

THE SIMPLE UNWANTED HABIT ERADICATOR



WELCOME!

I am super excited that you are here and ready to learn the **new method** you can start implementing tonight to finally eradicate any unwanted habit and **feel in control around food, drink, social media, Netflix, shopping.**

The simple unwanted eradicator will teach you the **3-step method** I used to eradicate my wine drinking habit and it worked so well I have used it to eradicate other habits from mine and my clients' lives!

This was important for me because my habit of drinking wine had **started to affect me in negative ways**. I was not sleeping well, I had terrible heartburn, I was waking up feeling lousy and I was moving further and further away from my natural weight.

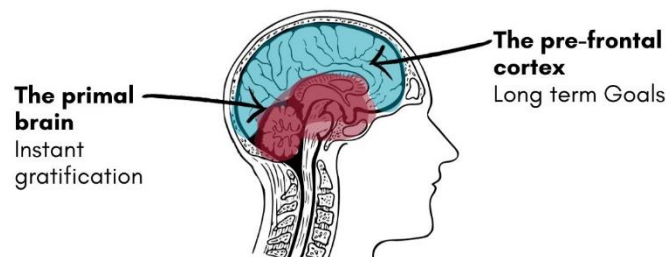
I wanted to stop, but I just couldn't. Every morning, I would promise to stop but at night, I was not able to stick to that promise. I felt shameful, guilty, stuck and out of control. I believed I didn't have enough willpower; I wasn't disciplined enough; I wasn't good enough.

But I was wrong!

When I learned **that our brains have evolved** to learn from desire, repetition and maintaining habitual patterns, I was able to solve this puzzle!

Let me explain!

We all have a part of our brain that we share with all other animals. This part, **the primal brain**, has evolved to keep us safe, to learn from desire and to conserve energy.



So, in the past, our ancestors were motivated by **the desire** to leave the cave and seek food, drink, mating partners, etc. When that desire was fulfilled, their brain was rewarded by a chemical substance called **dopamine** which feels very **pleasurable**. Their brains **learned** from that behavior, and we **inherited** those genes.

This beautiful system helped them survive and evolve our species, but in **modern times** letting the primal brain make decisions has become counterproductive and is causing us a ton of results we don't want.

Because manufacturers understand our **brains evolutionary biology**, they have **created** products to get us to consume more; products that reward our brain with a **substantial** amount of dopamine, **tricking** it to believe they are very important and **urging** us to get more.

This is why we sometimes feel out of control around Oreos, Wine, Instagram, Netflix or Amazon!

So, what we need to do is look at the brain's decision-making process and instead of letting our primal brain direct us, we need to learn to use the most powerful part of our human brain, which is our **prefrontal cortex**.

That is the part that separates us from primal behavior. That is the part where we can look ahead, plan, and make decisions that truly benefit us.

This is the key to finally feeling in control and letting go of the shame and self-criticism.

In the next pages I'm going to teach you the **simple 3-step method** you can start implementing today so that you can learn to make decisions with your prefrontal cortex, eradicate any unwanted habit and feel in control.

Let's go!

1. PLAN

PLANNING is the best way to learn to engage your **long-term** goal-oriented brain, your prefrontal cortex, instead of being at the effect of the primal brain which will always choose instant gratification. Remember! That is what it is designed to do.

CREATE A PLAN

Write down **exactly** how you would like to behave tomorrow.

Make sure you plan 24 hours in advance. If you try to plan that afternoon you might be tempted by instant gratification. It's crucial to plan 24 hours ahead with a calm and focused mind.

Write it down!!



"You have the ability to visualize your future, be patient, and trade what you want now for what you want most."

2. ANTICIPATE

The next day, **ANTICIPATE** the mental chatter that will arise. Practice **nonjudgmental** observation of your thoughts and notice how they trigger **desire** in your body.

BECOME AWARE OF MENTAL CHATTER

Write down the **sentences** your brain is offering you.

Pay attention to the sentences your brain offers during the time you usually practice the unwanted behavior and observe how they affect your body's sensations.

Write those sentences!



"By noticing those sentences and examining them with curiosity instead of criticism, we gain control over them."

3. ALLOW

Notice the **URGE** to react to these sentences but instead **let them be**. Think of an urge as a doorbell ringing. Let it ring without answering. It may be **uncomfortable**, but **you can handle it**. The ringing will stop, and the urge will pass.

ALLOWING THE URGE TO PASS

Describe how it **feels** in your body.

When you become aware of the urge, take a deep breath, and allow it to exist without trying to resist or distract from it. Instead of pushing it away, describe how it feels in your body.

Describe the feelings!



"You have the choice to allow the urge instead of resisting, avoiding, or reacting to it."

BONUS

Here's a little **TRICK** for you!

When you **ALLOW** the urge to engage in any unwanted behavior, drop a small **bead** into a **clear jar**. The see-through jar serves a purpose: our brains like finishing things.

Our aim is to **fill this jar** with beads for every urge we allow.

When we allow an urge, we're **retraining** ourselves and **rewarding** our progress with each bead we add to the jar.

As you keep doing this, you'll notice the jar gradually filling up. Your brain will enjoy this gathering, as our primal brains like collecting things. You're offering an **alternative** to the usual reward of engaging in unwanted behavior.

Picture each of those beads in the jar **representing** the unwanted products you might have consumed, the time you could have spent scrolling or binge watching tv, the money you could have spent on unwanted stuff!

It may seem strange, but you'll start feeling excited as the jar fills up. It becomes **important and satisfying**, more so than that unwanted behavior in that moment.

"This slow buildup gives just enough satisfaction to ease the unwanted habit."



ABOUT ME

I'm Johana and I am a **Certified Life Coach** that specializes in Body Image and Pleasure.

I help my clients transform their lives by:

- ✓ **Understanding Thought Patterns**

I help my client's pay attention to where their thoughts are coming from. Often, what we think is factual is just a repetition of societal messages or things we've heard from family. Through my coaching, clients learn to distinguish between these external influences and their own true beliefs.

- ✓ **Fostering Self-Love and Patience**

One of the most significant changes my clients experience is learning to have patience and love for themselves as they are. This shift in mindset is crucial and often something they've never done before. When they start to think of themselves differently, they begin to WANT to take care of their bodies, not out of a need to fix them but out of a genuine desire for self-care.

- ✓ **Reframing Movement and Nutrition**

With a newfound sense of self-love, clients begin to view movement as a way to care for themselves rather than a dreaded chore. They also start to consider what they use to fuel their bodies, making healthier choices because they want to, not because they feel they have to.

- ✓ **Addressing Perfectionism**

I help clients identify how perfectionism is holding them back from achieving their goals. By setting attainable milestones and celebrating their achievements, clients learn to see and love themselves as they are, without the constant need to be perfect. This naturally leads to better self-care and healthier habits.



✓ **Creating Sustainable Change**

My approach is about learning to love and trust yourself, deciding who you want to be, and how you want to show up for yourself. This deep sense of self-love is the foundation for creating lasting healthy habits. Clients realize that they don't need to fix themselves to be worthy; they are already worthy. This shift in perspective is the key to sustainable change.

TESTIMONIAL

"This is the last time I am going to struggle with my weight, thanks to Johana's program. I have learned to love and trust myself and decide who I want to be and how I want to show up for myself. This approach is drastically different from anything I've tried before, and it's made all the difference. I will be forever grateful, and you will be too!" – Megan Brown -

JOIN THE TRANSFORMATION

If you're ready to transform your relationship with your body and create lasting change, I'm here to guide you. Together, we can achieve your goals through a deep sense of self-love and intentional action. Let's start this journey to a healthier, happier you. [Schedule a FREE discovery call today!](#)