

Dear Dave: When I feel hungry, I feel such an urge to eat. I know what to do, but I feel like I am at the mercy of my thoughts. Any suggestions?

Since experiencing the feeling of being “hungry” is a requisite for fat loss, gaining the skill to allow your brain to be at ease and even teaching your brain to enjoy feeling hungry is a powerful skill to learn and use to create the healthy body you deserve.

In my studies of human behavior, I ran across something that truly amazed me and illustrated to me really how simple our brains function and how by just doing one simple thing we can change how we feel and thus what we do.

If I were to ask you the next time you felt the feeling of hunger come on to say to yourself, “I’m STARVING” you would have a totally different response to your feeling of hunger than if you were to say to yourself “I’m starting to feel hungry”.

The words we habitually use communicate to our brain our belief of reality. Meaning what we say to ourselves and what we say to others, our brain thinks is an accurate picture of reality. So if I say habitually to people who ask me, “how’s it going Dave?” and my habitual response is, “hanging in there” my brain BELIEVES that my life is a struggle and therefore my subconscious choices in life will be based on my subconscious belief that my life is a struggle.



Imagine the life-depressing implications of this! If I think subconsciously that my life is a struggle, I will give \$5 to church when I could give \$50. I’ll start an argument with the waiter at the restaurant because he charged me \$2 more than he should have. I’ll get frustrated when I have to wait in line for 3 minutes at the post office. I’ll stay stuck in a job I don’t like because having this “life-is-a-struggle” picture of my reality causes me to believe it would be best just to hold on to what I have and not risk losing anything!

The words we choose to use describe our experience of life and the emotions we attach to those experiences. Just by CHOOSING to use NEW BETTER WORDS you can powerfully impact your feelings and thus the behaviors that spring from those feelings. Imagine the positive affect if you and your spouse agreed to call your fights “Honest Discussions” rather than “Fights”? Or when you are feeling “Overwhelmed”, you decided to say instead, I feel “Challenged”.

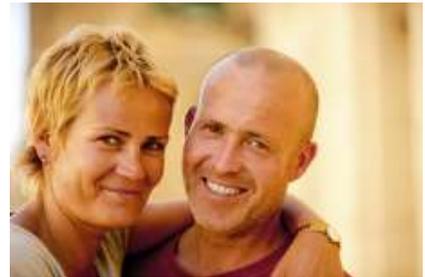
If the Doctor tells one patient she has a few Carcinoma cells that they’re going to take care of and tells another patient she has breast Cancer, which patient do you think has the best chance of a better outcome? **Words by their ability to shape our deep beliefs motivate not only the**

actions we take, but even direct your body's health! The best doctors intuitively understand this.

So back to hunger. Here's what I do and what I teach my clients to do. When you feel hungry, tell yourself, "***I feel FAT-DYING!***" This is a completely **new word** that does two powerful things.

1. Because your brain is used to you saying "I'm hungry" or "I'm starving", this new word will seem silly and it will distract and break the pattern of experiencing the feeling of hunger causing you to seek out food.
2. The new word makes you feel good about feeling hungry because the new word reminds you that this feeling **means** fat is dying! You are achieving your goal! So rather than using the old word that makes you feel like eating, this new word actually makes you feel like NOT EATING so you can keep killing fat cells!! Notice also the new word uses the emotionally strong word "dying" vs. "shrinking" or "losing" to create thoughts of strength & power needed during this time when we used to feel weak or out of control.

Can changing your behaviors to reach the goals you want so badly in life be as simple as using new words? The answer is YES! This is what makes me so excited about sharing this knowledge with people. The fact that by simply choosing new words to create new feelings of confidence, strength and gratitude in our lives, we can take our lives to a new higher level!



Words by their ability to shape our deep beliefs motivate not only the actions we take, but even direct your body's health!

The challenge is breaking past the powerful force that keeps most people who gain new knowledge like this from slipping quickly back to old habits. Those that practice and commit to keep practicing until the knowledge becomes a new habit in their lives, are the ones who see real and lasting positive change! Start using this funny new word in your life to describe the sensation of hunger and see what happens! Then start using new words to make you experience more empowering emotions and fewer disempowering emotions. The more empowered you feel, the better all aspects of your life!

Live by Choice!

-Dave