

Hi!

“If you want to be happy in the future, practice it now” ~ T. Harv Ecker

Today, I want to share with you a bit of my story and I want to ask you a few questions. Answering them will require you to get **really honest** about why you want to make a change.

First, though, I want to express the importance of doing the work of this Challenge, not just waiting for February 16th to start cutting out sugar.

The mental and emotional work you do will perhaps be even more challenging for you than the physical act of cutting out "off-limits" foods.

Please trust the process.

If you haven't downloaded your Journal yet, do so now on the blog. I created a **Kick The Sugar Challenge Journal** specifically for us, so start today and begin to track.

As we prepare for the **Kick The Sugar Challenge**, I want you to get really clear on **why** you are doing this. It is one thing to want to lose weight, feel healthier and look better, but it is entirely different to want to get rid of something in your life that has been truly holding you back from experiencing all the joy you deserve to feel in your life.

Is sugar that thing?

If sugar is wreaking havoc on your health and well-being and yet you continue to take the drug in light of negative evidence, **you need to make a change**.

You need an intervention.

Let's consider this Challenge our intervention.

For me, when I was drinking, it was a rock bottom, a shameful and dangerous experience, that finally made me face my addiction head-on, and forced me to realize that alcohol was at the centre of so many of my problems.

Once I got sober, I was finally able to face my demons instead of mask them or drown them or hide from them.

A few months into sobriety, I noticed something. I began reaching for sugar more often than I ever had during my drinking days. When I was drinking, I almost never craved sweets and I almost never ate dessert. I realized that I had been drinking my sugar, and once I quit, I transferred my addiction from alcohol to sugar.

As with any drug, the more sugar I ate, the more I craved; and the more sugar was needed to give me the rush I enjoyed.

Sugar is legal. It is found in almost everything we buy at the grocery store, and we HAVE to eat. So, unlike alcohol where I simply needed to stop the drinking, **we need to eat food to stay alive!**

It was only when I did my first sugar cleanse that I realized just how much sugar is in almost everything we eat! It's dizzying.

And it was only when I did that cleanse that I really started to realize how much of what we buy really isn't food. It is processed junk; "food-like products" that addict us and harm our health.

So, let's get to the root of the question WHY. Why would you would want to cut out sugar and make this change?

I like using T. Harv Ecker's plan to get us to our WHY. It requires us to honestly answer three questions.

1. **WHAT DO I WANT?**

2. **WHY DO I WANT IT?**

3. **IF I KNOW WHAT I WANT AND WHY I WANT IT, THEN WHY DON'T I ALREADY HAVE IT?**

Spend some quality time answering all of these, especially the third question. Don't rush the answer. Really sit with those feelings.

Because what the third question does is it places accountability on us, instead of on outside circumstances.

Once you have spent time and written out your answers, I want you to re-write them in a positive way, **in the present tense**.

Write **only** the positive answers out on paper and post them where you will see them daily.

Write them out several times so you can post them in your office your bathroom, your car, have them in your bag etc. **Read them several times a day**. So, for example, if you wrote:

What Do I Want? I want to quit my sugar addiction. I want to stop feeling out of control with my eating. I want to stop bingeing on junk food.

Re-write it to say: I am in control of my eating. I crave healthy, nourishing foods that serve my body and make me feel good. I love my body and I love taking care of it. I am in control of my cravings.

Why Do I Want It? I want to stop feeling ashamed of how I look so that I can feel comfortable in my own skin. I want to stop hating my body. I want to feel sexier and more desirable. I want to stop feeling guilty or bad about my food cravings. I want to stop feeling out of control. I don't want eating to always be so stressful!

Re-write it to say: I feel good in my body. I feel proud of myself. I love myself. I am sexy and desirable. I am in control when I am out with friends or when I go grocery shopping. Eating is a source of true pleasure in my life.

If I know what I Want and Why I Want It, Then Why Don't I Already Have It?

Because I am lazy. Because I am weak. Because I never stick to anything. Because I hate myself. Because I am addicted to sugar. Because I can never stop at just one piece of anything. Because it is in my genes. Because I am already fat, so what's one more (basket of fries, plate of brownies, bar of chocolate...)

Re-write it to say: I know what I want and why I want it and I am so happy that I already have it! (You can elaborate in this last one, using your positive answers from the first two).

Then, take a match or lighter and, over the kitchen sink or outside, burn the negative ones. Please do this! You won't believe how it will feel for you to burn these negative feelings and release them from your consciousness.

Re-writing your answers in a positive way, stating what you want and why you want it in the in the present, sends a powerful message to the Universe about who you are and what you want to see more of in your life.

Keep repeating these affirmations to yourself throughout the course of the Challenge and note the difference in your mindset and experience.

Yes, sugar is a drug. But as with all drugs, we can overcome the obsession or addiction. It just takes doing the work.

It is not easy, but it is powerful, life-changing work that raises the level of consciousness in ourselves and those we love.

You are awesome.

xo Sarah

P.S. I'd love to hear from you! Share your affirmations with me if you like, or if you are comfortable, share them in the group to help inspire others. :)