



### **M.A.N.E. Framework (12)**

**M – Discomfort  
A – Accountability  
N – Food Addiction  
E – Spot Reduction**

**Results Personal Training & Group Fitness  
29 Main Street,  
Bainsford,  
Falkirk FK2 7PQ  
07766993091  
[www.resultspersonaltraining.co.uk](http://www.resultspersonaltraining.co.uk)  
[derek@resultspersonaltraining.co.uk](mailto:derek@resultspersonaltraining.co.uk)**

## M – Mindset

### Discomfort

#### From the book 'Warrior, A Path To Self-Sovereignty', by Geoff Thompson

“It is also about changing our perception of discomfort and learning to accept, like, and—if we want to become very successful—love, discomfort. Take a top-end body builder, for instance. They understand that muscle growth is in the burn, so the last few repetitions of a training set is all they seek. They have learned to associate pain with gain. Most people go into the gym and spend two hours moving from one exercise to another, often socialising between sets. They work on the outer edges of the burn, but never actually stay there for very long. During a 120- minute session they probably only get about half an hour’s worth of sweat. From my observation, out of that 30 minutes, they hardly ever get a good, hardy burn.

They go into the gym looking for a physique, and spend the majority of their workout avoiding the one and only thing that will give it to them—the burn. This is because the burn hurts. It is uncomfortable. Their life is, or has been, about avoiding discomfort because they have the wrong perception of it. I have lost count of the number of people I know who have invested years in gym training and membership, but still have no quality physique.

The next uncomfortable aspect of building a physique they avoid is a healthy diet. Eating the right food is probably 80 percent of the battle as far as shape and health are concerned. People are educated about diet by the experts in their gym, but they still do not incorporate the correct eating habits into their life because, of course, it is very uncomfortable to eat healthily. People with great potential do not grow a nice physique because they avoid discomfort. They avoid discomfort because they have the wrong perception of discomfort. The practised builder of physiques understands where the growth is. His perception of the burn is not that it is pain, but rather, that it is growth. He goes into the gym, finds the burn very quickly, and stays in the burn long. Afterwards, he talks about how great the burn was and what a tortuously difficult session it was. He or she even designs specific training methods that will get them into the burn quicker and keep them there longer. They get excited about developing killer exercises that isolate specific muscles, and keep them in a state of suspended burn.

The practised folk spend less time in the gym than most people, but they get 10 times as much done. After training they get off on their ability to be disciplined with food by mastering their palate. Placing only the very best food into their bodies, they turn the discomfort most people associate with any kind of diet into absolute and unequivocal pleasure. They know that if the diet is not right, then all that hard training will have been wasted. These masters make it their vocation to be the best trained and the most informed people on this spinning planet as far as the body is concerned. These folks live their life in a place of discomfort, but they are so comfortable with it that it is no longer uncomfortable. The severe discipline does not feel severe to them. It is just a way of life, one they love and thrive on. They do not feel as though they have given up any luxury—quite the opposite in fact. They know they have escaped from it. The luxury, the comfort, the easy life is actually a trap, a prison for the weak- of-will and the easily convinced. Comfort is the addiction of the twenty-first century and it’s killing us a species.

...The principle of growth through discomfort carries across to all things. Whether you are working on your physique or your marriage, your business or your health, the growth that comes from discomfort is what most of us avoid on a daily basis.”

## N - Nutrition

### Food Addiction – By A Former Food Junkie

There are several addictions out there. We have drugs, tobacco, alcoholism (all things that we ingest), pornography and gambling also. Now we have a new addiction that is not necessarily recognised as one just now by many people. It's food addiction (food companies are actually terrified of using the 'A' word in their company, because they know what's coming when the definitive link between food and addiction becomes common knowledge DT).

- Food is a drug. This is an undeniable fact.
- You can become physiologically addicted, like cocaine.
- The body shows withdrawal symptoms, like cocaine.
- The body shows a “high” in the brain after consuming food, like cocaine.
- Eating when you are emotional produces real, physiological relief like taking a Valium.

These are all facts.

The same patterns of emotional triggers exist for food as they do for tobacco, alcohol and drugs. Something happens that upsets the person, and they then turn to the food in exactly the same way that a drug addict would return to the drugs or an alcoholic would reach for the drink. This is an extremely serious problem that is not, as yet, being combated effectively (it's not even close). Food companies are literally getting away with murder, right under our noses and all of us in this room are victims (because every one of us, to a greater or lesser degree, consumes their products).

### Food Addiction – A Serious Problem With a Simple Solution By [Kris Gunnars, BSc](#)

<https://authoritynutrition.com/how-to-overcome-food-addiction/>

Eating healthy and losing weight seems downright impossible for many people.

Despite their best intentions, they repeatedly find themselves eating large amounts of unhealthy foods, despite knowing that it is causing them harm.

The truth is... the effects of certain foods on the brain can lead to downright addiction.

Food addiction is a very serious problem and one of the main reasons some people just can't control themselves around certain foods, no matter how hard they try.

### What is Food Addiction?

Food addiction is, quite simply, being addicted to junk food in the same way as drug addicts are addicted to drugs.

It involves the same areas in the brain, the same neurotransmitters and many of the symptoms are [identical](#) (1).

Food addiction is a relatively new (and controversial) term and there are no good statistics available on how common it is.

This is very similar to several other eating disorders, including binge eating disorder, bulimia, compulsive overeating and having an “unhealthy” relationship with food.

## How This Works

Processed junk foods have a powerful effect on the “reward” centres in the brain, involving brain neurotransmitters like [dopamine](#) (2).

The foods that seem to be the most problematic include typical “junk foods,” as well as foods that contain either [sugar](#) or [wheat](#), or both.

Food addiction is not about a lack of willpower or anything like that, it is caused by the intense dopamine signal “hijacking” the biochemistry of the brain (3).

There are [many studies](#) that support the fact that food addiction is a real problem.

The way this works is pretty complicated, but this short video explains it in human terms:

<https://www.youtube.com/watch?v=Xn1cl8FNU6M>

## 8 Symptoms of Food Addiction

There is no blood test available to diagnose food addiction. Just like with other addictions, it is based on behavioural symptoms.

Here are [8 common symptoms](#) that are typical of food addicts:

- You frequently get cravings for certain foods, despite feeling full and having just finished a nutritious meal.
- When you give in and start eating a food you were craving, you often find yourself eating much more than you intended to.
- When you eat a food you were craving, you sometimes eat to the point of feeling excessively “stuffed.”
- You often feel guilty after eating particular foods, yet find yourself eating them again soon after.
- You sometimes make excuses in your head about why you should eat something that you are craving.
- You have repeatedly tried to quit eating or setting rules (includes cheat meals/days) about certain foods, but been unsuccessful.
- You often hide your consumption of unhealthy foods from others.
- You feel unable to control your consumption of unhealthy foods, despite knowing that they are causing you physical harm (includes weight gain).

If you can relate to 4-5 of these, then you probably do have a serious problem with food. If you can relate to 6 or more, then you are most likely a food addict.

## Food Addiction is a Serious Problem

Although the term “addiction” is often thrown around lightly, having a [true addiction](#) is serious business.

I’m a recovering alcoholic, smoker and drug addict with a history of many rehabs, jail more often than I can count and several trips to the emergency room due to overdose.

After I had been sober for several years, I started to develop an addiction to unhealthy foods.

Full-blown addiction. Nothing more, nothing less.

The reason I’m telling you this is to demonstrate that I know how addiction works.

I’m here to tell you that food addiction is the same as addiction to drugs...exactly the same.

The symptoms and thought processes are completely identical. It’s just a different substance and the social consequences aren’t as severe.

Food addiction can cause physical harm. It can lead serious diseases like obesity, type 2 diabetes, heart disease, cancer, Alzheimer's, arthritis and depression, to name a few.

But you have even bigger reasons to quit than some unfamiliar disease in your distant future. Food addiction is also ruining your life... today.

It breaks your self-esteem, makes you unhappy with your body and can make your life a living hell (like it did for me).

The seriousness of being a food addict can not be overstated. This is a problem that ruins lives and kills people. Literally.

## **The Law of Addiction – Why You May Never be Able to Eat “Normally” Again**

The most important lesson I have ever learned is called the law of addiction:

“Administration of a drug to an addict will cause re-establishment of chemical dependence upon the addictive substance.”

A former smoker who has a puff of a cigarette will become addicted again... instantly.

An alcoholic who has a sip of beer will relapse, with all the horrible consequences that follow.

There is no way of getting around it. This is simply how addiction works.

I am personally convinced that food addiction is no different. One bite of cake, one sip of coke, one “cheat” – that’s all it takes.

Of course, we all need to eat something, otherwise we’ll die of starvation. But no one needs to eat sugar, refined wheat flour or any of the modern junk foods that people tend to lose control over.

Most food addicts will never be able to eat junk food like “regular” people again. That’s the cold, hard truth.

But if they manage to avoid the “trigger foods,” then they should be able to eat healthy and lose weight without problems.

The truth is... complete abstinence is the only thing that reliably works against addiction. The sooner you accept that, the sooner you will recover.

Although the “everything in moderation” message may work for some people, this advice is a complete disaster for food addicts.

When it comes to addiction, moderation fails. Every time.

This is the simple (but not easy) solution to addiction. Avoiding the addictive substance [at all times](#).

## **How to Know if This is Worth The Sacrifice**

Completely avoiding junk foods may seem impossible.

These foods are everywhere and are a major part of our culture.

But believe me... once you’ve made the decision to never eat them again, avoiding them actually becomes easier.

When you’ve made a firm decision to avoid them completely, then there’s no need for you to justify anything in your head and the [cravings](#) may not even show up.

Many people who have done this (including myself) don’t even get cravings any more, not after they’ve made a profound decision to simply avoid this stuff... permanently.

But if you’re still in doubt and are unsure if this is worth the sacrifice, then write down a list of pros and cons.

- Pros might include: I’ll lose weight, I’ll live longer, I’ll have more energy and feel better every day, etc.
- Cons might include: I won’t be able to eat ice cream with my family, no cookies on Christmas, I might have to explain my food choices... (Most of these social dilemmas can be solved easily).

Write everything down, no matter how peculiar or vain. Then put your two lists side by side and ask yourself: Is it worth it?

If the answer is a resounding “yes” – then you can rest assured that you are doing the right thing.

Pros:	Cons:

### Prepare Yourself and Set a Date

There are a few things you can do to prepare yourself and make the transition as easy as possible:

- **Trigger Foods:** Write down a list of the foods you tend to crave and/or binge on. These are the “trigger foods” you need to avoid completely.

My trigger foods are:

---

- **Fast Food Places:** Write down a list of fast food places that serve healthy foods. This is important and can prevent a relapse when you find yourself hungry and not in the mood to cook.

I can get something healthy and clean when eating out here:

---

- **What to Eat:** Think about what foods you’re going to eat. Preferably healthy foods that you like and are already eating regularly.

I enjoy the following healthy foods and will continue eating them regularly:

---

---

---

---

---

- Pros and Cons: Consider making several copies of your “pros and cons” list. Keep a copy in your kitchen, glove compartment and purse/wallet. Sometimes you will need a reminder about why you’re doing this.

It’s important to NOT go on a “diet.” Put weight loss on hold for at least 1-3 months.

Overcoming food addiction is hard enough as it is, by adding hunger and additional restrictions to the mix you will just make things even harder and set yourself up for failure.

Now... set a date, some time in the near future (maybe this weekend or next week).

From this day and onward, you will never touch the addictive foods again. Not a single bite, ever. Period.

**I will avoid the following foods/drinks, permanently:**

---

---

---

---

### **When All Else Fails... Seek Help**

If you end up relapsing and losing control over your consumption again, then you’re not alone.

Relapses are the rule when it comes to addiction, not the exception.

Most people have a history of several failed attempts before they manage to succeed in the long run.

That’s how it was for me and most recovering food addicts I know.

But if you relapse often, then there really is no point in trying to do it on your own again. If you’ve failed a hundred times, then the chances of you succeeding when you try it for the 101th time are almost non-existent.

Luckily, help is not far off...

There are health professionals and support groups that can help you overcome this serious problem.

You can seek professional help... for example from a psychologist or psychiatrist. Try to find someone who has actual experience in dealing with food addiction.

But there are several free options available as well, including 12 step programs like [Overeaters Anonymous](#) (OA), [GreySheeters Anonymous](#) (GSA), [Food Addicts Anonymous](#) (FAA) and [Food Addicts in Recovery Anonymous](#) (FA). (Note: I’ve only known of Overeaters Anonymous anywhere locally, in Cumberland DT)

Just go to their websites, find a meeting (they also have online Skype meetings) and go to it.

Or you can use google to find treatment options in your area. Look for something like “food addiction treatment [name of city]” – chances are that you will find something that suits you.

I’ve also listed a number of options in this article on [where to find help](#).

### **Whatever You Do, Do Something!**

Food addiction is a problem that will rarely resolve on its own. Unless you deal with it, chances are that it will just get worse over time. If you have this problem, then you have to do something about it now, or it will end up ruining your life.

**Sources:**

[http://journals.lww.com/co-clinicalnutrition/Abstract/2010/07000/Neurobiology\\_of\\_food\\_addiction.3.aspx](http://journals.lww.com/co-clinicalnutrition/Abstract/2010/07000/Neurobiology_of_food_addiction.3.aspx)

<https://authoritynutrition.com/how-to-overcome-food-addiction/>

<http://en.wikipedia.org/wiki/Dopamine>

<http://authoritynutrition.com/10-disturbing-reasons-why-sugar-is-bad/>

<http://authoritynutrition.com/6-ways-wheat-can-destroy-your-health/>

<http://foodaddictioninstitute.org/FAI-DOCS/Full-Bibliography.pdf>

<https://www.youtube.com/watch?v=Xn1cl8FNU6M>

<http://authoritynutrition.com/8-symptoms-of-food-addiction/>

<http://en.wikipedia.org/wiki/Addiction>

<http://authoritynutrition.com/complete-abstinence-from-junk-foods/>

<http://authoritynutrition.com/3-step-plan-to-stop-sugar-cravings/>

**Organisations set up to help food addicts:**

<http://www.oa.org>

<http://www.greysheet.org/>

<http://www.foodaddictsanonymous.org/>

<http://www.foodaddicts.org/>

<http://authoritynutrition.com/food-addiction-treatment-find-help/>

**Recommended actions by Results:**

- Monitor your own behaviour and see where you are acting as a food addict. Then make a plan of how you can prevent yourself from being caught out and reverting back to these behaviours.
- Drop any resistance to the processes here
- Stop 'working out' in preference to attending these sessions
- Put time aside for attending this group each week
- Be kept accountable to the highest possible level (post your meal pics)
- Start doing some of your own research to further your education
- Check out the links (above). There is some great research here, and the various organisations that are set up to help you, are clear evidence of how big this problem is becoming.
- Watch 'Fed Up' (Netflix) and 'The Men Who Made Us Fat', plus 'The Men Who Made Us Thin' (Youtube)



**Further actions I will take, and when:**

---

---

---

---

---

---

---

---

---

---

**E – Exercise**

**Spot Reduction**

One thing you will never, ever hear anyone ever say:

“I’m totally happy with my body exactly how it is right now, and there’s nothing that I would want to change”.

The truth is that we all have things about our body that we would like to change. Some people loathe their body, and particular parts of it. There are parts of the body that even our advanced clients who have reached target body weight and are in fantastic shape, would still like to change about their body. These might include lower back body fat, hips, or upper back. More obvious places like the 'bingo wings' and a 'spare tyre' will already be conquered, but still there will still be some spots that could be 'improved', in the mind of the client. This is not just the case for women. There are men who we have come across who have body fat stored on their chest, that they’re embarrassed about.

So, how do you 'spot reduce' to get the body fat away from these areas? The truth is that, unfortunately, you can't. Sure you can work the muscles underneath the body fat stores, but if you continue to eat the same, then the body fat will always remain on top of that developed muscle. You can solidify muscles to make them much more shapely e.g. the glutes can be developed from appearing flat when viewed from the side, to appearing much more round and stronger. This can look great, though again, if the nutrition is lax, then there could be body fat stored over the top of the glutes, making them wider or having skin folds appear when walking.

The real key to 'spot reduction' is to clean up the nutrition as much as possible to get body fat stores coming off, and to combine this with challenging resistance training workouts for increasing lean muscle tissue for better shape. There are some areas where the body fat will be reduced at a quicker rate than others. You can't pick and choose the location from which the body fat will be removed. Even if you worked legs all day, and ate clean, your body might choose to eat into your stores of body fat on your face, neck and torso before it eats into body fat stores on your legs. Part-way along your journey, your body would start to reduce the body fat on legs also. Often times the most stubborn area overall, where the body fat comes off last of all, is the lower abdominal area. No matter how many Sit-Ups or Crunches you do, this would still be the case.

So you have to be patient and just keep on eating clean and your body will eventually use up the body fat

stores in the areas where you want it to come off of most. As always, consistency is key here. Rome wasn't built in a day. Keep at it.