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The Truth, The Whole Nut Truth And Nothing But The Truth!



Ahhh, chocolate. Just the word is enough to make the average person melt faster than the cocoa butter itself, which explains why just the thought of giving it up is usually enough to fill the average chocolate lover with a slight degree of apprehension, and for others, out and out panic! However, it doesn't matter how much of the dark stuff you eat, how often you eat it or whether you believe life just wouldn't be worth living without it; the beautiful truth is anyone can find it easy to kick chocolate – even you!

All that's needed for this minor miracle to manifest itself is an *extremely* open mind, the promise that you will read some of this book *every day*, to keep the momentum going, a willingness to follow my guidelines at the end – oh, and plenty of chocolate! Yep, contradiction in terms though it is, please 'feel free' to continue to eat as much chocolate as your little heart desires until you finish the book (and, no, that doesn't mean taking 20 years to finish the book!). If you do that, if you are willing to really open your mind and put your beloved chocolate on the rack, then your break to freedom from one of the most heavily advertised *junkie foods* in the world is as good as guaranteed.

A WOLF IN CHOCOLATE CLOTHING

The truth is, once we have slowly stripped away the many different layers from this cunning chocolate wolf and unwrapped the cold hard truth lurking beneath the glamorous advertising, product placements and seductive glossy packaging – you will never be able to see chocolate in the same light again. Let me make myself clear here: I don't mean you will go off it slightly and cut down a little, no, no, no – I mean once you are able to see this hyped up, sugar-infested drug food for what it really is and not as you've been conditioned to see it, settling down to a bar of the stuff will be about as appealing as plucking your nasal hairs with a fish fork.

For the first time ever the whole business of chocolate is going to get the licking it deserves and by the time you finish this book, unlike with a 'no-chocolate diet' or going on the 'chocolate wagon', you will not only be *happy* not to eat it (a miracle in itself), but also, when you see other people consuming the stuff, far from envying them (or wanting to hurt them severely!) you will actually feel sorry for them.

However, for this seemingly impossible feat to happen, your current perception of this emotionally driven 'food' needs to take a *massive* shift. Fortunately, this will be a piece of cake (not chocolate obviously!). All we need to do is see through the years of brainwashing we've all been subjected to, explode the myths, shatter the illusions, and discover the *correct* knowledge and *unique way of thinking* that will make the whole process of kicking the choccie habit as easy as organic pie!

KNOWLEDGE IS POWER – BUT ONLY OF THE RIGHT KIND!

Now in case you're a 'virgin' to my world of thinking and have yet to indulge in my first book *Slim 4 Life: Freedom from the Food*

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Trap, I need you to know from the start exactly where I'm coming from. I'm not into doom and gloom, I don't do willpower, I speak plain English and I tell it like it is. Let me be clear, I'm not here to win any literary awards, by golly gosh no, I'm simply here to shake the chocolate world and provide you with the correct knowledge which will enable you to be free to have a *non*-chocolate break if you so choose! And when I say, 'correct knowledge' I don't mean the usual nonsense you get from what I describe as the 'State the Bleeding Obvious Brigade'. You know, the amazing, mind-blowing and life-changing info they come out with, like:

'Chocolate is full of sugar, it's fattening and it's bad for you – if you stopped eating it, you would feel better.'

Not being funny, but 'cover me in cocoa and lick me all over – you don't say!' Or, my favourite expression at times like this, 'No shit, Sherlock!' Please name me one chocolate eater, one 'chocoholic', nay, one living breathing person on this planet who doesn't know that mass-market junkie chocolate is full of sugar and fattening and I'll eat my creme egg. I think it's safe to say that, in terms of 'stripping this chocolate wolf and helping you to free yourself, members of the 'State the Bleeding Obvious Brigade' banging on about how bad chocolate is for you – or you saying it to yourself – are about as effective as a state of the art cooker at a raw food convention! In reality this kind of approach often has the opposite effect. One of the times people reach for things like chocolate is when they're feeling down, so if someone tells you how ill or fat you can get (or are) because of chocolate, that can make you feel even worse, so what do you do? You say, 'Sod it' and eat more CHOCOLATE!

THERE'S A WAFER THIN LINE BETWEEN LOVE AND HATE

Everyone and their mother knows that mass-market commercial chocolate is bad for you, you don't have to be Inspector Morse to work it out, do you? The problem is, although everyone knows that chocolate is bad and fattening, they also strongly believe it's blooming lovely and has the amazing power to lift our emotions. So what we are dealing with here is what amounts to the ultimate love/hate relationship; the David and Goliath of mental battles. This is why at this stage you will not be entirely sure whether or not you do want to stop eating chocolate altogether. In all probability, you picked up this book to find a way to cut down a little, go on the chocolate wagon for a while – but kick it altogether, like forever? You've got to be off your rocker! This is also why I realize at this stage I'm half your friend and half your enemy:

'Hooray this guy's going to help me kick chocolate!'
***'Damn this guy's going to take away my chocolate ...
forever – NO WAY!'***

It is also why many people who bought the infamous Atkins Diet book only read a small section of it before discarding it to gather dust on the shelf. They were fine up until he pointed out that chocolate was a dreaded carbohydrate and therefore a no-go area. No white bread is fair enough but no chocolate – BOG OFF, ATKINS! Of the millions of Atkins books sold it is estimated that only about 5% of people actually read the whole book and only a small percentage followed it for longer than a week (Jennifer Aniston being one – and don't we know about it!). This is why if you really want to bust your chocolate love/hate affair, it is essential that you do something that most people who buy books of this nature fail to do – read *the whole of the book*. Every word has been written for a reason and the book is designed, unlike

'pointing out the obvious' methods, to remove this love/hate chocolate tug-of-war by gradually stripping the chocolate industry bare to reveal the truth. Once you see the truth you will find it very hard, if not impossible, to have any desire for chocolate again.

You will notice that in order to achieve this I will be playing the chocolate industry at their own game by repeating certain points over and over again to make certain they stick in your conscious and sub-conscious mind. So if when you're reading this you come across a similar point or you think 'He's said that already', I know – it's on purpose! Repetition is the key to their advertising and emotional hooking success and it is also key to unhooking the emotional attachment to chocolate. It's about time someone used this same approach of repetition to burst the chocolate bubble. Until the chocolate bubble is burst, you've got more chance of finding true freedom from chocolate as you have making a cup of hot cocoa using a chocolate kettle!

The fact that you are reading this book tells me you probably already know this and are fully aware that willpower alone isn't going to cut the cocoa, and lectures on the evils on chocolate are about as helpful as devices such as chocolate patches. (Yes, you haven't misread, there really are chocolate patches, just like nicotine patches, and I'll be covering these beauties in depth later!) The idea behind the willpower method is to give yourself a good talking to about chocolate; make a mental list of all the reasons why you shouldn't have eat it, then take a deep breath and hang on in there until the craving goes away. There is one slight flaw with this approach:

THE CRAVING GETS WORSE!

And this is why the last thing you need is a lecture on the evils of why you *shouldn't* eat commercially made chocolate. YOU KNOW THAT! What you need is a full understanding of why you *do* eat it.

You need a simple, yet highly effective approach which will not just allow you to see this stuff in its true light; you also need a unique way of thinking that will allow you to Kick The Chocolate ... *and be happy about it*. After all, anyone can stop eating chocolate and be miserable about it – I pulled that off on many occasions and I'm sure you've been pretty good at this yourself in the past; all you need is willpower, determination, positive thinking – oh, and being blooming ratty and miserable to boot!

TAKE FLYTE

Let me give you a quick but simple analogy to explain why so many people struggle using this approach. Imagine a house fly trying to get out of a room through a *closed* window. What chance does it have? Ummm, not a jot. But what if the fly had just returned from a positive thinking fly seminar, would it have a better chance then? Of course not! Physics will tell you that no matter how positive, determined or strong-willed the fly is, it will *never* break the glass. Equally, I will tell you and your past experiences should tell you also, positive thinking, determination and a strong will is *not* enough to kick the chocolate – *and be happy about it!* It is, however, always enough to kick the chocolate – *temporarily* – and be blooming miserable about it!

What you need is *not* a pocket full of willpower, a dose of positive thinking or a lecture; all you need is a mind open enough to help remove the many, many layers of conditioning relating to what can only be described as the king of drug foods.

So, without further ado, let us begin our journey into the world of chocolate by stripping off the first layer. I have called chocolate the king of all drug foods, but king wasn't the title it was first given, in fact the title 'king' would almost be an insult. The truth is that from the dawn of time and even today in many societies, chocolate is still widely regarded as ...