



3 FAST FIXES FOR THE
“I DESERVE IT”
GLASS OF WINE

WITH ANNA CHARLES

W E L C O M E

Hi There!

You don't need to stop living to stop over drinking.

I don't know about you, but it's hard to stay motivated if everything you do you DREAD. So I'll say it out loud: if you need resistance and willpower to change your relationship with alcohol, you're doing it wrong. You won't keep it up and you'll be miserable in the process.

I want you to stop over drinking permanently. To put this struggle behind you, whether your goal is to moderate or quit drinking entirely. I teach a simple, doable way to live a full life without worrying what's in your glass. And to have fun in the process. Yes, fun!

If your go-to phrase is, "but I deserve it," you're in the right place.

Anna Charles

ABOUT ME

I was my first client: a senior leader at a Fortune 500 company with a great career and a wonderful family, who drank a bit too much white wine. I've learned that life with less or no alcohol can be more fun, free and fulfilling than I ever expected. Now I help others do the same.



THAT “I DESERVE IT” GLASS

We all have those days. The kind where your brain says, “I deserve a drink for getting through that!”

If wine feels like your fastest way to switch off, you are not alone.

But here’s the good news: you don’t have to white-knuckle it or overhaul your routine to start shifting that habit.

These 3 simple fixes give you real alternatives you can test tonight, so you stay in control, even when life feels full-on.

Try one tonight and break the habit loop before it starts.

PRO TIP

If part of you is thinking, “This is too simple to make a real difference,” that makes sense. Most of us are used to thinking big problems need big solutions.

But small changes are where real change starts.

Each time you pause. Each time you notice. Each time you do one thing differently, you are building something new.

This is a different approach. This is how your identity begins to shift. Not overnight, but steadily. Bit by bit.

You are not just breaking a habit. You are creating a new pattern that works for you.

THE SWITCH & SOOTHE

YOUR FIRST FAST FIX

Craving that instant exhale? Pour yourself something that feels like a treat. Think sparkling water with lime, a cup of peppermint tea or a non-alcoholic cocktail. Now pair it with five minutes of proper downtime. No phone. No emails. Just you, feet up, letting your body unwind.

WHY IT WORKS

You're meeting the need to pause and mark the end of your day without the after-effects of wine.

IF THIS FEELS IMPOSSIBLE

If your first thought is, "I don't even have five minutes to sit down," that's a red flag. The more overextended you are, the more your brain will chase fast relief.

That is exactly how wine sneaks in. Even two minutes of intentional pause can start to reset the pattern.

PROOF IT WORKS

One of my clients noticed she was already thinking about wine by 2pm. She realised it was a sign she was running on empty, so she started adding small pockets of me-time during the day, not just at night. That changed everything.

THE REWARD RESET

YOUR SECOND FAST FIX

Ask yourself: What am I actually craving right now? Is it comfort, a sense of achievement, or just a way to switch off? Pause long enough to really notice what the urge is behind the wine, and give yourself permission to meet that need in a way that truly serves you.

WHY IT WORKS

You are not just changing wine for another distraction (which can lead to 'habit swapping'). You are learning what you actually want and how to meet it more powerfully. This is how you begin to change your identity around wine.

IF THIS FEELS IMPOSSIBLE

If you are thinking, "I don't even know what I need. I just want wine," that is a sign the habit has been masking deeper cues. It is OK if certainty does not come right away. The win here is simply asking the question and getting very curious. Every time you do, you weaken the automatic pull and strengthen your self-trust.

PROOF IT WORKS

One of my clients tried this and realised she wasn't craving wine at all. She was simply tired and thirsty. So instead of pouring a glass of wine at the end of the day, she drank a big glass of water, sat down for a few minutes and let the urge pass. It really can be that simple once you tune in.

THE PATTERN INTERRUPT

YOUR THIRD FAST FIX

Before you pour, hit pause and do one thing differently. Step outside and take three deep breaths, change into comfy clothes, or move to a different room. Then decide if you still want the drink.

WHY IT WORKS

Tiny shifts interrupt the automatic habit loop. They give you back the power to choose.

IF THIS FEELS IMPOSSIBLE

If you hear yourself say, "I just want to get on with it," that is a sign the habit is running on autopilot. A tiny pause, even just ten seconds, can be enough to wake up your awareness and remind you that you are in charge here, not the habit.

PROOF IT WORKS

One client told me she literally said out loud, "Oh, there is that old "I deserve it" story again. I was expecting you." Just like that, she caught the habit in action and saw it for what it was: a pattern, not a need. That simple awareness gave her back her power and she decided to tell herself something different instead.



CHOOSE THE LIFE YOU WANT

Drinking too much wine night after night does **not** have to define your life, even if you have been drinking for years. And you do not have to completely give up wine if that is not what you want.

But you **do** deserve to feel better and more in control.

I help people 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. Work with me.

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