

90 DAYS LATER WITH ANNA CHARLES

THE DESIRE RESET FOR PEOPLE WHO DRINK TOO MUCH AND THINK THEY HAVE TRIED EVERYTHING



Why the solution has nothing to do with
willpower, discipline or who you are as a
person.

©2026 ANNA CHARLES

WHY NOTHING HAS WORKED. AND IT'S NOT WHAT YOU THINK.

You're not someone who drinks because they have nothing going on. You have plenty going on. A career, a life, people who depend on you, things you're proud of. And this one thing, this pattern with alcohol, just doesn't fit.

You've tried cutting back. You've done Dry January. You've made the promise in the morning and broken it by 6pm the same evening. You've googled things you'd rather not admit to. And every single time you've concluded one of two things: either there's something wrong with you, or you just don't have enough willpower to do this.

Neither of those is true. But I understand why you believe them. Because every approach you've tried has been focused on the *symptom*, the drinking itself, without ever getting to the *cause*. And until you understand the cause, nothing is going to stick.

So I'll keep it simple. You drink because you want to. Not because you're weak or broken or lack discipline. Because you *desire* it. And desire is the part nobody has been talking to you about.

DESIRE ISN'T INNATE. IT'S CREATED. AND THAT CHANGES EVERYTHING.

Desire is not something that just *happens* to you. It's something your brain learned. Through repetition, through reward, through thousands of small moments where alcohol felt like relief, or celebration, or just the thing you do at 6pm.

Your brain got very good at wanting it. At restaurants. After a hard day. When you're bored. When something good happens. When things go wrong. You taught it the pattern and it ran with it. And it turns out that's not a character flaw at all, it's simply how brains are *designed* to work.

That over-desire, that pull that takes you past what you hoped you'd drink, past what actually feels good, the automatic reaching before you've even thought about it, that's what's driving the drinking. It's a learned pattern and just as you learned it, you can learn something different.

This isn't about never wanting a drink again. It's about not being dragged past what you actually want by a desire your brain learned to run on autopilot.

Think of something you genuinely have no interest in. For me it's ice cream. I can be surrounded by it and feel nothing, no negotiation, no "just this once," no mental back-and-forth. It's irrelevant to me. That's not willpower. I just don't want it.

That's what's possible here. Not gritting your teeth. Not white-knuckling it through an evening. Just not being pulled. Alcohol stops being the thing your brain is constantly angling towards and becomes something you can take or leave, on your own terms.

IS THIS YOU?

You tell yourself just one glass tonight. But by 6pm you've already decided that's not going to happen.

You drink faster than the people around you, or find it hard to stop once you've started.

You suspect you might have a problem but you're scared of what you might find if you look too closely.

Alcohol takes up more mental space than it should. The fear that you're going to overdo it again, the continual negotiating with yourself, the morning-after remorse.

You function brilliantly in every other area of your life. This is the one thing that doesn't fit.

You've tried cutting back through willpower, discipline, being good or by setting rules and it either didn't work or it worked for a while and then stopped.

You don't want to quit entirely. You just want to be the person who can actually stop at one or two and not think about it again.

THE DESIRE AUDIT

This is a *skills problem*. Which means it has a *skills solution*. You can learn this the same way you've learned everything else that's made you good at your life. But first you need awareness of how your desire is actually showing up. These five questions will reveal exactly that.

Take 2 minutes. Answer honestly. Nobody sees this but you.

1. Think of the last time you drank more than you intended. What were you telling yourself just before the first drink?

.....
.....

2. On a scale of 1 to 10, how much did you actually want that drink versus how pulled to it did you feel? There's a difference.

.....
.....

3. What cue came just before the desire hit? A time of day, a feeling, a place, a thought?

.....
.....

4. If that cue happened and you didn't drink, what do you imagine you'd feel?

.....

.....

5. Is there a drink you could honestly take or leave? A glass of red wine perhaps, or something you only have because it's there?

.....

.....

This shows you there is a structure to your desire. It has a cue, a thought and a payoff. It's not random and it's not who you are. It's a pattern your brain learned. And that question 5, whatever you answered, that's what zero desire feels like. You already know how to not want something. The goal is learning to apply that to the over-desire that is running the show.

WHAT LIFE LOOKS LIKE WHEN THE MENTAL NEGOTIATIONS STOP

Changing your drinking is not a 'nice to have'. It will have a positive impact on every single area of your life. Because it will impact how you see yourself and how you show up.

Imagine getting to 7pm on a Tuesday and realising you haven't worried about whether you're going to drink tonight. No negotiations, no telling yourself you need to be strong, no holding yourself back from a second glass. The cravings, the rules, the morning-after regret, just gone. That's what happens when you work on the desire rather than the behaviour.

People describe it as one of the most unexpected parts of the process: not just drinking less, but having it take up so much less mental space.

They tell me it feels as though they've been holding their breath for years without realising it. And then suddenly they could breathe again.

Maybe reading this you're thinking "okay, this makes sense" and then immediately thinking "but come on, why would this work when nothing else has?" That's a fair question. The answer is that everything else has been aimed at the drinking. This is aimed at the desire driving it. Different problem, different solution.

This is exactly what I help people with and a consultation call is where we start.

WHAT HAPPENS ON THE CONSULTATION CALL?

We spend an hour together going through everything you've tried, everything that hasn't worked and most importantly, exactly why it hasn't worked. Because once your brain understands why something isn't working, it stops wanting to do it again. That alone is worth the hour.

We get to the bottom of where your desire is coming from and what's been keeping the drinking pattern in place.

And by the end of the call you'll have the exact steps to get from where you are now to where you want to be: deciding how, when and why you drink and trusting yourself to actually stick to it. Not by white-knuckling it, by gritting your teeth through restriction or by signing yourself up to a lifetime of “work”.

But actually not wanting more than you've decided you'll drink.

If this has been nagging at you, if you don't feel great about how much you drink, the way it makes you feel or the mental energy it takes up, you deserve a better experience. And we can start building it in one hour.



BOOK A CONSULTATION CALL TODAY

You've done the audit.
You can see the pattern.
Let's go sort it out.

SCHEDULE YOUR FREE CALL