

# 3 SIMPLE STEPS TO CRUSH ALCOHOL CRAVINGS

*Quicker Than You Think ...*



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## Do you celebrate cravings?

Do you look forward to cravings? No? You're not alone. But how would you feel if you knew that cravings were the key to achieving freedom around alcohol? As in full take-it-or-leave-it freedom? I think it's time to make the case for celebrating cravings.



### *Important Tip*

These steps seem simple and they are. This is why they work. But simple doesn't mean obstacle free. Obstacles are a normal part of change. So aim for persistence not perfection.

Common wisdom suggests there are three ways to handle cravings:

Resist: "I can fight this!"

Avoid: "Don't go out and don't keep alcohol at home."

Distract: "Keep busy so you're not thinking about the cravings."

These hacks can work for a bit. Maybe even for months. But not over the long-term because they don't address why you're having a craving—your desire for alcohol.

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## 3 things to do when it feels like you can't say no.

These 3 things will stop you battling cravings (which is exhausting) and get you taking positive action.

1. Expect and welcome the craving.
2. Be curious and ask what's really going on.
3. Practice saying yes to yourself.

“Working with Anna has absolutely changed my life. I was a binge drinker but can confidently moderate now and feel released from worrying about it. I feel so much more in control and it's stopped all the negative self talk. It's the best money you could spend on yourself.— Emma J.

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## *Good to Know*

Cravings may feel uncomfortable. They may feel powerful. They may feel overwhelming. But a craving to drink cannot make you do anything without your consent. Ever.

### 1. Expect and welcome the craving

The craving is here for a reason. It's trying to tell you something. So welcome it in. How? By saying: "Oh, this is a craving. I'm having a craving right now." And make no effort to push it away.

Why? Because cravings are a reflection of your desire for the wine so we want to get to know and understand them.

(And don't worry. The craving won't last long. I promise!)

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## 2. Be curious and ask what's really going on

What is the craving telling you?

*"Just one won't hurt."*

*"A beer sounds good."*

*"I deserve it."*

But this is only half the story. To change the habit you need to figure out what's going on and dig deeper. You do this by asking questions:

What do you *really* want?

How do you *want* to be feeling right now?

Notice how different your answers become:

*"To relax."*

*"To unwind after a busy day."*

*"To stop feeling so bored."*

*"To feel connected to my husband."*

Or maybe:

*"Energised ... happy ... relieved ... calm ... spontaneous ... serene."*

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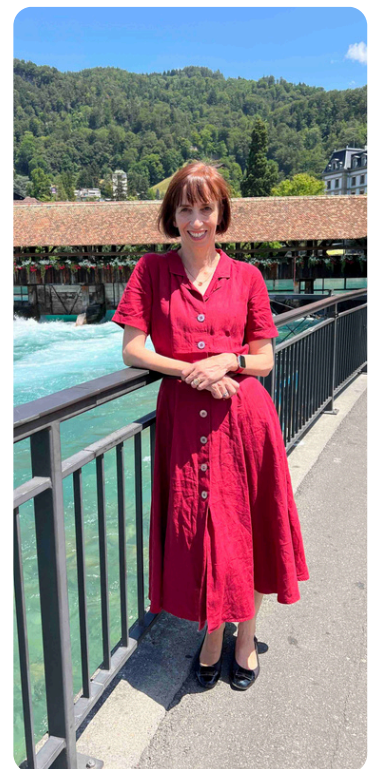
“I would call myself mostly teetotal now. It was all or nothing before. I don’t drink in response to things, to switch off or when I’m happy or sad. Being able to trust myself is fundamental in improving many areas of my life— L.L.

### 3. Practice saying yes to yourself

Now we have a fuller picture. We know the drinking is acting as a proxy for the feelings you’re seeking like calm, relaxed, excited ...

Now ask: how can you create those feelings without alcohol?

This is important because if all you do is say no to your cravings, you’ll eventually give in. Lasting change only happens when you get better at saying yes to yourself. Saying yes to the deeper desires you’re really seeking.



## Choose you and the life you want.

Drinking too much wine night after night does not have to feature in your life. You deserve to feel better and more in control.

I help high achievers create the relationship with alcohol that's right for them. I teach a simple, doable process that's more fun than you think (really!) The struggle stops today.

[Apply here](#)



*Thank you!*

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