

Chapter 1: “It’s Unreal!”

As we’ve said, everywhere we can:

**People who set goals, then work toward them, are
invariably more successful than those who don’t**

—no matter what you’re using to measure that success: money in the bank; living a longer, healthier life; leaving the world a better place than you found it; etc.

So, since they **are** so important, this might be a good time to take a minute or two to let you in on what this **program’s** goals are—the main one being:

**Getting unnecessary quantities of food in general—
and of certain foods in particular—
out of your life,**

the same way they’re out of the life of every normal eater on this planet; basically, to “cure” you of those quantities and types of foods, the same way we cured ourselves of them a few years back; the same way, if we were addressing a group of smokers, we’d be trying to “cure” them of cigarettes, and the same for drinkers and booze.

And how will we be doing that; how will we be getting unnecessary quantities of food in general, and of certain foods in particular, out of your life?

Of course: by getting rid of the thing that’s keeping them **in** your life: **phony hunger pangs**; and, if you’re more than a few pounds oversized, then they’re **all** phony.

How do we know?

Well, how real could they be—that is, how could they be signaling a **real** need for food, your **body’s** need for food—when that body already has weeks’-, months’-, or, in some cases, even years’-worth of food in storage?

Answer: they couldn’t.

Then why do they feel so real?

Because the thing that’s creating them for you, to satisfy its own agenda—which has **absolutely nothing to do with a PHYSICAL need for food, your BODY’s need for food**—that thing knows that that way you’ll always satisfy them.

Why?

Because that's what we're hard-wired to do: hard-wired to interpret every hunger pang as our body telling us it needs food, so what could be more natural than to feed it?

Answer: nothing—if it really were our bodies calling out for food.

But, again, how could they be, when those bodies already have enough food in storage—around our waists, hips, thighs, etc.—to last weeks, months, or even years?

Answer: they couldn't.

So, the question is: if it's not your body calling out for food, what is, and why is it doing that?

And the answer to that goes to the very core of our being.

And, of course, is what the rest of the book is all about.