

# Another Beautiful Life

## The Urge Jar

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Most of the time, the reasons we can't control food or our weight is because when you tune into your body and you start paying attention to your hunger and your fullness and how food feels in your body, you start accessing your emotional life. And a lot of times, the reason we turn to food for comfort is because we don't know how to process emotions.

It's important to make a decision about weight loss. Losing weight is just a series of decisions along the way to get the results we want. You must use your pre-frontal cortex (the logic and reasoning portion of the brain that has your best interest in mind) to override the "instant gratification" feelings that come from the primal brain that makes you give in to urges to eat outside of your food protocol.

Our brain wants a reward system. Having an urge to eat something outside of your protocol and then giving in to the urge is a reward to the brain and gives it a dopamine hit. Dopamine becomes a drug that the brain gets addicted to and craves it.

So, it's important to create a Food Protocol:

- 1) Write down exactly what you're going to eat ahead of time - 24 hours. This is a brain hack - to think ahead of time - because your brain likes it when it doesn't have to exert a lot of energy. If you don't decide ahead of time, it'll jump right into the old way of eating because it's conditioned that way.
- 2) Eat only what you have decided ahead of time. This develops integrity between your plan and your execution. When you do exactly what you said you would do - integrity - you develop trust for yourself. When you learn to trust yourself, you become empowered.

Any time you want to eat something you haven't written down, you're going to allow the urge to be there for 10 minutes without doing something about it. Take a deep breath and allow the urge to be there and don't react to it. Don't resist or avoid. Just acknowledge that you have the urge and sit with it. Then at the end of the 10 minutes, after not giving in to the urge, put a glass bead into the Urge Jar. By creating a visual, there is something in the brain that like to problem solve and have completion. As you fill up the Urge Jar, you are de-conditioning your belief that you cannot control yourself (thinking, I don't have any will power). You are also rewarding yourself, and the brain gets a dopamine hit. The resisting of an urge and rewarding with a bead in the jar will become the brain's new addiction and craving. The more you fill up the jar, the more you're going to have success in staying on protocol and, thus, weight loss.

Make sure you put the jar in a prominent place in your home so that you can see the progress. Every single bead represents food that you didn't eat. And as you watch it fill up, you will get encouragement to know you do have power and a strong will to make healthy choices for yourself. An added byproduct is that you'll begin to see this strength show up in all other areas of your life!