

Unstoppablefatloss JimKatsoulis

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Scott Tousignant: Hello and welcome to another addition of 'Unstoppable Fat Loss'. Today we have a very powerful, powerful interview with my friend Jim Katsoulis, who is the creator of ['Program Yourself Thin](#), and he has some other great projects on the way here. Something that he just discussed with me that has me super excited is ['Addictive Health Program'](#). We will talk more about that very shortly. Let's just dive into this. Jim, welcome to the call. I am really excited to have you on buddy.

Jim Katsoulis: Thanks, how are you doing Scott?

Scott: I am doing fantastic, just totally pumped up for you to share your perspective on what is holding people back, and just help them become totally unstoppable and help develop the body and the health of their dreams.

Jim: Sure.

Scott: You basically have spent a lot of your time lately, coaching other people and helping change people's lives dramatically. Really in the very beginning you had to coach yourself, and learn how. You haven't been in the shape you are in right now. You spent a portion of your life overweight yourself. Do you want to share your story about where you were and about how you got to the point where you're at right now?

Jim: Sure I would love to. I mean, as you can tell my name is Katsoulis, so it is Greek. I always sort of joke around, they made that movie about 'My Big Fat Greek Wedding'. I mean they did not call it 'My Slim Healthy Wedding, and there is a reason for it. You grow up and everything is about food. I mean literally, it's just constantly food, food everything. And it was Greek in America. So it was like there was that influence as well.

Scott: Right.

Jim: So, it was funny, because growing up I was relatively thin. I remember always hearing from relatives, 'Wait until you get older. Wait until you get older. Wait until you get older.' Then 18 struck and I did not have to wait any longer, I just kept getting bigger, and bigger, and bigger. I ended up, you know, getting pretty big and at that point I was not happy about that. It just kept happening.

I tried all sorts of different things. The funny thing about it is I'm a pretty focused person. I was really focused on trying to lose weight, but I could not make it stick. It wasn't until I became exposed to some neurolinguistic programming techniques and the idea of hypnosis. These things allowed me to go to a much deeper level, a foundational core level, and make some changes in my beliefs and my thoughts that really, stuck with me and allowed me, I mean literally, the weight went off and it never came back. It has been

about 12 years now.

It is not through dieting, which is very important and I will, I am sure I will touch on that some more. But it was really true kind of going a little bit deeper into my mind, in a very specific and practical way. Making some changes in my associations and my beliefs, and the changes just became who I am. I don't even think about dieting at all, I don't think about what I am eating.

But my weight is maintained exactly where it has been, as I have gotten older. So it is kind of nice knowing, as I get older, I look to a future now of having health and having the exact body that I want. That is specifically because of this information I have learned.

Scott: Yeah, it is pretty outstanding, and I like, like as many of us are aware, we teach health, we teach that you should be exercising and that you should be eating the right foods. But you bring up a great point in a lot of the stuff that you teach. It is, that before you can do all that, before you can learn all that stuff you need to learn how to control your mind first. That's really what it all boils down to.

Jim: Sure. Definitely.

Scott: So, what are, when it comes to the mind, and you teach all the fantastic ways to reprogram it - what are some of the things that people are doing that are holding them back, in regards to their current mindset?

Jim: Well, that is a great question. I am going to kind of break it down, because, people do not realize that they are literally sabotaging their own success, with the way most people think about weight loss. OK? Because when people think - when you work with people, when I have ever worked with anyone and when I first ask, you know, how they are going to lose weight, what they are going to do, they are going to go on a diet.

The problem with a diet is that, first of all, the presupposition of a diet on a deeper level is that A - it is only temporary. And B - it is going to mean deprivation. Those two things do not create lasting results, obviously.

Scott: Right.

Jim: So, right from the very start, it's important to set it up in a different way. Now, let me mention two other things about your mind. This is important.

I spend a lot of time talking about the conscious and unconscious mind; so let me give you a little bit of foundational information on that.

Scott: That would be great.

Jim: So that we're kind of speaking the same language here. We all have a conscious and unconscious mind. Now, consciously is what's aware right now. It's logical; it understands what you should do. Everyone knows what they should do to lose weight. I mean there's not a person out there that doesn't know that. Basically, eat better and exercise more.

Scott: Right.

Jim: That's easy, right? The other part is the unconscious mind. And this is the part of our mind that truly runs the show. OK? So we like to think that we're consciously in charge of everything, but we're not. There's too much stuff going on in our lives to consciously think about every little thing.

The example I use a lot to describe this kind of difference in our minds is when we drive. When you first learned to drive, you kind of understood it. You saw your parents doing it most of your life, and it seemed pretty simple. Then you went and got behind the wheel. Then you're kind of gunning it a little bit, jerking around. You couldn't keep it straight.

But as you continued practicing it, eventually it just became completely automatic. So that when you get in the car now, you don't even think about driving. You're thinking about where you're going; you're thinking about a conversation you had last week. But it's just pretty much on autopilot.

And if you look at all the things that are like this, all our lives become pretty routine. We don't have to think about it, it just kind of happens. And that's the unconscious part of our mind.

Scott: Sort of like what happens to me a lot, where I follow the same path to work all the time. And if I'm going down the same road and if I'm supposed to go in a different direction and my mind is somewhere else, I catch myself continuing along that path when I really should have turned a couple of miles back.

Jim: Sure, sure. That's a common phenomenon. They call it "highway hypnosis," and everyone's experienced where you're driving and you kind of go past the exit. You're just lost in thought, you know? So, when you're lost in thought, who's driving the car? It's your unconscious mind.

And if you look at reading and writing, at one point that was extremely difficult to do, but now it's completely automatic. It's so automatic that if I held a word up in front of you, in whatever language you speak, if I held that word up in front of you on a piece of paper, you couldn't even not understand it.

That's how quick your unconscious mind is, OK? And so that's what runs most of our lives. Now, we can obviously make decisions. Our conscious mind matters. But most of our behaviors are automatic. They're kind of programmed into our unconscious mind so that we don't have to think about them.

When you get up in the morning, you go through the same routine. It just becomes a process. You don't have to be thinking about it. But the problem is that our eating behaviors, our exercise behaviors, those are in the unconscious mind as well.

The important part is this. The conscious mind is logical. It understands things. We all know what to do, right? I mean if we could run everything consciously, no one would smoke. Everyone knows it's bad. But the unconscious mind is in control, and the unconscious mind is not logical. It works by association.

The classic example is, you've heard of Pavlov's dogs, right? He was a Russian scientist, he was studying dogs, and he came up with this experiment where he put the food in front of the dog and they would salivate. And every time he did this, he would have someone ring a bell. Put the food in front of them, salivate, and ring a bell, over and over and over again.

Eventually, all they needed to do was ring the bell and the dogs would salivate. Because in the dog's mind, the sound of the bell and the food had become one, and the now elicited the same response. So, that's called associative conditioning, and that's how our unconscious mind begins to work.

We can't approach it in the same way that we do consciously. That's why when people do dieting, they know what's good, they know what they should do and all the rest of it, but they never go to the unconscious level where they begin changing up their association for what these things mean.

They'll say, "I know I need to eat healthy food, ' but on a deeper level, they think healthy food is boring, gross, not fun. So, they're constantly fighting against these associations that they have. That's how most people start. They rely completely willpower to do this.

Willpower is not the most effective way. I say if your willpower is so strong, do you want to take your breathing and let your conscious mind be in control of that? Or your heartbeat, do you want to consciously control that?

So, the most powerful part of your mind is your unconscious mind, and you need to learn a few basic techniques on how to influence it and how to program it so that you have the connections and the associations that you want. So, that's kind of the beginning on the conscious and unconscious mind.

The next two things I want to point out--and this is kind of the foundation that we will keep referring to-- is that the unconscious mind, first of all, does not understand negatives. Now this is very important. What I mean by this is, most people, when they start dieting, are totally focused on everything that they can't have.

Now if I tell you... Use all the will power you guys have got. Get all your will power in your body, because I want you to not think about what I'm about to say. And everyone who is listening to this: get ready. Don't think about what I'm about to say. Don't think of a yellow banana. Don't think of a yellow banana. Yellow banana.

Scott: [laughs]

Jim: All right, what happens? [laughs]

Scott: Total banana in my head right now.

Jim: Great! And it's impossible not to, because your unconscious mind needs to think about it first in order to understand what I'm even saying. OK? So it's very difficult not to think about what I'm saying. There's very little difference between your experience when I say: "Think of a yellow banana. Don't think of a yellow banana." "Think of sundae. Don't think of a sundae." "Think of a cookie. Don't think of a cookie." "Don't think of a cookie." [laughs]

Scott: [laughs]

Jim: But this is what people do themselves on diets constantly. They keep telling themselves what they can't eat, and then they are unintentionally focusing on exactly what it is that they want to reduce in their lives.

Scott: Right.

Jim: That's one problem. And the other thing is this--and this is very important. The unconscious mind cannot tell the difference between vivid imagination and reality. The unconscious mind will respond to vivid imagination.

This is why horror movies exist, because you can go watch a horror movie, you're in a theater with a hundred other people and you're safe, but you're sitting there and you're all tense, you're nervous, you're not breathing--because you're living through the movie. You're vicariously living in that movie, pretending you're the character or in that

situation, and you start to actually have the physical response like you would have if you were in that situation.

Scott: Right.

Jim: So when you add these two things together, what people on diets are doing is... I mean, think about it right now. Think about your favorite dessert. Think about it in really vivid colors. Think about the most enjoyable time you ever had it, and you might find your mouth start to salivate.

Scott: That's right.

Jim: Now this is what people are doing to themselves 24 hours a day when they go on a diet. And they're actually increasing this. They're increasing, physiologically, their desire for these foods [laughing] that they want to avoid. So you can see how it's almost like self-torture.

Scott: Mm-hmm.

Jim: And this is why a lot of times people find it very difficult to stay on a diet, because they're concentrating exactly on what they don't want.

And the final step is this. If there is one problem with food that people have--and this is always what it is--it's emotional eating, because, if you think about it, if you only ate when you were truly, genuinely hungry, you would eat just the right amount. When you got the right amount, you got the right nourishment that you needed, you would stop.

But that's not what gets people in trouble. The thing that gets them in trouble is the emotional eating: when they're tired, when they're stressed, when they're bored, when they're lonely, when they're depressed.

Now, I was talking about the associative nature of the unconscious mind: in a dog's mind, a bell and food can get linked up; in our minds, food and emotions can get linked up. Every single commercial that you see on television, or hear on the radio, or see in the papers or magazines is linking some emotion--it's a whole range of them, but a big one is sex--and they're taking some sort of feeling, some positive, visceral, gut-level feeling, and they're attaching it to their food.

Scott: Mm-hmm.

Jim: So one of the biggest examples of this--it wasn't food, but everyone kind of remembers this commercial--if you remember, there was an Herbal Essences shampoo. Did you ever see that commercial?

Scott: Yeah. Oh yeah. Yes, yes, yes.

Jim: Right? So it's like you see women using it... [very excitedly] "Ohhh! Ohhh!"

Scott: [laughs]

Jim: Right? Now, what does this have to do with [laughing] shampoo?

Scott: [laughing] Right.

Jim: There's not a woman in the world who's ever shampooed their hair and felt that good about it.

Scott: [laughs]

Jim: But what happens, on a deeper level, what's going on? They're taking their product, and they're linking it to that feeling. Right? So women, they start to watch that, and it elicits a certain feelings--in women and men--and then they put the product on top of it.

And so we bring it back to food. Another classic example is the birthday cake. A kid grows up through the years, and once a year, they're the complete center of attention. There's a whole party around them. They get their own cake. Everyone brings them presents. That's a good feeling. And then, 30 years later, it's a Friday night, they're alone, they're bored, and they want to feel good. [laughs] Right? So they turn to a cake or sweets.

So it's not just a physiological, "I love sugar." It becomes this emotional feeling that people get out of it.

Scott: Right.

Jim: But once you recognize that, it gets much easier, because a lot of times, with dieting, what people do - say, eating on the sofa at night, it makes them feel like they're kind of just relaxing. Now, the problem is that they try and get rid of the food, but they simultaneously will get rid of the relaxation as well, when they go on a diet. So they get through a week, and they're like, "Yeah, great. I've eaten well, but I'm ready to kill someone. I'm totally not relaxed, and I don't feel comfortable."

And so what we do, through 'Program Yourself Thin' and by learning how to use your mind in a more effective way is, you keep the feelings that you truly want, but you get rid of the ways that you were doing it that weren't necessarily supporting you. OK? Because food isn't really relaxing anyways.

Scott: Right.

Jim: Digestion is the number one use of energy in your body.

Scott: Right.

Jim: So technically, it's not even really relaxing. But again, food and different things can mean anything to us, on a deeper level.

Scott: Right.

Jim: On a conscious level, not so much. But on a deeper level, the part that really runs the show, it does mean stuff to us.

Scott: Yeah. Like, even if you think of overeating, a lot of times it's connected with a lot of the great holidays. Like we've just recently had Easter, and there's Christmas, and Thanksgiving, and all these events where we're having so much fun, we're with family, and it's relaxing--and we're pigging out. [laughs] So we're associating all those great times with great emotions.

Jim: That's exactly right. Now, it's not about getting rid of all the times, because in some context, it's appropriate. But the problem is when we try and recreate that feeling through food every night. You see what I'm saying?

And this is the other thing: there's a term I have, I call it "emotional malnutrition," because, in that setting when it's a holiday and it's celebration and festivities--yeah, eat more. Eat a lot of food. Celebrate and have fun and all that stuff.

When it comes to, it's Tuesday night, and you've been overeating for 15 years now, and you're unhappy about your weight, and you're not feeling good, your health is kind of sluggish, and all the rest of it, but you feel this kind of sense of love. [laughs]

That's when you need to recheck it, because it's not really serving you. Because, A - it's making you unhappy with your body and giving you ill health. And the other side of it is: it's not really love at that point. It's just kind of a memory of love.

Scott: Right.

Jim: And so we start relying on that level.

I work with a lady, and every day when she got home from work she would basically sit on the sofa and just start eating. We talked about it a little bit, and she's like, "Well, you know, I work hard all day, and then by the time I get home, I'm tired." And so the food for her was kind of her down time, her unwinding time.

So one of the simple changes she made--this is a good example of this--she was using the food to unwind, to relax. But again, in reality, the food wasn't allowing her to relax. If anything, it was causing her body to have to work even harder, so it's kind of continuing this cycle of fatigue.

And what she came up with, once she realized that she wanted to unwind, is: she said, "You know what? I'd feel a lot better if I went home and just took a nap. I genuinely am tired. I work hard." And so she started going home, and she would take like a half-hour nap, and she would wake up refreshed, and she would have a completely different evening from that point on.

Scott: Wow.

Jim: So when we find out what we're truly looking for from some of these kind of overeating, visual things we have, we can fill them up with much more appropriate things that make us feel the way that we truly want to.

Scott: Right.

Jim: And that starts to change everything. For her, it did two simultaneous things. One is that it kind of rejuvenated her in a real, genuine way. And it eliminated a lot of the overeating.

Scott: Right.

Jim: So that made huge changes in her body and in her life.

Scott: What I always find amazing is how people associate such great pleasure or relaxation with food, yet that feeling that they have is usually pretty darn temporary. And immediately after it, they have the guilt and they're punishing themselves and they feel awful, not only physically, from eating the crap, but mentally, they really feel awful. Then they keep thinking, "Well, I've got to be better the next day. Got to be better the next day."

Jim: Right. Sure, sure.

Scott: Yeah. All of this for such a temporary sense of pleasure.

Jim: Right, right.

Scott: Where if they were just to follow the healthy lifestyle -

Jim: [laughs] Exactly.

Scott: [laughing] They'd be happy all the time.

Jim: Right, right. That's the thing, though. It's estimated, in America anyways, that we're exposed to roughly 3,000 ads a day, through radio, TV, and other forms. You can put your own number on them, but I would say at least about half of those are food-related.

Scott: Mm-hmm.

Jim: Right? And so it's like they're constantly redefining what food means to us. And we need to understand that that's basically what they're doing. They're using this associative conditioning, where they're taking feelings that have nothing to do with those foods, and they're attaching them to those foods so that we don't see the foods the way they truly are.

Some of the fast food places are notorious for this. You see the commercials and the food looks wonderful, and then you go in there: that food doesn't look anything like it.

Scott: [laughs]

Jim: But people will enjoy that as if it was the commercial, because in their mind, that's what they believe they're eating, to a certain degree.

Scott: Right.

Jim: Obviously, it's not quite the same, but the commercial literally creates a lot of those feelings.

It's re-establishing what's associated to what. Let me give you an example, one of the ones I work with is ice cream. People have difficulty with ice cream. But how do they think of ice cream? Generally, in their minds - and this is important to understand, the unconscious mind operates through imagination.

Now, keep this distinction, because you need to understand that in anyone who makes changes, it's generally going to happen on an unconscious level. Consciously, we know what to do. Again, the real, true changes happen when we start to feel differently. We start to think about our health. We start to think about having a lean, healthy body. And we get really excited. That's how you know when you're on to something.

If we think, "Maybe I'll eat differently, " and you're like, [dejectedly] "I guess it's time, I've got to start eating better." When you do that, go back to the drawing board, because it's not going to last. It's a willpower thing.

Scott: Right.

Jim: We're in complete control of how we feel. We can control our emotions. So we go to ice cream. Think about how you think about it. Many people think about ice cream cones when they were a kid with their family, or they think about special occasions. But I would suggest that you could add a new image there. Now, this is a little drastic, but I just want to make a point. One of the exercises I'll go with, I'll bring you through it, and anyone who is listening to this can participate.

If you'll imagine getting ice cream in one of your favorite ways, whether you put it in a

bowl or eat it out of an ice cream container, whether you get an ice cream cone, just imagine that you're getting it. Now I want you to imagine that you've got that ice cream and you walk into your bathroom in front of whatever mirror you normally look at.

I want you to imagine that you take all your clothes off. You stand in front of that mirror, and then you find out there's a scale in front of you. You're standing on that scale, looking at yourself naked, and really enjoying that ice cream. And see how enjoyable that ice cream seems at this point. Now, notice, it changes the way you think about ice cream for a moment, doesn't it?

Scott: Yeah, definitely.

Jim: Sure. That's because of the way that we represent these things in our mind. In our mind, we have different ideas of it. As soon as we think ice cream, we can think of when we were 10 years old and carefree and everything was great, and we were with our parents and that ice cream cone, or we can think about what that ice cream is actually doing to us now.

It's like cleaning the lenses of perception, so that we can begin to perceive things for what they're truly doing to us. Don't get me wrong. Sometime ice cream is appropriate. I'm talking about overeating situations.

Scott: Right.

Jim: As you begin to change, you know this way of seeing ice cream is almost more accurate now than the previous way, that's how someone thought. Because this is what creates a lot of the results we get in our body. But people don't really think of it this way. We are in control of how we feel about things. As we take that control, it makes it much easier.

Again, it's not about willpower. It's about, what the associations are that we have with these different foods. You can boost them up pretty easily. But again, most of the time, people will describe what they want in terms of what they don't want: "I've got to stop overeating. I've got to stop being so lazy. I've got to stop sitting on the sofa and stuffing my face." Now, all of these things put an image in your mind of doing those things.

It starts off much easier if you start saying, "I want to be more vibrant. I want to feel more alive. I want to be able to fit into a certain size clothes and walk around and feel that lightness and hear people compliment me and be one of the people who's really healthy that people look up to and be a role model. And finish eating and have more energy than when I started and go to bed and sleep really well and wake up with a ton of energy, feeling vibrant and alive."

Scott: Right!

Jim: Those are two different descriptions, aren't they, of the same thing?

Scott: That's right.

Jim: But one of them makes you feel more excited and feel really good. And those feelings are what are going to drive you. That's really the key. So when you start focusing on that part, it's very simple to manipulate that. But the problem is, most people don't think on that level. Advertisers do. Advertising is a huge industry. They're all using the exact same thing.

So when you begin using that, you find out that you take a completely different control of this process.

Scott: Now when you start teaching people this information - whenever I coach my clients and go through some mindset techniques, I encounter a lot of resistance at first. Do you experience resistance from people in the very beginning?

Like, they'll hear me, but then - say women, for example - they're like, 'yeah, this is all fantastic, but when it's that time of the month, you don't understand, I've got to have that chocolate!' Do you encounter some kind of resistance?

Jim: That's a good point. I think one of the things that kind of defines and is the most basic summary of how I work is that it's solution-oriented. And what I mean by that is that it's not a problem like, 'Oh, I've got to stop doing this and stop doing that.' But it's like, 'What do you want to do?' And so, when people ask that stuff or say that, I would say, 'What do you want?' This is what I mean: we always have a choice in front of us. The problem is people don't give themselves a choice.

So that woman, for example, maybe she needs that chocolate, maybe she doesn't. But the point is, I put in front of her what her choices are. And not just in a moment, not just in those five minutes of when she's feeling like she's going to kill someone and she needs that piece of chocolate, but in her life. What does she want to have in her life? Does she want to be someone who needed to have chocolate and, because of that need, is four or five sizes bigger than she wants to be and 50 pounds heavier than she wants to be. Doesn't have the health and doesn't it feel good when she goes out and talks to people and feels kind of shy? Do you know what I'm saying? There are always the effects of these kinds of behaviors, right?

Scott: Right.

Jim: So I bring it right out in the open, so that there's no resistance because it's basically... we're all on the same page. And for me, personally, like I've made the changes, so when I work with someone, I put very clearly now, what the consequences of

it are. You know, not in a bad way, not judging you, because sometimes eating chocolate when you're feeling really crappy is appropriate. But the problem is, and this is one other thing, is it 80 or 90% of the time?

That's one of the things about dieting that is so bad, is that it's this preconceived notion in people's minds that it's going to be 100% of the time. They say, 'OK, in six months, I'm going to lose this much weight, and in order to do that, I'm going to have to be perfect for the whole six months.'

And that's almost literally setting you up for failure. So as you set it up and look at it right from the beginning. You know, 'How can I begin creating an eating pattern for myself that I can live with for the rest of my life, so that I can have this lifestyle.' Most people will focus on weight under the hierarchy of motivation here. There is weight - number. And that doesn't really mean much.

Scott: Right.

Jim: And that's the problem people have, they say, 'I'm going to weight X amount of pounds, ' and they think that's going to motivate them enough to reach their goal. But the problem is, you don't want to be X amount of pounds, you think that when you get to X amount of pounds, you're going to feel more confident, more happy, more attractive, more sexy, more whatever. Right? So, I'm sure you hear this constantly.

People say, 'Well, when I lose this weight, then I'm going to be -----' and blah blah blah. But that's not true, because we have emotional patterns and they're not dictated by what our weight is. They're dictated by what we've conditioned ourselves and learned how to do.

So that usually explains a lot of times why people will lose weight and then they'll put it back on. Because they'll lose the weight and they'll still feel kind of shy, they don't feel attractive, and they're still not perfect. So, right from the beginning, you need to... and they beauty is this: you don't need to lose weight to start feeling more confident, to feel happy, or to feel more attractive.

Scott: That's true.

Jim: Yeah, it's a pattern. When I work with people, we do a lot of imaging, reprogramming, and changing your self-image. And one of the ones we did was her going through a clothing store. She got to go to a clothing store and she imagined it in the exact body she wanted to. And she saw herself going in there and looking at the size clothes, the clothes fitting, and all the rest of it.

Now, she wasn't that body size, and she wasn't going to be that body size for months. But this is the difference. She talked to me the following week and she said, 'You know, it's weird. I went in to get a dress and, for the first time in, maybe my life; I can't remember when, I went right to the size clothes that I know I am right now and my main focus was I wanted to find the thing that looked the best on me.'

And I noticed this, this is a huge difference because most people go into the clothing store and they hunt intentionally to make themselves feel horrible. They go to the clothes that don't fit them, they look at them and say, 'Oh, when I get to that size, I'm going to feel better and then I'll be able to wear that, ' and so on.

Now, this woman was no different in her body size. The difference was this: she had trained herself in her mind to go into a store and feel good about it, to go in a store and to find something that made her look as attractive as she possibly could. That's what she had gone through in her mind. She imagined at her goal weight but that feeling, that pattern carried over into her real life with the exact same body that she had and she went in feeling like she was heavier but she went in with a focus.

I want to find what is going to make me feel the best, what's going to make me look the best. You see so that pattern can change instantly and it has nothing to do with weight and don't get me wrong. As the weight starts reducing and you get closer to where you really want to be, that just keeps magnifying that. You keep getting more and more of that.

Scott: Exactly.

Jim: When people say, I'm going to lose 50 pounds and then I am going to feel confident, happy, excited, successful, and motivated. Well don't wait until then because you are going to need all those things now to get yourself to that point.

Scott: That's right.

Jim: because if you don't feel confident, if you feel kind of bad about yourself, you are more likely to eat crappy.

Scott: Yeah.

Jim: As you learn to control your state, you naturally improve your eating because everyone knows that when you are in a good place mentally and emotionally they naturally tend to eat better. It is easier for them. Whenever we are stressed and upset, or whatever, they find it harder to. So state management is a huge, huge part of this whole thing.

Scott: Definitely something I learned a little while ago from Tony Robbins. Even little things, your posture and the way you walk. Walk like you are successful and in great

health and stand tall and be proud. Be proud. All the little things can really, use that lifestyle right now as you already have it and like you said, it will intensify when you actually start seeing these results.

Jim: Yeah, Oh absolutely. Tony Robbins, he was definitely one of my first teachers. He was really the person who got me on the right track with things. Yeah, our bodies, our physiology, we haven't been trained how to use them to get the states we want. Now we use them anyways. Again, we are all master programmers but one of the classics you will get is someone will be on the sofa, all kind of slouched. If you sit slouched right now. Sit really slouched as if you are really tired, depressed, whatever and notice how it feels and say to yourself, 'I have to work out. I have to go to the gym'. It doesn't work.

Scott: [laughter]

Jim: Now I say this is what I mean. You have got to make a decision. If you don't want to go to the gym don't go to the gym. Just lie there and enjoy resting. If you want to go to the gym you are not going to be able to do that because it is like you've unplugged your body in that way. If you sit up you send a completely different signal to your mind and body. If anyone wants to see what I am saying, sit up now. Sit with your shoulders up. Sit really successfully. Just imagine that you are really successful. Notice the difference. Say I want to go to the gym. I want to go work out. I want to feel alive and energy. So the way that we use our bodies, the way that we use our minds that's what gets our results over and over again.

You can't rely on this culture and our school system to teach you how to do this. It just didn't happen. You need to go out and learn it for yourself so products like you are listening to right now, what Scott's doing. What I am doing. What other people are doing, they are letting us in on these secrets that make change so much easier than what we were taught. It's a lot better that way.

Scott: Absolutely. I wish I were taught this stuff a long time ago. It makes total sense and it has had a huge impact on my life and in all areas of my life.

Jim: Absolutely.

Scott: Yeah, yeah and that's basically the majority of the success stories out there, all of them you hear they have gone through this exact same kind of process and made their mental changes and instead of trying to use willpower to develop the positive habits and started living the healthy lifestyle, living like a successful person even though they were not quite there yet.

Jim: Yeah that's absolutely it. That's what neurolinguistic programming or NLP is all about. It is about the science of modeling human success and so it's not just about - one of the problems people do when they diet is they approach it like they already know how to do it. "I know how to diet. I just have to do it. I have to lose weight or whatever." But that's not how it works. What you need to do is you need to learn so that, what we were mentioning, you either learn, you know that time of the month and you deal with those

emotions in a healthier way, not because you have to but because you want to.

One of the classic things you'll notice, anyone can do this, begin to notice your language. I'll continually hear people saying, "I have to lose weight. That's it. Oh man, I've really got to do this." And they talk about it like they've got a gun to their head.

Scott: Desperation, yeah.

Jim: That's not accurate because what's really true is if you really could see this life in a really positive -- not positive, throw positive out for a second -- but if you could see the life and the choice you have in front of you in a clear, clear way. Most people do not. When they say I have to lose weight, why? They don't have to lose weight. You just don't. You know what I mean? In almost any situation it's not a have-to. It's always a want-to.

Scott: Right.

Jim: You know it sounds minute. It sounds just like semantics but you can say in your mind, "I have to do something" and say "I want to do something." They feel completely different and they are.

Scott: They are.

Jim: Right, and the thing is, when you say, "I want to. I'm really excited about this, " you literally tap into a whole another resource in yourself that people unintentionally separate themselves from when they say, "I have to." Anytime someone's forced to do something, they're not going to be as open to it as when they want to.

Scott: Right, right.

Jim: They say, "Hey, you've got to go down the street and you better go cash that lottery ticket for yourself. Do it now!" Even though it's a lottery ticket, you start to think, "Well, I don't want to." [laughter]

But that's the way we talk to ourselves in our mind when we want to lose weight. The funny thing about losing weight is that again, notice that it's all based on what we can't have. "I can't have that anymore. I can't do that anymore. I'm going to lose weight." Now it's good to lose weight but, semantically, what else do you lose that's so enjoyable? It's not like you lose a disease.

So what I suggest is that people begin describing this process in a more accurate way. The way is different for each person but some of the things are, "I want to be experiencing better health. I want to wake up in the morning feeling refreshed and alive. I want to be confident when I walk down the street and I want to feel good about myself. I want to be a good role model for the people in my life." It goes on and on and on.

But as you begin describing it that way, the value of it is you're putting new pictures in your mind. You begin to respond to those pictures. So you start feeling more positive. You start feeling more hopeful. Most people, when they diet, they see the desperation stretching on forever and so become so overwhelmed that they quit and they don't want to do it any more.

So they don't really give themselves a choice. The choice of a lot of dieters is that they can eat the way that they've been eating, which they know isn't good for them but at least it's enjoyable in the moment, or they can have no enjoyment. They can deprive themselves forever and even when they get to their body, they're still going to feel deprived. OK?

So those are the choices that people give themselves, maybe not aware like, but they don't really make the clear distinction of, "OK, yeah I can eat these foods, " take the judgment out and say, "OK, I can eat these foods and I can have this body and this level of health and I can wear these clothes and feel this way about myself or I can eat this way and I can have this body. It's a little more than I want. I can wear the clothes I want, feel good when I go on vacation, when I go to the beach and I can feel like I'm really doing something good for myself, feel more out-there, more outgoing, all that."

So when we look at it in a more objective way, we really truly see the two distinctions that we have, between those two it becomes an easier choice rather than sometimes people giving themselves crappy choices.

Scott: Right, that's for sure.

Jim: Really, it happens when you're working out. Exercising is a classic one. I remember a lady came in one time and she goes, "Can you make me exercise?" I said, "No, of course I can't make you exercise. You know, I can get a gun and hold it to your head and make you do push-ups or something but how can I make you exercise? If you want to exercise, we can work on that but, no I cant."

And she comes back the next week and she says, "You know, you're right. I don't think I want to be forced to, but I really do want to exercise because I'll feel better." That starting point is so much different. Most of the time I'll unintentionally gear toward trying to force myself to do something when it's unnecessary.

Scott: Right.

Jim: Because, again, if you think about it, and I feel like this, really consider -- and one of the first things I do with people is an upward/downward spiral it's basically, you were

mentioning a little bit earlier like in that moment, that temporary pleasure, but one of the skills you can create is to look through your behavior and the cumulative effects of it. Now the beauty is that we all, pretty much all of us do this and I guess almost anyone listening to this has this ability to do this. We do it in work, right? Did you ever sit in bed when you wake up in the morning and you feel like lying there and staying in bed all day? But you don't.

Scott: Right.

Jim: Most of the time at least. Why? Because you look at that behavior and you go to the next day when you have to talk to your boss. You go to that next Friday and it is less than it should have been. We look toward the future. You say I want to get that paycheck. I want to be able to go here next week. I want to be able to go to dinner.

We look through the behavior where in the moment lying in bed would be more comfortable. We look through that and see all the benefits of getting up and going to work and we do it. We do this all the time anyways. We just haven't been trained to do it and learn how to do it when it comes to food. With food we have been taught just do it, just do it for the moment, all the rest of it. So we already have the ability to do it, it's just learning how to do it with food.

Scott: Right.

Jim: So as you begin looking through your emotions, no one looks through a candy bar whatever, overeating a pizza or something. They don't look forward five years in their mind when they are doing it to see themselves being ten pounds heavier, having not the mobility they want. They don't see that. They just concentrate on that five, ten minutes but that's just training. That's not reality.

Scott: Right.

Jim: As you keep looking forward to it. That's one of the biggest ones. You look forward even an hour. How am I going to feel in an hour after I eat this? As you begin looking at things that way, your body begins to naturally start to change.

Scott: That's right. That type of thinking becomes automatic after a while. It may seem like a little bit of work at first to say every time you start feeling those feelings to think ahead then it becomes very much automatic within a short period of time. Even if you, like for myself I've said this on several of the interviews already same thing when that alarm goes off in the morning there is that split second of 'Oh man I would love to stay in bed. It is so comfortable and warm right now' but I automatically jump out of bed. Before I would look to the future but now it is just automatic.

Jim: That's a great point. That's the idea. It's like realizing that it is not instant. You know what I mean but again when we are dieting people look at it like is going to be constantly deprivation, constantly this struggle, right? So it becomes depressing. But when you start to look at it like everything is relative.

As you start to change how you are eating and you start to become more into balance with what's good for you, what happens is the way that you used to eat, I get this all the time from my clients the way that they used to eat they could never even imagine eating that way any more. They could never imagine not exercising anymore because their vitality keeps increasing. Do you know what I mean? Their health keeps increasing. Their good feelings keep increasing and you get addicted to that feeling. The same way some people are addicted to foods. The addiction is so much stronger and it's congruent. It's better.

This is the other thing. If you, if anyone explores, if you are looking at behaviors and patterns of overeating or eating things that are not good for them, it is not enjoyable. I will take anyone on this. The true enjoyment is not what they think it is because on some level, they know they shouldn't be doing it. I'm not talking about like holiday eating. I'm talking about habitual, weekly, daily overeating.

Scott: Right.

Jim: They think it is really enjoyable but when you dig into that a little bit people know. On some level there is a voice in their mind what are you doing. It's a mean voice. You know, people are really mean to themselves a lot. They know on some level they shouldn't be doing it. So anything that is truly pleasurable, really congruently pleasurable in your life that voice isn't talking like that to you.

Scott: That's right.

Jim: You know what I am saying. If you help some old lady cross the street there is not some voice saying you shouldn't be helping this lady. [laughter] If you save a kitten out of the tree there isn't a voice saying, "Oh man you did it now."

It is important to see what congruent pleasure and enjoyment is as opposed to what we have been tricked to. What a lot of times people consider pleasure it is not really pleasure because on the other hand they are just killing themselves, beating themselves up so hard and even if they are not doing it in the moment five ten minutes after they are done eating, it starts a ten hours beat themselves marathon.

Scott: Right.

Jim: Or even worse, it's an indifference marathon, where they don't even care anymore, and that's just as bad as beating themselves up.

Scott: Right.

Jim: This is the thing, though. People that are unhappy with their weight, they get kind of stuck in this cycle, and when they think about getting out of it, what they do as a

choice is they say, "OK. That's it. I've got to stop beating myself up." But that's not truly a choice. The other choice is: "I can beat myself up at night, " or, "I can be really compassionate and loving towards myself, and supportive."

[laughs] It feels different, doesn't it?

Scott: Totally! For sure.

Jim: What that does is that offers you a true choice in your mind, so you can choose between the two. Because now, what happens is you'll say, "Well, I've got to stop beating myself up. I keep eating this stuff, but I've got to stop beating myself up."

What's the difference? At least in one of them, they get to eat a lot of food. [laughs] So it's like that's the choice they give themselves, with the food on one of them. You know: "I'm not going to beat myself up."

That's not really a clear representation of what it's like to live congruently, in a healthy way, where you feel really good about yourself, where you wake up in the morning and you're really happy about the way you ate the day before. You go to sleep, and you're really excited, and you feel good. You have to put your mind into that place regularly, before you get there in reality.

Scott: That's right. And it is. Your body and your mind give you signals. We're talking about the negative part, but just as much for the positive, when you are eating healthy and you are exercising, just stop for a moment and pause and just feel the energy that you've gotten from that. And even listen to your mind and how clear it is and how full of energy you are. It's definitely sending you a signal saying, "Give me more of this!" [laughs]

Jim: [laughs] Right. Oh yeah. Yeah, exactly. It literally gets addicted to it.

Scott: Yeah.

Jim: If we can get addicted to sugar and candy bars and stuff that we know aren't really supporting us and the life we want then it's so much easier to get addicted to health.

This is the thing: just to put your mind into that place regularly. And you can do that in a ton of ways. If you start going to the gym--in a positive way, in a place that you feel comfortable in--if you start seeing people around you that are really kind of exuding that energy, and you start to imagine yourself having that energy, you start getting curious about it. You start to desire it. You start to crave it.

Those are the words we want to use to describe this new lifestyle, not: "Oh, I've got to do that, " "I have to do this, " "I'm going to try and do that..."

Scott: Right.

Jim: So it's starting from a completely different place. And it's nice. This is the best part: it's not just false, kind of "rah rah" motivation that wanes and goes. It's literally the way that you approach something. So as you change that approach, you don't have to worry about having to psyche yourself up. The approach, the words you're using, and the way you're using your mind create those feelings themselves.

Scott: Right. Basically, that "rah rah" motivation is just as temporary as willpower is.

Jim: Yeah. It's just the other side of a cycle. You've got to understand, there's a negative cycle that sometimes goes around, and part of that cycle is the "rah rah" part. [laughs]

Scott: Right.

Jim: You know, you're feeling kind of crappy, you eat a ton of food, then you get done with it and you say, "That's it! That's it! Never again!"

Scott: [laughs] Yep.

Jim: Right? That's what the classic is. People say, "Oh, I'm never going to do that again."

Scott: Right.

Jim: I worked with a guy, he was losing weight and he was doing pretty well. And he would go to McDonald's and get a salad and coffee or whatever, and he goes, "But every other week or so, I'll go in, and I'll go to order. Next thing I hear coming out of my mouth, I hear, 'Two double cheeseburgers, please.'" [laughs]

Scott: [laughs]

Jim: So the interesting this is this: I said, "Well, how long has this been going on for?" He goes, "A couple years." A couple years! I said, "What happens when you finish." He goes, "I say to myself, 'I'm never going to do that again.'"

Scott: Right.

Jim: And so, what happens is, we go into denial sometimes. It's part of the same cycle. We'll do something that doesn't necessarily support us, and then we'll say, "That's it! I'm never going to do that again!" But what happens is we don't give our mind a direction to follow.

So in this gentleman's case, one of the things I said is, "Imagine you're in that moment where you were going to order a double cheeseburger or two," I said, "Knowing what you know now, going back in time, what would you do differently?" And he goes, at first, "Well, I'd order one double cheeseburger." I was like, "OK, but what else would you do?" And he goes, "You know what? What I want in that moment is, I just want

something different."

And he goes into the Subway across the street, and there's actually some other place on the other street. And he goes, "I think I'd probably go there on those days, and I would get something different that would be a little different, but it'd still be healthy for me."

So notice that because that's the difference again. When just using willpower, you just try to fight everything. When you start to learn from your mistakes, and you start to learn how to eat in a new way, it becomes much more comfortable. So he came in and it turns out he was going to different places more and they are actually even healthier than when he was eating before anyways.

Scott: Right.

Jim: When he was doing the double cheeseburger thing, he was just looking for something a little bit more interesting. So, when we say that's it, I am never going to do that again and we stop thinking about it, everyone has done this and they repeat it at some point in the future.

Scott: Right.

Jim: But that's because they don't learn from it. We have been trained this way and all the rest of it. There is a much more comfortable and easy way when you start to create some alternatives for yourself, real true alternatives. Once this gentleman had some alternatives, that's what he was looking for. It turns out the alternatives were much more healthier. He felt comfortable and he got the goal that he wanted as well.

Scott: Awesome. Awesome. Well you've given us a kind of good mix of things that are holding people back and things that people are doing that help them succeed. Any more successful tips that people are doing or anything that you guide people through to help make them unstoppable?

Jim: Sure. Sure. One thing I do a lot is kind of at the cornerstone of a lot of this. Now again, it is important to understand that a lot of times people talk about visualization and that's great but you have to understand the idea of visualization is to create a feeling within your body to imagine a new future. So the nice thing about NLP is that it allows you to go into that a little deeper and get some more understanding of it.

Basically, when you think about whatever you are going to do tomorrow, you have some idea of what you are going to do, whatever day it is. So what you are going to do on a Monday is a lot different from what you are going to do on a Saturday. Now you can notice that this is all kind of in the background. You are not upfront thinking consciously, Oh I am going to do this tomorrow and this and this but you have some structure and some idea of what you are going to do during the day.

Now within that structure, you have some idea what you are going to eat. This is why people eat the same things pretty much wherever they are. So if you are at work, you eat at the same places and the same types of foods. When you are out on the weekend you go to the same restaurants, eat the same sorts of foods. So we run in patterns, OK.

So there is a thing called hypnotic programming where we can take control of this and begin to intentionally create the future that we want. So the importance of this is that sometimes people will be at work and they will think to themselves 'Oh tonight I will eat a bag of whatever. I am going to eat that. I am going to eat that and I am going to eat that..' They think that all day long. What they try to do is they focus on that last moment right at 8:00 when they normally do it and try to stop themselves. The problem with that is they have been creating this expectation the entire day without realizing it.

Scott: Right.

Jim: So in their minds they have imagined themselves sitting down at 8:00, everything's done and they sit on the sofa, watch TV and eat. So we need to create alternatives in our mind before that situation happens and we need to bring it to the feelings that we want.

One of the techniques I go through, I will bring it real quick here, is the idea of seeing yourself seeing your future, we can use it all different ways but I will use the easiest, most effective way, is to see your tomorrow the way that you want it to be and in the body that you want because it is important to remember, every ad you see, you will never get away from it. They are taking emotions and attaching them to food. That's going to happen forever. The beauty is we have got truth on the side.

I would like to ask this question. If a magic genie popped out of a bottle and said 'Listen, you can have the exact body that you want tomorrow morning when you wake up, exactly the body that you want or you can have the most delicious meal you ever had in your life.' Which would you take? Everyone takes the body.

Scott: Right.

Jim: Right, so if that's the case, why do people struggle with it? The reason people struggle with it is because we are constantly being reminded of food, right? But we are very rarely being reminded of all the pleasure of having that body. Now you already know all the pleasure you are going to have but we are not reinforcing or reminding ourselves regularly. One of the techniques I like is and that's what this is used for.

It is important to understand. This is not going to magically transform everything. What it is doing is conditioning you to remind yourself and remember all of the pleasure, all of the wonderful things involved with having the body that you want and living the lifestyle

you want to lead. It's realizing that the body is great. But when you have the level of health that you want, when you're happy with your body, when you're happy with yourself and you are experiencing happy emotions and good positive emotions throughout the day and regularly, how does that affect relationships in your life? How is that going to affect your job? How is that going to affect what you do, your level of adventure and your level of success? It is going to affect them tremendously.

But what these can do is, well, anyone who is listening to this, would like to close their eyes, because that allows you to imagine in a more vivid way, and to imagine that tomorrow morning, when you're lying in your bed then, and you've just kind of barely woken up. Not even enough to open your eyes yet, but you've woken up and you're in the exact body that you want to be in. The exact body for you - exactly where you want your body to be. Imagine lying in bed, and before you even open your eyes, notice what that feels like.

Imagine going through tomorrow, whatever you are going to do, have some idea what the day is going to bring. And it's going to be the same except your body is different.

Now you should imagine that your body is exactly the way you want it to be and notice what that feels like, notice the emotions that you have with that body - the happiness, the excitement, the enjoyment, the anticipation, whatever feelings come up, if you're in your exact body. Notice the lightness that goes with that. Notice the absence of, "Oh, I've got to do something about my body. I've got to stop eating out." That's gone.

And now I want you to imagine feeling your body with your hands. Notice how it feels different. Notice how your body would change. What parts of your body you would be most excited to feel. And now imagine hopping out of bed and stand in front of whatever mirror you normally look at, and get dressed. And notice as you get dressed, what it's like to get dressed in that body. Imagine your clothes fitting the way you want them to. Something as simple as getting dressed can be so much more enjoyable.

Just feel that, feel the lightness feel the excitement. Get dressed and look at yourself in the mirror. What part of your body would you check out? Would you check out your backside? What would you do? So make it real, make it vivid.

And then imagine going through your day in that body, in that outfit. Imagine feeling those things - walking a little lighter, feeling better, feeling confident. Notice how you walk, how you stand; notice the way you speak would be any different. Try to go through the whole day. See what food you'd find enjoyable. And go through the whole day.

You could go to work, see your self at work, notice people saying things to you, when people say nice comments. See your self responding the way that you want to respond, saying thank you, feeling good about it, feeling good about when you walk around, seeing your self maybe taking the stairs instead of the elevator. And just notice what you do. Notice the level of energy. And let that play throughout in your mind, until you get to the end of the evening. And you are back in bed.

Now, I kind of went through that quick. But what it does is that it starts to put another reality into your mind. And it starts to take away all those feelings. It literally - notice that if you did that, don't you feel a little bit better now?

Scott: It's way more than that scale number or even the body. It's like you said, it affects so many different areas of your life.

Jim: And it becomes real it becomes real. Let me just give you one last thing here. Now this is kind of a fun exercise to do. And I want you to think of, let me ask you Scott, do you know if you're right or left thumbbed?

Scott: Pardon me?

Jim: Do you know if you are right or left thumbbed?

Scott: I'm right.

Jim: Right thumbbed, OK. So what I want you to do is, I want you to put your hands in front of you and clasp them together. OK? And the left thumb's on top - the left, OK.

[laughter]

Jim: It doesn't matter which ones on top, right? Do it because it's kind of a cool thing. OK, it doesn't matter which ones on top and it doesn't matter why you said that, but basically you just thought you are probably right handed.

Scott: Yeah, that's what I thought.

Jim: Yeah, OK. So notice, I want to focus on this idea of conscious and unconscious mind. Consciously, we tend to value logic, thinking since I'm right handed, I am right thumbbed. So my right thumb should be on top. But then you went and you put your hands together, clasping them together.

Now you've clasped your hands together countless times in your life. You don't remember learning it; you don't really have any reason why one thumb should be on the other. But you learn how to do this one time, and you've done it this way every single time in your life. Now, let me show you why. What I want you to do is undo your hands

and put your hands the opposite way, and interlace your fingers again so the right thumb's on top. Now how does that feel?

Scott: [laughs] It feels awkward.

Jim: It feels awkward, doesn't it?

Scott: Yeah.

[laughter]

Jim: Consciously, you don't care which thumbs on top, do you?

Scott: No.

Jim: You couldn't care less. You are right thumbed because you are right handed. You really couldn't care less which thumb is on top. But, unconsciously, it makes quite a difference, doesn't it?

Scott: Wow.

Jim: Yeah, because one feels right, and one feels weird. So this is important to understand. When you want to make changes in your life it's the unconscious mind that decides. Now notice, when everything is going right, even when you are eating poorly, it still may feel like that regular thumb's on top. You feel like everything is OK at least.

But as soon as you start making any change in your life - now notice again, you don't care what thumb is on top but one feels right and one does not. So notice, you can tell me, you can argue with me and say, it's going to be my right thumb because of this, this, this, this. What is the final test of this? Which one feels right?

Scott: Right.

Jim: That's how you decide ultimately. That's the deciding factor, right? So notice that when we want to make changes in our lives we need to influence the unconscious mind to make it feel correct. When we go through the exercise we just went through, what happens is you start training your mind that help in being, making the right choices feels right because you put that idea in your mind. You see yourself getting up. You see yourself feeling good. You see yourself making healthy choices and it feels right because you play it through in your mind and it starts to seem normal. OK. The point to understand is that the unconscious mind is the part to focus on to create the true permanent changes.

Scott: Wow. Pretty cool little exercise there.

Jim: Isn't it neat?

Scott: [laughter] You've talked about NLP and a little bit of hypnosis. What's the difference between the two? Do you find one more powerful than the other? Do you kind of use them both at times?

Jim: Yeah. When I first started out I just used strictly hypnosis. My results weren't so great. Hypnosis is a tool but the problem with it is, it would basically be up to me. I would put someone in hypnosis and give them suggestions and make changes. There would be changes but they wouldn't be permanent and usually the idea was that if I can hypnotize someone and put them on a desert island, it would be fine but the problem is that we don't live in a vacuum. As soon as I hypnotize them and they are given suggestions and that makes changes in their mind but then they go out in the world and every ad is kind of a hypnotic suggestion.

Scott: Right.

Jim: Their family is a hypnotic suggestion, their lifestyle.

Scott: Right.

Jim: So the NLP uses hypnosis but it uses it within a system. The value that I found with NLP and that's what I teach now mostly I use NLP and hypnotic programming and I show people how to make the changes in their own mind, how to influence their own state and self hypnosis is very valuable. Number one because it is very helpful and it is very relaxing. It allows you to get into a place mentally where you can influence yourself more. You can get more powerful; you can program yourself more powerfully but without that core foundation of knowledge of how your mind works and kind of how to direct it, it is not as powerful. So it is kind of a combination of the two but it definitely leans more towards NLP, which also uses hypnosis, but the difference is that it actually shows you how to use hypnosis.

Scott: Right.

Jim: It is pretty easy and we all experience hypnosis anyways.

Scott: Right, right.

Jim: It just allows you to use it in an effective way.

Scott: Excellent. You want to take a few minutes here to talk about, you've got the ['Program Yourself Thin'](#) program but you also have this ['Addictive Health'](#) coming up. Do you want to take a few minutes to share a little detail about that?

Jim: Yeah, yeah. ['Program Yourself Thin'](#) is a pretty intense course. That's what I am talking about with the NLP. It is really from start to finish a complete course program in how to program your mind to have the body you want. Of course, I use the word thin but thin is relative. It really should be called, Program Yourself Healthy. It shows you how to program your behaviors, your activities, how to overcome emotional eating, how to recondition your mind.

It is a complete 30-day program, 28 days of five-minute hypnotic programming sessions everyday that bring you through everything. That's pretty intense. With somebody really ready to lose weight the results have been tremendous with that program. Again, it starts from the very core, breaks you down and then rebuilds you right up. It becomes a very natural process to be living that way. The other thing is I have been doing ['Program Yourself Thin'](#) for a while and the results have been awesome.

The things that I wanted to do, I have been a little bit of an activist lately for health. So ['Addictive Health'](#), as you heard Scott mention, is our newest creation. This is exciting because the idea with this one here is that it's going to be a monthly program, and literally every week there's going to be some new form of help. What I mean by that is that it's broken up into some main things. There's nutrition, relaxation, breathing, and these are some of the core basics for real radiant health. And then we're going to explore all the different modalities of that, meaning we'll study yoga, different nutritional approaches, raw foods, and all different types of nutritional systems. It's going to basically influence you over and over and over again.

Do you have Whole Foods where you are?

Scott: Close. I live on the border of the US. I'm in Canada here, but Whole foods is across in Michigan. So, yep.

Jim: Do you have co-ops or any natural food stores?

Scott: Yep.

Jim: So there are co-ops that are good usually, but they have Whole Foods down here and whole markets, and the thing about Whole Foods is that it's a big company, so their stores are incredible. You walk in there and there's just piles of all this fresh, organic produce everywhere. It struck me because every time I walk in there, I just feel healthier.

Scott: [laughs]

Jim: It's funny because they're right next to a Wal-Mart and I got out of there and I was like, yuck. [laughs] I walk into Whole Foods and literally, the second you walk in there, you feel different. And I find myself wanting more natural food. I want fresh foods, I feel healthier, and I'm finding that would stick with me for a little while. So the conditioning we get on a regular basis influences us so much.

If you've ever have had some experience where you read a book and got really excited about it, or you watched some show and got really excited about it, you notice that then sometimes that excitement fades. And the reason that happens is that to a certain degree we're not these static creatures. We're always changing and taking things in. But the problem is that a lot of times, the stuff we're taking in is crappy.

Scott: Right.

Jim: I can't think of a single food commercial that's really supportive and positive for our health. So that's where '[Addictive Health](#)' came from because I believe personally in my life I've gotten more addicted to health than anything. It's fun! Literally, to redefine what health means and to keep it this ongoing thing is really fun. So there's a new program with that to just teach some of the basics. The nice thing about that one is it's not hard-core; it's just some of the basics for health that we're never really taught. The really important things like breathing.

Scott: Right. It's incredible that we don't focus on the fundamentals like this.

Jim: Right!

Scott: We're always looking for something more advanced or we think, 'There's got to be a new technique to help me get healthy, ' when we don't even know the basics. We don't focus on them.

Jim: Yeah. And breathing is one of the biggest ones. I'm a yoga instructor. I remember I went through this. In America, in Western Society in general, we're trained, intentionally or not, to suck our stomachs in. We don't want our stomachs sticking out, so we start tensing up our stomachs all the time and breathing with our chests. But if you look at lungs, they're bigger on the bottom. If you watch a baby breathe, their stomachs move up and down.

This isn't a news flash or anything, but breathing is important. It's important to the body, and it's more important than anything else. You cannot drink water for days, you cannot eat for days, but you can't go for more than a couple of minutes without breathing. And yet this is one of the more neglected parts of health.

So as you learn how to breathe in a more relaxed, appropriate, and effective way, that in itself will tremendously boost your energy and your health levels. Then there is also some of the other basic stuff, like drinking water and reintroducing that as more important. There is nutrition and relaxation and emotions, how to handle our emotions in a more effective way. It's the basics, but it's the more powerful basics.

Scott: It is. With breathing, I'd say the majority of us breathe so poorly and so shallowly that when you start doing some deep-breathing exercises, it's amazing. Even just a few times a day, taking in some really good, deep breaths can have a huge impact on your life.

Jim: Yeah. It's so funny, because this is the thing. I'm a yoga instructor and I do hypnosis all day and I still find myself not breathing right sometimes.

Scott: Right.

Jim: Then it makes such a huge difference. And the other side of it is it so much affects our breathing and even our emotions. In America, anyway, we're constantly being stimulated, and every time you're stimulated, you tense up a little bit. And we get in this constant state of stimulation and then tension. And in that state, you can't breathe in the most effective and powerful way.

So, something as basic as that can improve the quality of life so much. It's really about the basics. But from that place, natural and beautiful things can happen. And the other side is this, sometimes -- with the weight loss for example -- if all people have is this external world of always being tempted and always thinking, "Well, that's the reality and I'm just going to be this weirdo who eats well" and all the rest of it, that's just one little thing that can sabotage success weight-wise and health-wise.

Basically, ['Addictive Health'](#) is going to be whole community of like-minded people that aren't going to be crazy. I mean, it's not going to be crazy health, but it's going to be some of the basics that we've forgotten about that, hopefully, will change the quality of life.

You look up the definition of health, and it talks about the absence of disease. Talking about what we don't want. I want to take health and make it into something really, really great and positive - this vibrant feeling, this alive energy. And we need to get that regularly.

Scott: Right. Because that is really what you experience when you are living the healthy life. You just want to advertise it out there and let people know. This is how good it is.

Jim: Yeah, that's exactly it. The thing is, you'll still have crappy stuff happen in your life, and horrible things will still happen and all the rest of it, but it's like you can appreciate the little things as well and it ratchets everything down a bit. You know what I mean?

It's like the stressful things and the tension, any of that stuff, gets knocked down a few pegs. And then, the pleasures in your life, you start to have more and more of them, because you're more in that place.

And everyone's been there. You go on vacation and you start to unwind, then you start to appreciate little things again. That's what health does for you, you know, emotionally. So, it's not just physical, because there's no such thing as just physical health. You know what I mean? It's a holistic sort of approach, holistic meaning emotional, physical, mental.

It's going to be kind of this triangle of reinforcement, constantly reinforcing it so that we're like Pavlov's dog in a sense, but in a good way. So that every time you get an email

or see a video from ['Addictive Health'](#), you kind of will actually calm down for a moment. And you feel grateful and happy and loving and all this other stuff, and you bring that into your day with you.

As opposed to... A lot of times people come home from work and they'll put the news on, and they'll feel like crap and bring that into their day. So, it's going to be this hub and this center of energy, hopefully good, positive energy.

Scott: I'm real excited for that. I'll definitely have to have you on again to go into even more detail about all the fun, different areas. There are so many areas you can talk about regarding the health. And today we just focused on the mind-set, which, really, we need to be in control of. It's the most important factor, but I'd love to have you on again to talk about all those other things. Do you have the URL for 'Addictive Health'?

Jim: Yeah, ['Addictive Health'](#), and the nice thing is this: you can check a lot of it out. You go to www.Addictive-Health.com and there will be a sign-up page and you can sign up for the e-zine. There will be a blog. You can kind of see that basically, it's just a philosophy, and you'll learn some real simple techniques.

And the thing that I look for, is I'm always looking for really practical (techniques). Something you can learn and use instantly. I'm not the most patient; I don't like to wait a long time for results. So, I like to get results quickly. If you can get enough quick results that are good for you, that turns into long-term results that are good for you. That's kind of how I look at it, you know?

Scott: Right, right.

Jim: Yeah, go to www.Addictive-Health.com and check that out. If you're just in weight-loss sides of things -- if there is such a thing as just weight loss, of course I believe it all comes through the mind -- you can check out the program itself at thin.com or [The New Thin Me](#).

Scott: Yeah, you've got some great videos and stuff there as well.

Jim: Yeah, some cool videos and just some different things. Again, look at things from a different angle, because if you're feeling... How many times have you heard someone say, "I've tried everything. I've done everything to lose weight and nothing works."

Scott: Right.

Jim: I promise you, this is a completely different approach to it, and it's much more comfortable and easy. I believe in easy.

Scott: Yeah. Yeah. Isn't that what we all want? [laughs]

Jim: Exactly. And easy that works. Not just easy and crappy results, but easy and healthier than you've ever been.

Scott: Well, this has been awesome, Jim. I really appreciate the time that you've taken to provide our listeners with this. This is powerful information that you've shared with us.

Jim: It's been a pleasure.

Scott: And I'm sure it's going to have a huge impact on their lives. Are there any last words to sum things up? I know a big thing that I see in a lot of your videos is: have fun and be happy with everything you're doing. But do you want to kind of sum things up and really help the listener drill it home that they truly are unstoppable?

Jim: Sure, sure. One of the things that I love--and I can't take credit for coming up with it, but I love sharing it--is the phrase that "nothing tastes as good as thin feels."

Scott: Mm-hmm.

Jim: Or "nothing tastes as good as health feels." I like that because, again, it puts that choice in your mind, remembering that it's not just that these are fattening foods or not. It's these healthy foods, these unhealthy foods, and this whole other lifestyle that's right there. And begin thinking of that over and over again. So keep that in mind: "nothing tastes as good as thin feels."

Scott: Awesome! Fantastic, buddy. Well, I look forward to talking to you again, and good luck with this ['Addictive Health'](#). Hopefully, it'll start a movement and you'll get a lot more people out there that really are promoting the healthy lifestyle in a positive way, like your approach is.

[music starts]

So have yourself an awesome day, and thanks a lot. We'll talk to you later.

Jim: Thanks a lot, Scott.

Scott: Well, I totally love that call that we just had with Jim Katsoulis. That was an awesome interview. And right now, it's time to take loads of action on so many things that Jim taught us here today. And I want you to spend at least the next 10 minutes taking action on what you learned.

Now, let's go over some key, important things that we took out of this call. First thing is, it's not about the problems. It's not about what's holding you back. Don't base your thoughts on what you can't have. Don't think of this new lifestyle of healthy eating, don't think of it as depriving yourself, and that exercise is hard work. Think about what you actually want, and think about all those great feelings of having it and what it's going to

be like.

There's a great story that he shared about a client of his who went shopping for clothes. And you've got to change your thoughts. Instead of being bummed out and depressed, and going around and looking at clothes as something that wish you would have, or, "I'll be happy when I'm able to fit in this size of dress or suit or whatever it is, " be happy right now. Find the clothes that look fantastic on you right now, and start living a joyful life.

Be happy with who you are at this moment, and just keep becoming happier and happier as you develop this great vibe. But be happy now and love yourself now and wear stuff that looks awesome on you right now, because you are incredible.

Next, remind yourself of all the pleasures of having the body of your dreams and that level of health and that level of energy. It's amazing how much you can think about the pleasures of junk food and chocolate and all these things that are bad for you, but you very rarely remind yourself of how great it feels to be in the body of your dreams and to have all that energy and to see how it impacts all the different areas of your life.

You need to remind yourself of that much, much more often, and think about that several times a day--how great it is to be in ultimate health and ultimate fitness.

So go for that. Remind yourself of how great it's going to be and how great it is. Just love yourself right now and be the best that you can be. Live the unstoppable lifestyle: you deserve it. There is so much you can take from this call. Listen to it over again, and I'm sure there are a lot of things that really hit home with you.

Thanks again. Congratulations for listening to another powerful interview. And, man, you are well on your way to, not only developing the body of your dreams, but the life of your dreams. And congratulations. Keep up the awesome work. Take care.

[music]