

# PRINCIPLE ONE

## LESSON ONE: Pleasure

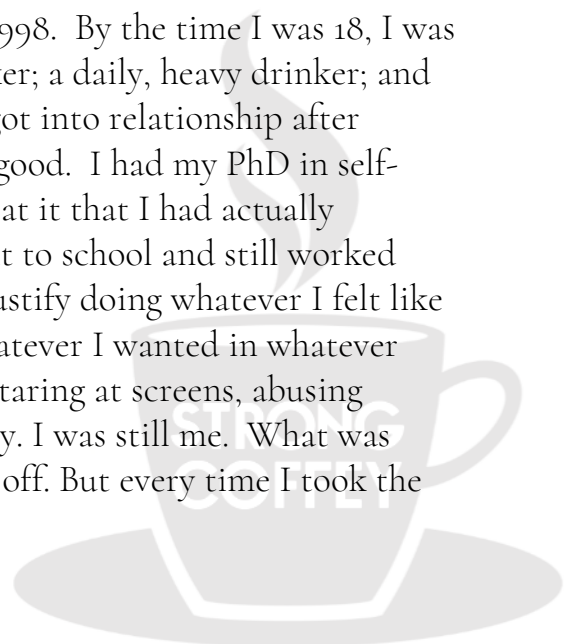
### Welcome

Hey there, hey there, hey there, and hello, this is Kelly Coffey. You're actually here. Excellent! I'm excited you didn't talk yourself out of it: you easily could have. I'm standing in my personal training studio in my house in Massachusetts. I'm eager to teach you everything I know about how you can get happily grounded in healthier habits and do it once and for all. We'll start with The Pleasure Principles outline: why people like us struggle, how we overcome our self-harming defaults, and how we keep moving forward, one choice at a time. If you take the suggestions that I'm going to give you in this course, not only are you going to get healthier, you're gonna like it! What's up?!?

### Who is This Course For?

The Pleasure Principles work for pleasure-seekers, for self-saboteurs, for people who like to self-medicate and for people who like to numb out. If any or all of this applies to you, you are absolutely in the right place, and I'm excited that you're here.

All of it applies to me. This is a photograph of me in 1998. By the time I was 18, I was over 300 lbs. For many years, I had been a heavy smoker; a daily, heavy drinker; and let's call me a hobby drug-taker. That's a good title. I got into relationship after relationship after relationship - and they were not all good. I had my PhD in self-abuse. I was really, REALLY good at it. I was so good at it that I had actually convinced myself it was a sort of a strength. I still went to school and still worked hard. But I did those things basically so that I could justify doing whatever I felt like doing at the end of the day; and that meant eating whatever I wanted in whatever quantities I wanted, smoking, drinking, doing drugs, staring at screens, abusing people, dangerous situations... I was smart. I was funny. I was still me. What was different was I was living in service to taking the edge off. But every time I took the



edge off, it got bigger and it got sharper and it got more intolerable and I felt worse and worse.

If you saw me walking down the street today, first of all, I wouldn't be wearing this much make-up. You'd probably assume that I had been healthy my whole life. You probably wouldn't imagine that I had been morbidly obese. Once you found out that I was a personal trainer, you probably wouldn't imagine that I had ever had a problem with smoking or drinking or drugs. And you might imagine that I had always been pretty together. And that *couldn't be further from the truth*.

I've come 180 degrees when it comes to how I relate to the world and how I treat my body. The tools I'll hand you in the Pleasure Principles have allowed me make, maintain, and enjoy life on the other side of that shift for a decade and counting. You, a pleasure seeker, a master of self-sabotage, a self-medicator, a numb-er-outer - you can do it, too - you can make the shift and have it be sustainable and enjoyable and awesome. Exactly how you'll do it is what you'll learn in this course.

## Objectives

By the end of this section, you'll understand what is at the root of self-sabotage, and you'll get why wanting to change has not, will not, and cannot make you change in any real or enjoyable or sustainable way.

You'll also leave with my simple tool: the one thing that you need to follow through on your hopes and intentions with loving action, and to make good on the commitments that you make to yourself and to your health.

If you were attracted to my message (and obviously you were because you wouldn't be here, otherwise), you probably suffer from the problem of MORE. If it feels good or tastes good, you want more (whether it's ice cream or beer or material possessions), probably because you're looking for some relief from the atmosphere in your head. I can totally relate. From some of my earliest memories, I was searching for the thing that would change the channel - that would make things more pleasant, that would make my experience of the moment to moment more bearable or more interesting. In the beginning, the relief that I got from those things was pretty big and the aftermath was almost nonexistent. The party was long and fun and the hangover was totally manageable. But as I got older, my need to take that edge off got more and more intense. The relief or fun that I experienced was less and less intense, but the

aftermath got more and more painful, like it shifted. At the same time I got heavier and heavier and heavier and heavier and more uncomfortable in my body and less OK in my head. The worst part was the atmosphere inside my head.

Eventually, I hit a physical, mental, and emotional bottom.

Some might say I was bit of a train wreck. Ha!

## **Cheap Pleasures**

I wanted to feel good, but the ways that I was trying to feel good were actually making me feel worse. And the worse I felt, the more relief I needed. Cheap pleasure had me trapped in a cycle I couldn't seem to break out of.

Cheap pleasures are usually fast-acting and instantly gratifying. A taste or a sensation or a buzz. But using them often ends up netting more pain than pleasure. And trying to micromanage our use of them can make us completely miserable, and feeling miserable makes us need them even more. If this sounds like you, maybe the hardest thing for you to get a healthy handle on is food. I call the foods and the eating behaviors that make folks like us feel out of control "monkey brains." I call them "monkey brains" because I want to keep it light, and because I love Indiana Jones, and because what's monkey brains for me may not be monkey brains for you. And whatever your monkey brains ARE, whether they're specific foods or other substances or ways of eating - these Principles can help you get free of them so you can live well and be present for your life. I'll always do my best to keep my language open, because if you're listening to me, you're already a master at self-sabotage, and I know there's a part of you waiting to hear me say something that doesn't apply to you so you can disregard the material in this course. I'm gonna do my best not to let that happen. No matter what your struggle is, you are in right place. Even if food isn't your primary crazy maker. All I ask at this early stage is that you stay open and curious.

Roger that? Roger that.