

“THE ICE-CREAM HAS GOTTA GO!”

THIS IS THE SAMPLE TRANSCRIPT

30 pages have been omitted. To get the full transcript, go to:

<http://www.owenparachute.com/icecream.html>

Annotated transcript of a counselling session which removed the bulk of a 37-year ice-cream addiction.

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I have permission from the client to publish and commercialise this transcript and the related audio recording. She now does similar work and can be contacted at:

Tammy Hardin

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AUDIO AND VIDEO

Get the session's 63-minute audio recording (you can hear laughter and inflection and tone and velocity) and watch the video testimonial from six months post session at:

<http://www.owenparachute.com/icecream.html>

SETUP AND HISTORY

Client: 50 year-old female in the USA.

Session date: September 2012, evening her time. She was home alone. I (Owen Pearn) was in Brisbane, Australia.

Connection type: Video-meeting over Skype (video + audio). There's a couple-second delay which is why you'll hear me repeat fragments because I don't know when she got them. Video was not recorded.

Session duration: About 85 minutes wallclock-time. If we had been in the same room (without the trans-Pacific Internet transmission gap), it would have lasted about 63 minutes. I have removed these gaps from the session's audio recording to bring it down to 63 minutes.

Prior contact: About 20 sessions prior to this one over a couple of years. Lots of trust and rapport. I know a lot about her.

What she wanted: To stop eating so much ice-cream. This had been going on all her life.

What I was trying to do: My overall goal was to trigger all her strategies for successful ice-cream eating and destroy them. My intent was to keep her in contact with her problem as much as possible, find out

what she was doing inside while she did that, and make some alternative behaviour safer (ie. a better choice). By “problem”, I mean an unwanted, “involuntary” sequence.

AFTERWARDS

Result: The chocolate ice-cream was gone at 1-month and 6-month (see testimonial transcript below) and 12-month followups: *“It is funny I have not kicked the vanilla soft serve but the chocolate and Wendy's frosty's are completely gone.”*

Did I know in advance that this would happen? No.

Hindsight is always perfect. I can analyse the structure afterwards and say all sorts of wise and wonderful things about why I did what I did, but I still just winged it in the moment.

Yes, this type of session is unusual. It has to be - all her current behaviour and motivation has not got rid of the ice-cream. To get something different, we must do something different. The risk is small and the upside is huge. We stayed away from heavy emotional experience and we didn't risk a massive amount of time or money. If there's even a chance that this sort of thing will work, it's only 90 minutes out of her life and mine.

She had ways to eat ice-cream and ways to not give it up.

We don't really get addicted to a substance. We get addicted to an emotional sequence in which the substance plays a starring role. We do our problems in ways that are unique and meaningful and make perfect sense to us.

When we come in contact safely with stuff, we get “up the stack”, which means we use more adult cognitive brain function. When we bring unconscious emotional learnings to conscious awareness, they change. When we're brought into contact with our last resource (our last emotional truth) in the sequence and we've changed it, we're done.

DURING THE SESSION

From prior contact, she's not comfortable feeling big stuff so I make it safer for her by enabling her to access the bad stuff only very briefly, sandwiched between good stuff. She's very verbal so this is a good fit for her.

In all, she makes 48 **limbic sandwiches**.

A limbic sandwich (a term which I just made up) is a self-applied, conversational NLP Feedback Sandwich.

While she's doing each sandwich, depending on what she says in the middle, I'm thinking about what I'm going to ask her to do next.

As she becomes familiar with the protocol, she abbreviates the protocol. (Note: during the middle of each “sandwich”, I made her bring a spoonful of ice-cream up close to her mouth.)

I ask **hundreds** of questions. You can completely control someone's state by asking questions – whether or not they answer out loud, they have to do the internal work to process the question. Whatever she gives me, I take away - continual search and destroy.

At the start, I spend a bunch of time getting her into her “I-could-just-eat-all-this-ice-cream-right-now” state.

I keep her on task and complying and connected to ice-cream. She works really hard.

I don't let her eat any ice-cream and I don't let her maintain a desire to eat ice-cream for very long at a time - I provoke and direct new behaviour to get her out of state.

I radically validate whatever she does.

I don't go into the past much because that's a bottomless pit.

I say 'now' a lot to direct her to attend to her current experience.

ANNOTATED TRANSCRIPT

TRANSCRIPT IN THIS COLUMN	MY COMMENTS IN THIS COLUMN
<p>Numbers in brackets refer to positions in the related audio recording of this session. Eg. (24:29) is 24 minutes, 29 seconds in.</p> <p>Client comments are in bold.</p> <p>[2 minutes setup deleted here]</p> <p>Except for the three gallons of ice-cream that I had to buy.</p> <p>How, ok, so how much is a gallon of ice-cream?</p> <p>I don't know, they're what, five bucks?</p> <p>And you bought three? (00:28)</p> <p>Well yeah 'coz I bought one Friday night, for today, but I ate it, and then I bought another one on Saturday, and I ate it, so then I had to go buy another one.</p> <p>A gallon, how many litres in a US gallon? (00:39)</p> <p>I don't know [...]</p> <p>I don't know.</p> <p>That's like math.</p> <p>I don't know, have you got any, so are they all in your fridge, downstairs or something?</p> <p>Yeah [...] I didn't think that through 'coz I probably need to be near the sink to do that, don't I? [LAUGHS] It still won't be hard</p>	<p>I know a lot about her but I don't know anything about the ice-cream problem.</p> <p>I find out about the ice-cream problem.</p>
<p>I dunno, it doesn't matter, um, alright, ah, are you sure you want to get rid of it? (00:58)</p> <p>No, not really, but it's gotta go.</p> <p>What, what if it was just reduced by a lot, would that be better? (01:07)</p> <p>Do, do what?</p> <p>Reduced by a lot, would it be better if it was just reduced by a lot?</p> <p>It would be better if it was reduced by a lot.</p>	<p>I direct her to attend to her desired outcome and find out objections. She doesn't want to get rid of it!</p>

<p>And then you could still enjoy it occasionally?</p> <p>Yeah but I don't, I don't, I'm so all or nothing.</p> <p>I know.</p> <p>I, I, I don't, I don't have any idea how I could even do that.</p>	
<p>How long.</p> <p>Like Diet Coke, it, it had to go.</p>	<p>We had done a previous session which removed her addiction to Diet Coke (see below for testimonial transcript).</p>
<p>So you, um, but, so no more ice-cream for the rest of your life? (01:33)</p> <p>Yeah, I know, I know, but, the other side of that is, dairy doesn't like me, so I really shouldn't eat dairy.</p> <p>Alright.</p> <p>So, so it really would be legitimate that I would not have ice-cream for the rest of my life.</p> <p>Ok, but what about like on Independence Day or Thanksgiving like, twice a year or something? (01:54)</p> <p>Yeah, I know, it kind of fits in the same bucket as alcohol, I don't have alcohol on New Year's Eve either.</p> <p>Alright.</p> <p>Like, for the last 25 years.</p> <p>And, ok, how long you been eating ice-cream for? (02:09)</p> <p>Um, probably my entire life.</p>	<p>I want to see if she builds a loss experience.</p> <p>She's representing it as an all-or-nothing thing so that's what I'll aim for.</p>
<p>Alright, and how many gallons do you have in the house right now? (02:16)</p> <p>One.</p>	<p>I want her to start associating to the idea of having some now, so I ask questions to direct her to attend to what's available now.</p>
<p>One gallon, what flavour?</p> <p>It, if it comes in, if it comes in it, I mean it, I just consume it, it can't, it doesn't stay.</p>	<p>She doesn't answer the question.</p>
<p>What flavour is it?</p>	<p>I repeat the question because for me to</p>

<p>Chocolate, chocolate's my drug of choice.</p> <p>Is it, ah, is it opened, or is it, is it a fresh one, or have you had some out of it?</p> <p>No, it's fresh, I haven't, I haven't opened it.</p> <p>Unopened. (02:38)</p> <p>Yep.</p>	<p>influence her I need her to comply.</p> <p>I direct her to attend to what's available now.</p>
<p>No more ice-cream, be careful what you wish for, I suppose you can always, you can always just, I mean you know, you can always go back and, let's say you don't eat ice-cream for a year and then in a year's time ok I'll have some ice-cream now, that might be okay.</p> <p>But I've done that before and it doesn't.</p> <p>Alright</p> <p>Go well.</p>	<p>I test to see what outcome is safe for her. I'm presupposing the ice-cream will disappear today.</p>
<p>Alright, ok, ah, so three gallons, two gallons, two gallons of ice-cream in the last two days?</p> <p>Yeah, I mean it's just like alcohol, every time it's like I'll ease back into it, and then the next thing I know, we're, you know.</p> <p>Yeah, right, ok.</p> <p>Ten feet into a gallon.</p> <p>Alright before Friday night, when did you eat the ice-cream? (03:12)</p> <p>I've been eating ice-cream since [husband] left.</p> <p>Alright.</p> <p>It's a, it's a loneliness, lonely is what triggers this.</p> <p>Yup, alright, are you lonely now?</p> <p>Um, I think I'm in a perpetual state of loneliness, like [son]'s gone.</p> <p>Where's he gone?</p> <p>[son]'s gone. He's gone to his dad's.</p> <p>Alright.</p>	<p>I want to get her thinking about her recent ice-cream eating. I want to get her into her problem state so I can discover what she's using to maintain the problem so I can destroy it.</p> <p>I ask questions with the intent of having her pull as much as possible of her problem into working memory before we operate.</p>

<p>That always makes it worse.</p> <p>Yeah, ohhhkay, man. (03:37)</p> <p>The problem is, I don't eat it when he's here 'coz I don't want to share my ice-cream, is that like an addict or what?</p> <p>[LAUGHS] Get your own blow. [LAUGHS] [...]</p>	
<p>What are you drinking there?</p> <p>Um, Perrier and cran-grape juice.</p> <p>Ok, alright.</p> <p>My idea of a [...]</p>	<p>I distract her to change state from the loneliness.</p>
<p>Alright, um, how lonely do you feel now? (04:06)</p> <p>I don't, I think it's a perpetual state, I don't know that I know that I'm lonely, does, does that make sense?</p> <p>Yeah, yeah.</p>	<p>Test if loneliness has changed.</p> <p>I need to know if I need to change the loneliness in order to operate on the ice-cream.</p>
<p>And when you start eating ice-cream, do you ease into it and then before you know it, you're looking at the bottom of the tub? (04:18)</p> <p>Yeah, yep.</p> <p>And how long does that take? (04:24)</p> <p>Not long.</p> <p>Ten minutes?</p> <p>And it doesn't matter.</p> <p>[I MAKE PIG SNORTING NOISES]</p> <p>Yeah it's bad, and it doesn't matter how bad I feel or how full I am, I just keep eating 'till it's gone.</p> <p>Slowly, quickly?</p> <p>Just, it's almost like mindless, it's just gone.</p> <p>Alright, where do you eat it?</p> <p>Um, I'm usually sitting right here playing computer games watching TV.</p> <p>Ok, alright, and just, right. (04:47)</p>	<p>Direct her to attend to how she eats it and to give me information.</p>

<p>Yeah, my exercise of choice.</p>	
<p>Spoonful after spoonful, um, what happens when you go to buy it?</p> <p>Um, I usually get really bitchy, 'coz I'm really hyped, I'm, I'm anxious, 'coz I'm, it's like scoring, I'm telling you, it is so much like drugs.</p> <p>Alright so when did you buy, the one on Friday night, when did you buy it? (05:10)</p> <p>I bought it, where did [son] go, oh [son] went to the fair, so I left the fair and went to Dairy Queen and got a ice-cream and then I went to the grocery store to get the stuff [son] needed for Saturday and bought a gallon of ice-cream and started eating it.</p> <p>So exactly what time was it when you bought it? (05:33)</p> <p>Probably about seven.</p> <p>Seven PM?</p> <p>Yeah.</p>	<p>I want to elicit all the sequences of acquisition prior to eating.</p> <p>Asking specifically about time directs her to recall. I want the whole sequence to be fresh in her mind, in her working memory.</p>
<p>Ok, and you ate it that night? (05:38)</p> <p>I ate most of it, I didn't eat all of it that night but I ate most of it that night.</p> <p>And you had the rest of it the next morning, next night? (05:44)</p> <p>No, I ate, last night, I had to go, I don't know why I had to go back to the store, oh, I went to the store to get pizza and I went ahead and got another gallon so I would have this for today, or tonight, um, and then [son] and I got into it.</p> <p>You, you had a fight? (06:04)</p> <p>No, we got into, then we got into that ice-cream, we finished up what I had for Friday night and then we got into what I bought Saturday.</p> <p>Alright, yep, what time Saturday was that? (06:14)</p> <p>That was probably about five or five-thirty.</p> <p>And what, were you eating it with [son] while you were talking with him or were you both watching TV or where were you? (06:20)</p>	<p>Find out history. Keep rewinding time.</p> <p>I want to know the when, why, where, how of eating it and I want it all to be fresh in her mind.</p>

Well I ate some earlier and then when he got home, which was probably about eight or nine o'clock last night then we had some more.

Yep.

Then we finished it off, well, no we didn't finish all of it off, but, then today I finished off the rest and had to go buy a third one.

What time today did you finish it? (06:41)

Prob'ly about four, I was trying to be cognitive of the time, so there could be a few hours.

Ok [LAUGHS].

Can we just get that in my [...]

What, just the, ok and before Friday when did you buy some?

I've had, I've had ice-cream every day.

But from like Dairy Queen or something? (07:02)

Either Dairy Queen or Sonic or you know going and just buying a whole pint, I mean, I, I can't, I've been eating it every day.

Alright and prior:

Since [husband] left.

Since [husband] left?

I've probably had it every day, before I could come, you know monitor myself a little bit, but since he left, I've, it's just been bad.

Alright so before he left, how much were you eating? (07:25)

I'd take it in cycles.

Yep, alright.

But one [...] is definitely loneliness and, um.

But you buy during the day at work, you go and get? (07:36)

Yes but one thing that I figured out is that I use food as an excuse to not make calls.

Ah, yeah, right.

'Coz I'll have to go eat, I'll get frustrated and I'll

She mentions loneliness but I press if that's going on at work.

<p>go eat and then I can't make calls because I feel bad for what I ate.</p> <p>Yep.</p> <p>So [...] little thing.</p> <p>So, ah, it makes it safe to not make calls. (07:57)</p> <p>Yes, 'coz then I have an excuse.</p> <p>Right, and so there, that's the reward for it and you do it in the first place because you feel frustration which, you're good at making and you don't want to be frustrated anymore and your go-to activity to not be frustrated anymore is to eat ice-cream.</p> <p>Right.</p>	
<p>Alright, so we uninstall...understand all this on a cognitive level, so there's the buying, there's a couple of different things here, what I'm thinkin', um, there's the going to buy a tub, a gallon tub, that's, that's different from, at work and going and buying a cone, yeah? (08:21)</p> <p>Right.</p> <p>Different situation 'coz at home you're not making calls, but, it's at home, it's when you buy the gallon, a gallon I guess is worse than, eating a gallon is worse than eating.</p> <p>Yeah.</p>	<p>“Uninstall” = accidental slip of the tongue from me!</p>
<p>Although, so do you wanna get rid of all of it, you wanna stop doing all of it?</p> <p>I, I, you know to me, it's just like alcohol, it's all gotta go because one leads to the 'nother.</p>	<p>I check again for desired outcome. Now I know there are two distinct circumstances it's a problem in, does she want to change both? She's at home for this session, which will make changing that easier.</p>
<p>Ok so you got two different things here, at work and you don't want to make calls, what are you going to do instead, of buying ice-cream? (09:02)</p> <p>Um, I should just go make the damn calls.</p> <p>Can you do that, or are you going to do something else? (09:09)</p> <p>Um, I can do that, not really and that's like a whole 'nother conversation but, um, I don't really understand, I got all this call avoidance but at the same time I love to go call on people, so I don't, it's not logical.</p>	<p>Direct her to attend to the behaviour she wants to do instead. We don't just turn behaviour off. Even if she stops eating ice-cream, she's going to be doing something else. The more real we can make the “something else” now, the better chance we have of changing this now.</p>

<p>Different, yeah, different conversation, yeah.</p> <p>Right.</p>	
<p>Um, but just in terms of the ice-cream, so what are you going to do in that situation, in the future then, what do you wanna do, even, so you wanna, so for the moment you might [...] a call issue. (09:31)</p> <p>Can I replace it with either um, with water, um, can I replace it with water?</p> <p>Sure.</p> <p>That would probably be the best or I could replace it with, if I was like physically at work I could go walk around the parking lot.</p> <p>Either of those.</p> <p>Either of those.</p> <p>Or both.</p> <p>Or both.</p> <p>Ok, um, alright, and at home. (09:54)</p> <p>I could go outside.</p>	<p>Hilarious that she is asking me for permission to what to change it to.</p> <p>But now I know what her desired replacement behaviour is. I will use this later.</p> <p>I make her state the desired replacement behaviour in the two circumstances where she does her problem.</p>
<p>Ok, but there's the going to buy it, that's a different thing, see you have to have it to eat it, which means you have to acquire it, so what's, ah, when did you buy the gallon, so you went to the store to get pizza and you saw it there? (09:59)</p> <p>Oh no, I, I go with intent, when I go to buy it I go with intent.</p>	<p>Elicit her ice-cream acquisition strategy. I want to learn the sequence she goes through so I can change it in as many places as possible, if need be. I want to find out what her triggers are.</p>
<p>Aha, so you always go with intent.</p> <p>Yeah, there's always, I know, I know when I'm going to use and I've tapped on the way to the store but I buy it anyway.</p> <p>Ok good.</p> <p>If I get in the car we're done.</p>	<p>“tapped” = FasterEFT. See: 6 Common FasterEFT Mistakes And How To Avoid Them http://www.owenparachute.com/6-common-fastereft-mistakes-and-how-to-avoid-them.html</p> <p>So her point-of-no-return is getting in the car. I actually don't address this ever.</p>
<p>Ok how long in advance do you know that you're going to buy it? (10:29)</p> <p>Um, I don't, I don't, I mean I probably know an hour or so ahead of time.</p>	<p>How much warning she has is important because it tells me how much chance she has to change it cognitively in the heat of the moment.</p>

<p>Alright, an hour, any, any timeframe bigger than an hour, beforehand, buying the tub? (10:37)</p> <p>Um, sometimes I know that that's going to be my reward at the end of the day, you know it's like I, I can lay up and, and be drunk on ice-cream.</p>	
<p>Alright, so what are you gonna do, what do you wanna do instead of that? (10:53)</p> <p>Um, I really want to go outside, I really wanna be with humans, I really wanna stop hiding behind this computer and the ice-cream and the TV.</p> <p>Alright, so do you have a reward that you can do that is, fulfills that, those criteria? (11:05)</p> <p>Um.</p> <p>That you've ever done before, is it, is this going to be brand-new behaviour or is this going to be stuff you've done before, going outside and stuff?</p> <p>Well, I mean, going for a walk that's not brand-new behaviour.</p> <p>Ok, but is that, is that going to be rewarding? (11:21)</p> <p>Yeah, when it's over.</p>	<p>She mentions a payoff, so I direct her to think about a different payoff.</p>
<p>Ok, [LAUGHS] alright, so, ah, at work it's about avoiding calls. (11:26)</p> <p>Right.</p> <p>And at home, you know an hour in advance, at work, how often, how, how much, at work avoiding calls, how much warning do you have?</p> <p>It's almost a time thing, I mean it's like around two or three o'clock, I start looking for a fix, and so I don't know is that a blood sugar issue, is that a habit, um?</p> <p>All of the above, maybe.</p> <p>Yeah.</p>	<p>Find out how she does her strategy at work.</p> <p>Check for “warning window” at work.</p>
<p>Ah, what was, you used the word frustration, what was that about, I can't remember now? (12:04)</p> <p>When we were talking about, just, work and calls, and.</p>	<p>Check for trigger thoughts and feelings. Return to previous words she used.</p> <p>Find out what she's doing inside during the warning window.</p>

<p>Ok, ok and at home are you frustrated, ok so when you plan, you're at home and you haven't got any and you know that you're going to go and get some, what's, what are you thinking about at that moment? (12:13)</p> <p>Usually, um, usually I'm pissed, usually it's, I've started playing the poor pitiful me tape, about, you know [husband]'s gone, and I'm having to take care of this house, and.</p> <p>Ok.</p> <p>Blah, blah, blah, blah.</p>	
<p>Alright so maybe you gotta go get it now. (12:38)</p> <p>...we gonna move to the kitchen so I can dump it down the sink?</p> <p>Yeah, yeah yeah do that, whatever, yep.</p> <p>You know, eventually, you'll see all the rooms in the house.</p> <p>[About a minute of her moving to her kitchen has been deleted here. She is now in her kitchen holding up the ice-cream container for me to see.]</p> <p>What?</p> <p>I'm just looking.</p> <p>Looking, Mayfield!</p> <p>Mayfield chocolate, hold it up again, hold it up, one and a half, one point five quarts, one point four two litres, a litre and a half, ok, Mayfield chocolate, alright, and that's the size you typically buy? (12:59)</p> <p>Yeah.</p> <p>Alright, so, so don't.</p> <p>(To Dog) That's enough.</p> <p>Doggy.</p> <p>Ok.</p>	<p>I'm out of questions for the moment so now we make it real. We've done this before six months ago with Diet Coke so she knows what to do.</p> <p>I want to know how much she's eating.</p>
<p>Ok, ok do you want any now? (13:18)</p> <p>Not really.</p> <p>Alright, so.</p>	<p>What's her desire to eat it now? I keep asking until she answers. I find out what she has to think about to want it. I want to increase the desire to eat it, because we can change the fastest then. So what I really want is build a</p>

But I could eat it, 'coz I can always eat it, I don't want it when I get it, is that, and like I know it's going to hurt.

Hurt what?

It hurts my stomach.

Oh, ok, yeah yeah yeah that's ok. Alright, so what do you have to, so what we wanna do here is, you want to, um, increase, you have to increase, what do you have to think about to increase the desire to have it?

There's a creamy and cold, which [FasterEFT practitioner] and I have tapped on both of those.

There's a what?

A creaminess to the milk, the.

Ah, yeah, yeah, yeah, yeah, ok, a creaminess, righto yeah.

And then the cold, like I, I just, I love things that are cold.

Alright, alright, ok, but you don't want it, how bad do, so out of ten, how much do you want it now? (13:58)

Um, I'm probably at a three 'coz I binged all damn weekend.

Ok, um, what would happen if you forced yourself to eat all of it now? (14:08)

Oh I could.

You could, yeah righto.

Yeah.

Ok um ok no no no, so, so what we need to think about, we either need to get frustrated or lonely, or both, because we want to, because that's your trigger, really, right?

Right.

And we want to connect it so you put the value in the cream, in the cold stuff. [LAUGHS]

Right.

Um, so, and you've linked them, so we want to

10/10 desire and then extinguish it.. She's at a low desire number yet could still eat all of it.

I use the word "want" a lot because it presupposes choice.

I find out how she increases her want.

Even though she binged and doesn't want it, she could still eat it but reports low desire. She's doing something else. I dig to find out what.

Her desire is low and I want it higher.

So she's very lonely and very frustrated, and talking about it has increased her ice-cream desire some, but not to a lot.

Is loneliness the trigger here?

break the link, so how lonely are you out of ten?

How lonely on a scale of one to ten?

Yeah.

Um, pretty bad, 'coz I've not talked to [husband] in like, six days.

Alright, so are we at eight out of ten, nine out of ten, eleven out of ten? (14:48)

Yeah, I'm, pretty, and I'm frustrated with that situation.

Yeah, what number, frustrated?

I'm probably at about a, eight or a nine.

And yet your number for ice-cream is what, now? (15:05)

Um, it's going up, it's at like at a six.

Ok, so we've gone from three to six in about 60 seconds?

Yep.

Ok, so you wanna keep looking, so you wanna keep looking, keep looking at the ice-cream, maybe pick it up, pick it up, pick it up, is it cold, is it, is it comfy to hold, yeah yeah yeah.

Yep.

How would you, when you go to eat it, you just, you just pull it out of the fridge and get a spoon and start, is that it? (15:24)

No, I put it in my big Jethro bowl.

Oh, well you gotta do that then.

We going to put it in the Jethro bowl?

Yeah yeah yeah you gotta do that yeah.

You know who Jethro is?

Um, I know who "A" Jethro is.

Do what?

I know who "A" Jethro is, not you, but, you, you, are you saying that there's "The" Jethro?

Well no, it's Jethro Bodine from the Clampett's,

So now I want her to associate to the real act of eating it without eating it, so I ask her to do what she would normally do. I ask her to attend to the ice-cream.

I want to see what happens when she does what she usually does.

Aha, a ritual.

I don't let her have any because I want to see what she has to do to build desire.

<p>he was like this big old boy, some stupid sitcom a hundred years ago.</p> <p>I remember it, the Beverly Hillbillies?</p> <p>So [...], I just licked my finger.</p> <p>So you're not, so it's important you don't have any ice-cream now, right?</p> <p>Ok.</p> <p>But show me how you put it in the bowl, you always have it in the bowl?</p> <p>I always put it in the bowl.</p> <p>And how much do you put in the bowl? (16:08)</p> <p>I fill up the bowl.</p> <p>Alright, let's fill up the bowl.</p> <p>Ok.</p>	
<p>Now what's your lonely number and your frustration number as you fill up the bowl?</p> <p>Um, it's probably at like an eight or a nine.</p> <p>Ah, what, what did you use to go up from six?</p> <p>Um, I thought about the fact that my damn renters called today to tell me that their air conditioner was out.</p> <p>Ok, alright.</p> <p>And I had to work in the yard for two hours 'coz I got all this friggin' responsibility.</p> <p>Aha.</p> <p>So.</p>	<p>Her filling up the bowl is triggering her and it has caused her to start to do her "gotta eat ice-cream" strategy. This is what I want.</p> <p>I point out she's increased her number. It's actually a different number. The six was about desire for ice-cream, not loneliness and frustration.</p> <p>The number doesn't matter. What matters is that she increases awareness about what her number is at any particular time.</p>
<p>What are you doing, what are you looking at? (16:41)</p> <p>Just the, kind of listening to my poor pitiful little old me story and.</p> <p>That's alright, hold it up so I can see, I wanna see the bowl.</p> <p>See my, see my Jethro bowl?</p> <p>So how much have you got in there, from the tub,</p>	<p>I elicit more of her eating strategy. She is doing her problem now, which is exactly what I want.</p>

<p>from the container? (16:52)</p> <p>I dunno, it's like about.</p> <p>So not much, alright, so do you just, when you go through that, do you just fill up bowl after bowl?</p> <p>Yeah.</p> <p>Alright, ok.</p> <p>I would eat this, then probably wait 30, 45 minutes and then I would do this again.</p>	
<p>Ok, alright, ok and your desire to eat it now is what? (17:09)</p> <p>Um, I think the thing is I don't have this overwhelming desire but I know I would sit here and, and shove this down my throat.</p>	<p>Where are we? She now wants it less.</p>
<p>Right, but is it still an eight or has it gone down? (17:19)</p> <p>No, it went back up when I said that.</p> <p>Said what?</p> <p>Knowing that I would just sit here and shove it down my throat even though I don't really want it.</p>	<p>She tells me what she has to do to increase desire.</p>
<p>But is that what it's like, was that like, was like, what was it like on Friday night? (17:28)</p> <p>It was the same way, because it's like the, in some level the desire is gone but I go get it anyway.</p>	<p>I need her to be close to the state when she's eating it.</p> <p>She tells me again it's not about desire. I kind of miss this.</p>
<p>Right, so what makes you go get it anyway, we have to. (17:39)</p> <p>Um.</p> <p>But, ok, so you're, you've binged all weekend, but you could still eat that entire bowl really easily, yeah?</p> <p>Oh yeah, I could eat that whole thing. [DOG BARKS] [HUSH] [to dog]</p> <p>LAUGHS Ok, right, you could do it anyway.</p> <p>Yeah.</p>	<p>Whatever she gives me, I ask about. I want to understand the whole problem and I want her to be as close to the whole problem as possible.</p>

<p>Alright, so what's your, so what are you thinking about, that whole thing, what's your, what's at the end of that? (17:56)</p> <p>It's, it's like this whole punishment, HUSH (to dog), it's this whole punishment and I, and there's a rebellion piece in it, it's kind of you can't make me.</p>	<p>"end of that" = I presuppose a sequence.</p> <p>"You can't make me" = VERY important later!</p>
<p>Right. [LAUGHS]</p> <p>Why are you laughing at me?</p>	<p>I laugh because I recognise the rebellion theme from previous sessions and she's talking about inanimate, harmless ice-cream making her or not making her do something.</p>
<p>Because it's good, it's true, I'm laughing 'coz it's true, um ok so what, so don't have, I don't want you to eat any right, what's your number inside you now desire to eat?</p> <p>Um, it's like a seven or eight my poor stomach hurts so bad I can't stand it, SHUT UP (to dog), my poor stomach hurts.</p> <p>Did you?</p> <p>It's like I'm sitting here looking at this ice-cream and my stomach is hurting.</p> <p>Aha.</p> <p>But, it's like, but I'll shove it in my throat anyway, knowing that it's gonna hurt.</p> <p>Ok, so here let's try this, grab a, grab a spoon, your, grab your spoon.</p> <p>Well I have to get the other spoon because you can't eat with the same spoon.</p> <p>Really, even though, even though you're the only one home? (18:51)</p> <p>Yeah, I have all these rules, they're lovely.</p> <p>Alright. [LAUGHS]</p> <p>Ok.</p> <p>Grab a big spoonful and bring it close to your mouth but don't have any. (19:01)</p> <p>Oh that's a really shitty theme. Ok.</p>	<p>I often laugh at clients because it's unexpected – it guarantees they attend to me, which means I can influence them in ways I want.</p> <p>I don't let her have any ice-cream.</p> <p>What's her desire?</p> <p>She's getting more into state because she's physiologically predicting the consequences of actually having some.</p>
<p>Ok, ah, what'd you just do?</p>	<p>This is the first time I saw her do something I wanted her to do. She's now doing at least</p>

<p>My tongue just went [...]</p>	<p>some state-dependent behaviour, which is exactly what I want. She's being triggered in the moment. This is roughly a third of the way into the session.</p>
<p>So what's your desire to eat it, out of ten, now? (19:12)</p> <p>Oh, it's high.</p>	<p>Test. Bingo. Now she's there. Now I know she's doing some successful "gotta eat the ice-cream" behaviour.</p>
<p>Ok, so now, so ok, let's, you want to catch the first train out.</p> <p>Oh my God, ok.</p> <p>So you wanna change something right now, we'll come, believe me we'll do this again but, so good, right.</p> <p>Ok, yeah.</p> <p>So feel free to put the spoon down.</p> <p>Thank you.</p> <p>And go and pat the dog, or, walk around the kitchen or something.</p> <p>Oh hush can I kill the dog?</p> <p>Yeah yeah sure.</p> <p>Ok, [...] doggy he said I could kill your ass, that's [...] I think I should ship the dog to him.</p> <p>Right.</p> <p>Ok.</p>	<p>Destroy her state fast without eating the ice-cream. I want to get her into a state with no desire to eat the ice-cream.</p>
<p>Ok, what's your number, at? (19:48)</p> <p>Um, it's down.</p> <p>What, what to?</p> <p>It's still like at a eight.</p>	<p>Test. Her desire is slightly reduced. I want her desire lower.</p> <p>When I ask for a "number", I just mean any number. It's ambiguous. It presupposes that she has one and that she can measure her own number. It directs her to make a part of herself measure another part of herself.</p>
<p>That's ok, alright. Now tell me about the, how you looked fabulous in that dress at the sales conference. (19:58)</p> <p>Yeah, what about it?</p> <p>Just tell me the story.</p>	<p>I know from previous work with her what some positive memories are for her. I elicit them with the intent that she will reduce her "gotta eat the ice-cream" desire.</p> <p>She's still in her "gotta eat the ice-cream" state so I dig for more positive resources. Whatever</p>

About being at the sales conference and I was in that black dress with them fea-, with those feathers?

That's right, with those.

And I was like a size six?

Right.

Yeah we're not a size six now.

Uh-huh, but you can remember it yeah?

Yep.

Any better moment than that?

Do what?

Any better moment than that in your life?

Um, size-wise or accomplishment-wise?

Anything-wise.

Anything-wise, hmmm, God you would think that there should be a better moment than that wouldn't you, um, I don't know, I think about water-skiing.

Water-skiing.

Um hmmm.

When did you water-ski? (20:43)

Before my son was born, we used to ski all the time.

Alright, water-skiing.

And I loved to slalom.

The slalom?

Um hmmm.

Snow skiing or water-skiing?

No, skiing on one ski, on water?

Oh okay, alright, skiing on one ski on water, alright, what's your ice-cream desire number? (20:57)

It's still kinda up there.

she gives me I plan on using later.

Test.

She's just chatted about some positive memories. She's down a bit more.

<p>That's alright.</p> <p>Like a seven.</p>	<p>I want to get her down some more.</p>
<p>How often did you go skiing on one ski? (21:09)</p> <p>Do what?</p> <p>How often did you go skiing on one ski?</p> <p>We used to go every weekend.</p> <p>Every weekend?</p> <p>Uh hmm.</p>	<p>I ask for details to influence her to associate to the positive memory. I will use these later.</p>
<p>Who with?</p> <p>My girlfriend Mary-Lou.</p> <p>Mary-Lou!</p> <p>I'm so Southern.</p> <p>And ah, anyone else there or just you and Mary-Lou? (21:26)</p> <p>Um, usually her husband at the time, and occasionally my husband.</p> <p>Did you always go the same of time of day, morning, afternoon, dusk, twilight? (21:37)</p> <p>We went all the time, I mean, we would, she, they had a houseboat, so we would go and spend the weekend and just ski whenever.</p>	<p>“We” makes me dig.</p> <p>By making her give me details, I cause her to associate.</p>
<p>Alright.</p> <p>We'd take a nap, we'd eat.</p> <p>Alright.</p> <p>She's my eating buddy.</p> <p>Aaah, right, ok [...]</p>	<p>Uh-oh! Very significant! She has now connected her problem behaviour (eating in general, ice-cream) with a positive resource of friendship. I destroy this much later.</p>
<p>Alright, so now let's do an experiment, that spoonful of ice-cream, let's just put that, that one spoon down the sink, so just wash it, wash it clean with water, and I want you to notice what you do inside you as you do that. (21:54)</p> <p>I've done this exercise.</p>	<p>Now I want to take it away from her – build a loss experience (I did this with her 6 months ago with Diet Coke) and she's done this with the ice-cream with another practitioner. Giving up anything involves some sort of loss and we have to deal with that.</p>

<p>Ok.</p> <p>And so I'm just watching it.</p>	
<p>Alright, any reaction?</p> <p>No.</p> <p>Ok, let's go fill up another spoon. (22:15)</p> <p>Ok, but I did it last time, I mean I just, I got really emotional, 'coz I, I mean my ice-cream was really, like my best friend.</p>	<p>Test – no reaction.</p> <p>She mentions friends again – very significant. This will reappear later.</p>
<p>Uh-huh, well what's different, now? (22:25)</p> <p>What's different?</p> <p>It used to be your best friend, which is why you got emotional, but you're not getting emotional now.</p> <p>No I don't think we've done it enough yet.</p> <p>Oh ok, do another one.</p> <p>Ok.</p> <p>[LAUGHS]</p> <p>I think that's also my frustration 'coz I, you know, I mean I sat here and I did this but I.</p>	<p>She knows she's having a different reaction. And here is another problem strategy – she's tried to quit before like this and failed. She uses this to build frustration which is just going to trigger her.</p>
<p>Alright, so you could go and, even if you, even if we put that entire tub down the sink in the next five minutes, ah, you can go and get another one right?</p> <p>Right.</p>	<p>I validate that it won't change anything, even if we wash it all down the sink.</p>
<p>Right, so just, ah, fill up the spoon and bring it up close to your mouth again. (22:58)</p> <p>But I could go get Diet Coke and I could go get alcohol.</p>	<p>She tells me that it's different to Diet Coke and alcohol because she's successfully operated on them in the past and she doesn't understand why she has been unable to operate on ice-cream.</p>
<p>Right, yeah yeah I know that, yeah I know, don't have any.</p> <p>[YERRGH!]</p> <p>So what's that, what's that?</p> <p>I don't know, you know I always get those weird little things.</p>	<p>She's triggered now. So I want to change her state as quickly as possible.</p>

THIS IS THE SAMPLE TRANSCRIPT

To get the full transcript, go to:

<http://www.owenparachute.com/icecream.html>

30 pages and 47 sandwiches omitted here, including all-important Sandwich 39.

Right, so, chocolate ice-cream, you cannot make me give up my friendship with Mary-Lou. (1:03:02)

Chocolate ice-cream, you cannot make me give up my friendship with Mary-Lou, Mary-Lou.

Good, have a sip of water, very good, alright, so let's finish in five minutes, we've been going almost an hour and a half, 90 minutes, we'll see, maybe, so I'm really curious what your next week is going to be like right.

Yep.

Now, could you still eat it all, could you still eat it all now?

No.

Ok, good, have a sip of water now, just a tiny sip of water, very good, so now, at work and at home, the end of the, the end of the new sequence is a sip of water.

Ok.

Do you see it?

Alright.

Yeah, good, rock 'n' roll.

Ok.

Let's see, yeah [...]

[...] Diet Coke.

Sandwich 48.

Make the ice-cream the enemy to rebel against.

Practise new behaviour.

Test. She says she can't do her problem.

Practise new behaviour.

Yeah yeah who knows, so I'll check in with you in a bit, we'll see how we go.

Alright.

END

END

ICE-CREAM TESTIMONIAL - TRANSCRIPT

Testimonial date: April 2013 (Six months post-session.)

Watch this video at: <http://www.owenparachute.com/icecream.html>

Transcript:

“Hey, how are you, I just wanted to give a quick shout-out to, um, Owen.

You know, he has, he, he's helped me with several different things but the one I want to talk to you about today is about ice-cream.

Ice-cream has been one of those driving forces in my life, um, you know, I actually, when I went back and looked, I'd actually made a relationship connection to ice-cream when I was thirteen years old, that's a little crazy but, you know, when I started looking back at, i understood kind of what happened and why it was so deep.

You know, there's some things that you can just kind of give up and move on but there are some things that it doesn't matter, you know, you know they're the thing that you'll get out of the bed, um, and go out for in the middle of the night in your pajamas, and ice-cream was one of those things for me, and even when I knew intellectually that what I was doing was wrong, hurting me, blah blah blah, um, I would do it anyway.

And so, Owen and I worked on ice-cream, um, and, and it, you know there was an interesting thing about ice-cream, there was actually two components.

I actually had to do like the ice-cream that you scoop out of the container, I had to do it separately from soft-serve 'coz they both held different places - I know that's weird, um.

But Owen helped me understand how it was broken down and he held that space for me in order for it to move out of my life.

You know, it's the craziest things that we get stuck in our body but you know, I, there is not enough words for somebody who has the talent to be able to move that stuff out.

It's not about white-knuckling it, it's not about swearing off, it's actually about moving all the energy out of your body and all the connections for it and Owen's developed that way in order to make that happen, in a, in a simple and real way, um.

I continue to be amazed that it's just gone.

I don't crave it, I'm not out looking for it.

You know, I'm a stress eater so you know it's, it had always been my go-to and it's not that there's not been stress going on in my life, it's just there's no references in my body for it so I'm not out looking for it.

There is not enough words for something like that, so I can't say enough about Owen and, and what he's done for my life, and, and for my family's life, so I hope he can help you too.

Blessings.”

DIET COKE TESTIMONIAL - TRANSCRIPT

Session date: March 2012

Testimonial date: April 2013 (13 months post-session.)

Watch this video at: <http://www.owenparachute.com/icecream.html>

Transcript:

"Hey, how are you, my name's Tammy Hardin and I just quickly wanted to tell you about, um, Owen Pearn.

You know, I have been working with Owen, gosh, it's probably been a couple years, um, maybe a little less, but one of the things that I took to him, I, I had addictions, that's the only word that I have for them, I don't like that word, but it is what it is, um.

You know, one of my first addictions was actually to, um, soda, Coca-Cola and you know it was so bad when I was, you know, in my twenties that I would have roommates, if we got up in the morning and there wasn't Coca-Cola in the house *they* would leave the house to go get Coke because they knew I needed it, um, and in, in 1988, I switched from regular Coke to Diet Coke and that tells you how long this thing's been going on, um.

And, and so for the last 25 years I have drunk Diet Coke, I'm talking like 8 to 12 of those, what are they, 24-, 32- ounce servings, um, a day.

I mean when you think about how much aspartame I have taken in my life, I, I just, I shudder to think, I don't know that it'll ever get out of my system, um.

Anyway, I had worked with other EFT practitioners and, and I had tapped myself, um, and I wasn't able to get it to actually go.

I've white-knuckled it, I've given it up for, for short periods of time but I've never been successful for giving it up for any length of time, 6 months is the longest I'd ever gone until I met Owen.

And it actually, March the eleventh made one year since I've had a Diet Coke but I really understood how much it had been removed, Owen and I had worked on it and it was probably about two, three weeks later and I got really angry about something and anger is one of my personal drivers and so I just whipped in to a fast-food restaurant and I went to order a Diet Coke and "Tea" came out of my mouth and I was like 'ohmigosh', all the references had been removed and that is really powerful when all the references for something has been removed so much that it wouldn't even come out of my mouth, um.

I have literally not had a Diet Coke in over a year which is a miracle but not even to want one, um, I don't have words for that, I really believe that's life-changing, um, when you can take a substance like aspartame out of your life that, you know, you don't even wanna get me started on, you know, the excitotoxins and, and all the stuff that goes on with the food industry and Diet Coke is one of their favourite things to play with, so, so I owe that all to Owen, to the talent he has, the system that he's created, that has literally changed my life.

Blessings."

P.S. Follow-up in August 2013 (18 months post-session) - "That Diet Coke is long gone."