



MANAGING CRAVINGS



GUIDE





Have you ever found yourself at the bottom of an ice cream tub or a bag of chips? Just minutes ago both were unopened, full, and calling to you...

Did you feel guilty? Have regret? Or even ashamed?

I'm guilty. Most of us, if we are honest with ourselves, have definitely found ourselves in that situation.

It's ok, you had the urge and you gave into it. It happens to all of us... even your coaches.

It doesn't mean you are a bad person. In fact, you are a good person, I know because I have met you all.

There is a good chance, your **urges** (the craving) caught you on a bad day, hectic schedule, too much stress, too long between meals, not enough sleep. This provided the opportunity for the **behavior** (finding a food to fix the craving). You find the **reward** (eating the food you wanted). And finally you get the **pleasure** (a hit of dopamine) from the sweet you craved.





All good right..... except that....

Guilt or shame hit you right smack dab in the middle of the face.

Why did I do that? I've been so good this week, now I blew it.

Which can lead to the **slippery slope** of the binge, going on a food bender and viscous cycle of **reward>dopamine>guilt**.

It's OK.....take a breath.





Give yourself forgiveness and move onward.

What can you do? Here are some questions to ask yourself to provide you context to **manage your cravings**

- What are you craving? (specific food? Sweet? Salty?)
- Where are you? (What is the location? What are the sites, smells and sounds? Movie theater popcorn gets me everytime)
- What are you doing? (Driving? Working? Watching TV?)
- What are you feeling emotionally? (Happy? Cranky? Rushed?)
- What are you feeling physically? (Shaky? Lightheaded? Stressed?)
- What are you thinking? (For instance, “I have already blown it, might as well go to town.” I do this)
- Who are you with? (Be specific)





This will take several weeks to see the pattern. The pattern is what you are looking to address. Seeing the pattern will help you break it!

Here are some strategies to break the pattern!

Strategy #1

Give It Some Time

Give your craving a 5-10 minute break, drink a big glass of water and wait 5-10 minutes.

There is a good chance it will go away just by filling your tummy with water and waiting.

But what if it doesn't...

Take control of your cravings by asking yourself a few questions..

Am I really hungry? Or am I bored? Or am I trying to put something off like a work project, a difficult conversation, house cleaning, homework, etc.

It may not go away, because you might really be hungry or something might be triggering it.





If you do give in, forgive yourself and move on! It is going to take a few at bats to get a hit.

Strategy #2

Try a Diversion Activity

Switch gears and work on a different activity. It is highly likely you have done this before. Perhaps you were in an engaging project at work or home, when you realize you worked right past lunch and weren't even hungry.

So instead of choosing to give in to the **psychological urge**, distract yourself by:

- Going for a 10-15 minute walk
- A short bodyweight workout
- Clean a room
- Tackle a work or home project
- Catch up with a friend by calling them

Strategy #3

Eat Nutrient Dense Foods

Many times we choose calorie dense foods (high calorie, low nutrient value) vs nutrient dense foods (lower calorie, high nutrient value).





In the former instance, our bodies are not getting the proper vitamins and minerals to run properly. It is like putting kerosene in our car and expecting it to run like gasoline.

By eating nutrient dense food, our bodies run well and longer. Nutrient dense food is high grade fuel!

Strategy #4

Use a High-Quality Supplement



Give yourself an edge by taking a supplement that will help you manage the urges. This is a good stop gap while you work through the process of finding the patterns and triggers that lead to the urges.

It can take time to determine the patterns and triggers for cravings. [Burn PM](#) is a non-stimulant craving and appetite suppressant. With ingredients that help the food





you eat satisfy you, last longer, stabilize your blood sugar and increase your cognition during times of stress by reducing stress hormones.

Strategy #5

Indulge the Craving with Rules

Apply one simple rule, make it yourself. **If you decide to indulge, make sure you make the thing you crave yourself.**

Sounds hard right?

Yep, that is the point. One you will really decide if you want it or not, because you may have to go get the ingredients.

And two it will be time consuming so you may decide you don't want to go to all that trouble. Win-win!

