

Welcome! In this section you and I are going to examine some of the habits in your life, and you will discover a powerful tool to easily change your negative habits into habits that create confidence and freedom. I truly believe that creating positive habits is the surest path to find joy and love in your life. It's a big promise, but I think you will agree with me by the end of this section. See, you are going to learn a lot of new and exciting science here... cutting edge modern psychology that has been simplified and streamlined in a way that has never been done before. It's powerful stuff, and much of it may be brand new to you, so please do not worry if you don't master all of it immediately. As I mentioned before, repetition is the mother of skill, so be sure that after watching this once all the way through and completing the worksheets and the exercises, you listen to this section at least a couple more times in the background while you are doing something else to really let it sink in and work its magic. This will automatically help the psychology "stick" and make taking action on it so much easier.

Let's do it! First off, can we agree that we'll never deprive ourselves? Staying SANE is never about feeling like you are fighting against yourself with all your willpower and forcing your way through deprivation and hunger. Just the opposite is true. Going SANE as I like to call it is about enjoying so much good food that you are too full for the sickening, fattening--and as you now know--addicting nonsense. Even better, there are a lot of delicious foods that aren't inSANE... and when you combine this with the science of SANE substitutions, you will be able to find an equally satisfying SANE alternative to just about anything inSANE that you can imagine... heck, there's a reason that the SANE recipe collection that you'll learn more about later contains well over one thousand four hundred delicious dishes. There's lots more good than bad in the world when you know where to look... and maybe that's true for more than just food... something to think about at least. But moving on...

Here is the truth about weight loss that the multi- billion dollar weight loss industry conveniently never mentioned to you. Information is not enough to lose weight. Again: Information is not enough to lose weight. In order to be successful you need the right information plus the right habits. Simple as that. Without one or the other you will continue to struggle... but when you have them both together, that is when you see lasting and often dramatic results.

It is also important to really understand how your habits work because so much of the success you enjoy will come directly from your daily habits.

In fact, habits control over 90% of what you do every day automatically. This means that when you create positive habits, you create positive changes literally automatically!

The great thing about positive habits is that once you start to create small habit changes you actually build up your metaphorical habit muscle and then changing other habits becomes much easier. Sometimes people call this developing more discipline...but it's actually much easier and more enjoyable than that... and I promise that it *is* something you can improve. See, when you really get a grip on your habits and begin to replace negative habits with positive habits, the process will reinforce itself. This empowering SANE Cycle can easily have a bigger impact on your health, your weight and the quality of your life, than anything else you will discover in this program.

Let's take a look at a real life example that will slim your waistline while fattening your wallet!

Take for instance what may seem like a small insignificant habit such as drinking a glass or two of fruit juice every day. It doesn't seem like much, but if you were to cut out this habit what would happen? Don't worry if you don't drink juice, I am sure you can replace another habit in your life and achieve similar results.

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First, you will instantly consume about 50 fewer grams of sugar each day! With this tiny change, you will easily eat 40 fewer POUNDS of sugar each year. To put that in perspective, the average 4 year old weighs 40 pounds. That's a lot less hormonally damaging sugar with very little effort.

Now to make the math easy, let's say each glass of juice costs \$1. That's \$2 per day, and a total of \$730 per year. Over a decade that adds up to an incredible: \$7,300. I don't know about you, but an extra \$7,300 in my pocket while watching belly fat disappear sounds pretty good to me!

Finally, and this is where the real power of creating new habits shows up; imagine if instead of two glasses of sugar heavy fruit juice you simply took a few frozen berries and blended them up with a few cups of water and SANE sweetener to make your own slimming SANE juice.

Now you are enjoying healing and slimming fiber, vitamins, and minerals, saving money, and effortlessly eating 40 fewer pounds of sugar each year... no deprivation required... results guaranteed!

It really doesn't get much better than that! And that's only one tiny habit.

Do you see how this one simple change can have a massive effect on all areas of your life? Think about replacing just 2 more habits. If you pick the right ones it would be nearly impossible *not* to lose weight without changing anything else in your life!

Habits are incredibly powerful and I promise they can be your secret weapon to achieving the body of your dreams.

Not only will positive habits increase your energy and your vitality, but things you used to struggle with will become almost effortless. In fact, that is exactly why your brain creates habits in the first place... to make your life simpler. You just need to be smarter with your habits to make sure you are making the *right* things simple.

Now you might be thinking that it is hard to change habits, and you are right. It's not the easiest thing in the world. But, let's take a look at the science behind your habits to learn a few tricks to make habit change much easier.

Every day your brain has to process and complete millions of complex tasks. Whether it's brushing your teeth or driving to work, your brain creates habits so you don't have to think about each and everything you do during the day. Otherwise you would quickly become overwhelmed and would never be able to successfully navigate your busy life.

Consider driving your car. When you first were learning how to drive you had to make sure the mirrors were in the correct place, make sure your seatbelt was buckled, start the engine, disengage the parking brake and turn on the lights.

Then you put the car into gear and carefully back out of your garage and check for oncoming traffic. Next, you would have to read directions while you looked at each street sign to make sure you were making the correct turns. With traffic flying by at 70 miles an hour... you can see how this would be a daunting and exhausting task if it was not a habit.

For most of us, driving has become such a habit that it happens almost automatically. Have you ever driven somewhere and then for just a second thought to yourself "How did I get here?" Your habits literally drove you there.

You weren't in the driver's seat. Your habits were, while you thought about something else.

That's the magic of habits, but it is also the reason that negative habits can become so hard to overcome. They become ingrained in your brain.

Now, to learn how you can easily create new positive habits that replace your old negative habits you need to understand what researchers call the "habit loop." The most cutting-edge work that has helped us better understand habits comes from Dr. Larry R. Squire a Professor of Neuroscience at the University of California in San Diego. He discovered the connection between a small and little understood part of our brain called the basal ganglia and our habits. Further research found that every habit actually consists of three distinct parts: The Cue, the routine, and the reward.

The first step in any habit is the "cue." This is what sets the entire habit in motion. It could be the time of day, an emotion that makes you reach for your favorite snack, or as the example of driving your car it's simply what you do when you need to get to where you are going. This cue basically tells your brain: "OK, you don't need to think anymore, you can go into automatic mode now."

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Now, The routine is what makes up the core of the habit. It can be emotional, mental or physical. This is generally the action, thought, or feeling triggered by the cue, and it either moves you further away from your goals or it brings you closer to them. In the case of driving, it is a very useful routine that allows you to get to where you need to go. However, in the case of mindlessly snacking on the couch (a routine) during your favorite show (a cue), or hitting the fast food drive through (a routine) after work (a cue), these actions can have a very negative impact on your life.

The third part of a habit and the part that makes them almost like an addiction is what is called the reward. This is what creates the feeling of anticipation and even cravings that accompany most of your habits.

Whatever the reward is, it trains your brain, using feel good brain chemicals such as serotonin and dopamine, to search out the cue and perform the behaviour, so that you can then experience the reward of these feel good chemicals. The reward can be almost anything, and not always good things. It can be the comfort you feel from eating a big bowl of ice cream. It can be the

satisfying salty crunch of potato chips after a long day. On the other hand it can also be the calm energy you feel after a good workout.

It is important to point out that almost all processed foods are engineered in a laboratory to heighten the reward phase of the habit loop and to increase the chance you will perform the routine. Fast food french fries are designed to disintegrate as they hit your tongue to provide an instant surge of salt and fat. This is called the “bliss point” by processed food corporations... but I can promise you that it’s no more blissful in terms of your long-term health than the “bliss” a smoker feels when they light up. Also, many restaurants have strong cues to remind you to begin the habit loop and buy their food. There is a reason every single McDonald’s looks identical and they all have the golden arches... that’s all a bunch of cues designed to make them money and to get you hooked.

The important thing to remember is that every time you perform this habit loop the actions, emotions and feelings become more and more intertwined and interconnected until the process is nearly automatic, without any conscious effort on your part. For better or worse.

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Taking a step back, I believe that this is very empowering information because it allows you to be aware of the process and then make changes if needed. Change is very hard if you can’t at least have a sense of what’s happening under the surface with your brain chemistry. But now, together, you can easily improve because you have a better understanding of how a habit works, and how you can be manipulated into acting on those habits.

So let’s do it. Let’s talk about the easiest way to change a negative habit.

The reason that changing habits can be so hard, especially exercise and eating habits, is that once a habit has been formed--such as eating a heavy brunch every Sunday morning, or eating a sugary snack every afternoon--the cue and the reward are always in your brain. However the middle part of your habits, the routine, is the part that is easiest to change.

That means the most effective way that scientists have found to create new positive habits is not to start from the ground with a brand new habit, but instead to use the same cue and the same reward and replace the routine in a habit that you already have. This is why those SANE substitutions you heard about earlier are so key.

As an example, let's take snacking on fried chips in the evening while watching a little TV.

The cue is as simple as turning on the TV. You always head for the cupboard after turning on the TV, it's not even a conscious decision anymore. You just reach for something crunchy on your way to the couch to sit down.

Once the TV is on, the daily routine is crunching away while enjoying a little of your favorite shows.

Now what is the reward in this case? After some examination maybe you find there are actually two rewards.

The first is that you get to relieve tension from a long and challenging day while spending some time with your favorite TV programs. Of course there is also the crunchy, salty taste of fried chips that feels so good, especially after a stressful day.

In this case we don't need to replace the TV watching as we all need a bit of time to relax. However, it would be helpful to find a replacement routine or a SANE substitution for the chips.

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I may be biased but for anyone who wants to replace the emotionally satisfying crunch of a salty snacks there is nothing better than our all-natural SANE bake-n-crisps.

In fact, this is the exact SANE substitution I've made in my life. I have a routine to watch about 30 minutes of netflix while I thoroughly enjoy crunching on a fresh batch of Bake-N-Crisps every night.

So the cue--watching TV--and the reward--a salty crunch--stay exactly the same. All you have to do is replace one small part of the routine with a healthy alternative...by making your own empowering SANE Substitution... and really, it all comes back to pursuing the positive so that it crowds out the negative.

That is so important: you never want to focus on what you want to avoid, but rather focus on what you DO want to DO...or what we can "filling" yourself into permanent fat loss. I will talk about why it's so important to pursue the positive instead of attacking the negative in a later section, but for now, let's think through a few things that you can do to fill your life with so much SANE goodness that you automatically crowd out the negative inSANEity that is making you sick and tired.

By now you may be thinking of many small habits in your life where you could easily replace a negative routine with a positive routine, so go ahead and print the worksheet and go ahead and write them down.

Now, this worksheet is really special because it also comes with a SANE substitution cheat sheet that lists common unhealthy foods and shows you delicious SANE replacements.

After you have printed out the worksheets, Write down 5 unhealthy habits that you could work on replacing.

These are the small things that you know are making it harder, if not impossible to reach your goals. You don't need to come up with replacements or SANE substitutions right now, although if it's food, the cheat sheet will make it easy. Just list 5 unhealthy things you do that come to your mind. It can involve eating too many sweets, overindulging with pizza on Friday nights, watching too much TV, anything. It can even be mental habits such as beating yourself up with negative language after you over indulge.

And don't forget about your weekends. This is a great place to examine because if you are honest many of your worst habits show up when you think it's "time to take a break" or when you think "I deserve this." When it comes to negative habits, because they are almost addicting, even one or two days a week can have a dramatic impact on the quality of your life. So go ahead and pause this and write those 5 negative habits down now.

Got them? Great!

Now, let's apply this SANE substitution technique to one of your habits this week. First, look at the list you just created and identify one of the negative habits that you would like to replace with a positive habit. I recommend that you start with a small habit first. Heck, maybe make it easy and replace a crunchy junk food snack with the healthy protein in our all-natural SANE bake-n-crisps. Go ahead and write down the cue, the routine, and the reward you get from the habit. Be honest, as always there are no right or wrong answers.

Finally write 3 possible replacements for the routine. What positive foods, actions, or thoughts can you replace the negative routine with? If it's a food go ahead and use the SANE Substitution cheat sheet to find something new to try. Be creative and take some time here, it's important to pick something you can stick with.

Once you have 3, go ahead and circle the one that makes you feel the best inside.

The key is to be creative with changing your routine in a healthy way so that you can still enjoy the same reward without the negative effects of the old routine.

Now just take a moment to look at what you circled and make a promise to yourself that you will work on this new SANE substitution routine for just a week. 7 easy days. Try it on and see how you feel. Starting small will help you to build serious momentum in changing other habits.

If you are using your SANE journal write it down as one of your daily action items.

Then fill out the final two blanks. “After I _____, I will _____. Which will make me feel_____.” Continue to tell yourself this as many times as you can remember throughout the day. If you really want to help make a change, go ahead and print it out and stick it to your fridge.

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Again, now that you now exactly how habits work. Cue, routine, reward. Become aware of more of the habits in your life, especially those that are negatively affecting your health, make a simple SANE substitution for the routine, celebrate your success, and I will see you in the next section.