This method will strengthen the muscle that is weakened every time you give up your power to the latest popular advice. You will learn to trust yourself, tap into your intelligence and enjoy the benefits of personal accountability.

Change your thinking, change your life.

Einstein said it best:

*"You cannot solve a problem with the same mind that created it."*

In the pages that follow, you will find a very simple, clear and concise script you can use to change the hardwiring in your mind. This script will be introduced in parts. It is important that you use it in the sequence that it is presented. RESIST THE DESIRE TO READ AHEAD. Note, that the first three facts of the script are intended to be used *in preparation* for stopping the behavior of compulsive eating. Again, the sequence is critical for maximum effectiveness. Take your



time with each chapter and use each fact of the script until you fully absorb its meaning. Also, give significant time and consideration to the chapters which discuss recording your personal desires and memories. Thorough documentation of this evidence is critical to the completion of your script and facilitation of the choice-making process.

Once you have completed your script and use it consistently to "rewire your circuitry," you will no longer have to helplessly succumb to compulsive urges. Instead, your actions will be based on your long-term desire for health, happiness and peace of mind.

The beauty of it is—the *choice* will be yours.

