

Pleasure

Principle One | Lesson One



Hello and welcome, this is Kelly Coffey. I am so excited that you're here. I'm so excited that you didn't talk yourself out of it. I'm so privileged to be able to teach you step by step how to heal your relationship to food and to your body.

The PLEASURE PRINCIPLES, this course, is going to teach you exactly why you struggle, exactly how to overcome your self-harming defaults and exactly how to keep moving forward one healthier choice at a time.

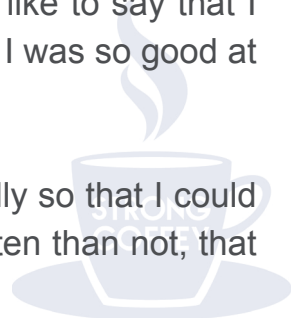
As you take the suggestions and practice the tools that I'm going to teach you in this course, not only are you going to get healthier, not only are you going to heal your relationship to food, not only are you going to get to a weight where you are more comfortable, but you are going to enjoy the process.

Let's begin. The PLEASURE PRINCIPLES work best for pleasure-seekers, for self-saboteurs, for people who tend to self-medicate and for people who like to numb out. If any or all of this applies to you, you are exactly where you need to be.

You're about to learn a set of tools and concepts designed for women who were never taught healthy coping strategies, women who were never given a solid sense of their own value or worth in the world.

All of this applies to me. This is me, and this is me in 1998, I was on vacation. Don't I look thrilled? By the time I was 18, I was over 300 pounds. For many years before then, I'd been a heavy smoker, I'd been a daily drinker, I'd been someone who dabbled in drugs let's say. I'd gotten into relationship after relationship and they weren't all good. I like to say that I had my PhD in self-abuse even at this young age. I was really good at it. I was so good at it that I convinced myself it was a character strength.

I still went to school and I 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 more often than not, that meant eating whatever quantities I wanted of whatever foods I wanted.



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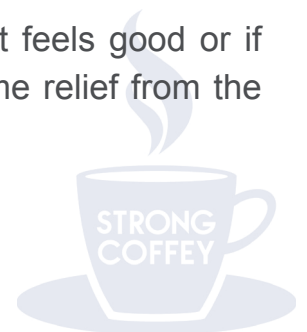
I was smart, I was funny, I was still me. What was different was that I was living in service to taking this edge off, but every time I took the edge off it got bigger and it got sharper and it got more intolerable and I felt worse and worse.

If you saw me walking down the street today, first of all, I would not be wearing this much makeup. Secondly, you would probably assume that I'd been healthy my whole life. You probably wouldn't imagine that I'd ever been morbidly obese. You might imagine that I'd always had it pretty together and you would be wrong. I have come 180 degrees when it comes to how I relate to the world and how I treat my body. The tools I'm going to teach you in the PLEASURE PRINCIPLES are the exact tools that have allowed me to make, maintain, and enjoy lifelong freedom 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. You can do it too because I am you. You can make the shift and have it be sustainable and enjoyable and awesome, and I'm going to teach you exactly how in this course.

By the end of this section, you will understand what is at the root of self-sabotage, and you'll also understand why wanting to change – why the desire to change – cannot, does not, has not, and will not inspire lasting change. You're going to learn the tool that you need to make good on the commitments that you make to yourself and to your health. This is a life-changing tool, the same tool that I used and continue to use every day to maintain a weight that is comfortable, to live a life that I love, and to have a body that I enjoy.

You're like me, so you probably suffer from the problem of MORE. If it feels good or if it tastes good, you want more probably because you're looking for some relief from the atmosphere in your head. I can totally relate to that.



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From some of my earliest memories, I was searching for the thing that would change the channel, that would make the experience of being me more pleasant or bearable or interesting. In the beginning, it seemed to work but as I got older, my need to take that edge off got bigger and more intense and the relief slipped away. The worst part, though, was the atmosphere inside my head.

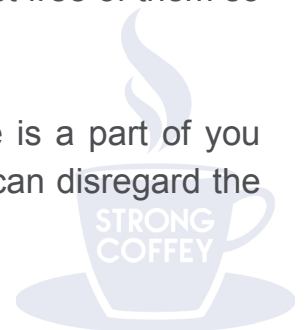
Eventually, I hit a physical, a mental, and an emotional bottom. I wanted to feel good, but the ways I was trying to feel good were actually making me feel worse and, the worse I felt, the more relief I needed.

Cheap pleasure had me trapped in a cycle that I could not break out of. Cheap pleasures are usually fast-acting. They are those instant gratification pleasures – a taste or a sensation or a buzz – but using them nets more pain than pleasure most of the time, and trying to micromanage your use of them can make you completely freaking miserable, and feeling miserable makes you need them even more.

If this sounds like you, maybe the hardest thing for you to get a handle on is food. I call the foods and eating behaviors – any food, substance, or behavior that makes us feel out of control – Monkey Brains (or MBs).

Why do I call it Monkey Brains? Well, 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 and will help you get free of them so that you can live well and be present for your life.

I will always do my best to keep my language open. I know that there is a part of you that wants to hear me say something that doesn't apply to you so you can disregard the material in this course.



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I'm going to do my best not to let that happen. No matter what your struggle is, you are in the 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.

You're doing great. Keep going.

