

Conquer Your Cravings Guide

THE WORKBOOK EDITION

A Guided Workbook to
Raise Awareness, Build
New Habits and Make
Empowered Food Choices

Daily Practice • Weekly Reflection
Real Progress



Karen Pitt



 *This Workbook Belongs To...*

Name:

My intention for this journey:

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*Where your focus goes,
your energy flows...*

A printable reminder for your journey



Master Your Cravings – One Choice at a Time

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As Your Journey Begins

Dedicating time to begin something new is no small thing. By choosing to work through *The Conquer Your Cravings Guide*, you've taken a thoughtful step toward understanding your cravings in a new way — with curiosity, compassion, and choice.

This workbook is designed to be a guide on the side as you explore your relationship with cravings. The discoveries you make along the way will help you better understand your triggers and identify the practices that support you most when cravings appear.

Your journey through these pages will be as unique as your relationship with food. What you begin to notice and understand will be personal and meaningful to you. There's no right or wrong way to move through them — only opportunities to notice patterns, build awareness, and practice responding with more intention.

Each tool or exercise offers insight that can lead to small, meaningful shifts. Over time, you'll begin to gather what works best for you, creating a personalized approach you can return to whenever cravings show up.

Take what supports you, move through this gently — without judgment, pressure, or the need to be perfect — and come back to these pages anytime you need a reset.





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Introduction

Introduction

Introduction

Welcome!

This workbook is here to help you bring awareness, compassion, and choice into your eating habits.

We all have a unique relationship with food. When cravings hit, it can feel like the food is in control—not us. And because every person's triggers are different, there's no one-size-fits-all solution.

The good news? You don't need perfection. You just need progress, one step at a time.

What This Workbook Is

This workbook offers a guided space to explore your experience with cravings without judgment. Instead of reacting automatically, you'll be invited to pause, notice patterns, and get curious about what your cravings may be communicating.

The process is designed to help you practice responding with intention and embracing your decisions about what and how you eat.

By tracking your patterns, uncovering your triggers around cravings, and practicing simple mindset shifts, you'll start to:

- Slow down instead of eating on autopilot
- Feel more empowered and intentional with food choices
- Replace harsh self-talk with supportive reframes
- Build trust in your body's signals over time
- Celebrate small wins that add up to lasting change

There's no "right" way to complete these pages. Your experience, insights, and pace are what matter most. This is about taking back your sense of choice—not by fighting cravings, but by understanding them. Once you do, your cravings can become a messenger you can work with rather than a nuisance to avoid or get rid of.

What This Workbook Is Not

This workbook is not:

- A diet or food plan
- A set of rules you need to follow perfectly
- A willpower test or a measure of success or failure
- Something you need to "finish" to get value from

You're not here to fix yourself. You're not broken. You're here to understand yourself — and that's where real change begins.



✨ Introduction

Why Cravings Happen

Cravings are often misunderstood. Many people believe they're a sign of weakness, lack of willpower, or something "wrong" with them. In reality, cravings are **signals** — your body and nervous system's way of trying to meet a need in that moment.

We live in a world filled with food cues. With constant exposure to ads, social media, delivery apps, and busy schedules, it's no surprise that cravings show up frequently.

💡 *Did you know?*

Most people make **200+ food-related decisions every day** — many of them unconsciously.

Cravings and emotional eating can happen for many reasons, including:

- **Habits & Routines**

Reaching for the same snack at the same time each day, often without thinking

- **Emotions**

Stress, boredom, loneliness, anxiety, fatigue, or even celebration and joy

- **Stress & Nervous System Overload**

When stress hormones like cortisol are elevated, the body often seeks quick energy from sweet, salty, or comforting foods.

- **Memories & Associations**

Certain foods are linked to comfort, safety, or connection — like a favourite childhood dish or a shared family tradition. For example, the smell of an apple pie fresh out of the oven might trigger a memory of a loved one.

- **Physical Needs**

Hunger, dehydration, poor sleep, blood sugar swings, or nutrient needs can all trigger cravings. (e.g., low magnesium may spark sugar cravings)

Cravings aren't random — they're information. They're your body's best attempt, in that moment, to restore balance, comfort, or energy.

✦ Introduction

What Often Happens

When cravings take over, eating can become fast and automatic - like we're on autopilot. We may eat without really tasting the food, be distracted or rushed, and often end up consuming larger amounts than intended.

What usually follows isn't relief — it may be feelings of guilt, shame, frustration, or harsh self-talk:

"I shouldn't have eaten that."

"Why do I always do this."

"I'm a willpower weakling."

But here's the truth: the food itself isn't the full story. Many times, our issues with food have nothing to do with the food we eat. What matters most is the **context**— what you're feeling, your thoughts, what's happening around you and what your body needs or is asking for at that time. It's all connected.

This workbook is designed to help you slow the moment down, notice what's really going on, and respond with more awareness and choice — without shame.

Why This Matters

When you understand *why* cravings happen, you can stop fighting yourself and start working *with* your body instead. Even small insights can begin to change your relationship with food in meaningful ways.

That shift — from judgment to curiosity — is where real, lasting change begins.

Ways This Workbook Can Support You

This workbook is designed to support you whether you're working through it on your own or using it alongside coaching, a workshop, or a group program.

You can use it:

- **On its own**, as a self-paced resource to help you understand and respond to cravings with more awareness
- **Alongside a program, challenge, or coaching experience**, using the pages for guided reflection and practice
- **In order, or by returning to the sections** that feel most relevant to you right now

This workbook meets you where you are — whether you're taking your first step or building on work you've already begun.

✨ Introduction

How to Use This Workbook

This workbook is designed as a toolbox—you don't need to use every single page or fill them in perfectly for it to help. Think of it as an invitation to explore, notice, and practice new ways of relating to cravings.

Approach these pages with curiosity, not judgment. You're not here to "get it right." You're here to notice what's really happening, discover patterns, and practice new ways of responding.

The goal of this workbook is to help you bring more awareness, choice, and compassion into your relationship with cravings. You'll be experimenting with the tools and discovering what supports you best.

The more you practice, the more intentional and empowered you'll feel with your choices.

A Simple Rhythm to Follow:

- **Daily Pages** → Use your craving log to notice patterns and jot down a small win or reflection. This only takes a few minutes.
- **Weekly Pages** → At the end of the week, transfer your notes into a summary chart to spot patterns and reflect on your wins and insights.
- **On-the-Go Tools** → These are "grab-and-go" pages you can use for those "in-the-moment" cravings or self-talk spirals that feel overwhelming. Keep them handy in your wallet, planner, or phone.

👉 You don't have to complete every page. Use what supports you most.

Some days you'll lean more on the daily log, other days you may only use the quick support tools. That's okay.

Your goal is to create awareness and build resilience with cravings — one step at a time, in a way that feels supportive and sustainable for you. When you're ready, turn the page to choose one area you'd like to focus on first.

🦋 *Small, intentional steps are more than enough to start creating momentum in the direction you want to go.*

✦ Introduction

Before You Begin – Setting You Up for Success

Welcome to your journey toward mastering cravings and building a healthier relationship with food! Before you dive into the exercises, take a few moments to set yourself up for success:

1. Choose a Focus Goal
2. Give Yourself Permission
3. Create your Space
4. Trust the Process

💡 Did you know? People who **write down their goals are 42% more likely to achieve them**. This page is your chance to put your intention on paper — and give yourself a boost from the start!

1. Choose a Focus Goal

This task can be broken down into 3 steps.

A. Choose Your Goal

Think about *why* you're here. Is it to handle late-night snacking, sugar cravings, emotional eating, or something else?

👉 **Write down one specific craving or eating pattern you'd love to make progress with.**

B. Why This Matters to Me

When I imagine overcoming this, how will my life feel different?

💡 Reflection Tip: Go one layer deeper

Try asking yourself this question **three times in a row**.

Take your first answer and ask again: How would that make my life feel different?
Then ask it one more time.

This simple practice helps you uncover a deeper motivation — one that's more likely to support you on the days when change feels hard or uncomfortable.

👉 _____

👉 _____

C. My First Step

What's one small thing I can do this week to support my goal?

👉 _____

✨ Introduction

2. Give Yourself Permission

This is a space for self-discovery, not perfection. Be curious, not judgmental. Every insight is progress.

3. Create Your Space

Keep a pen handy, find a quiet spot if you can, and allow yourself 10–15 minutes or each exercise.

4. Trust the Process

Small steps add up. Some days will feel easy, others not so much — both are part of your growth.

⚡ **Success Tip:** Keep your goal top-of-mind

Now that you've chosen your goal and clarified *why* it matters, return to this page often. Revisiting your “why” helps reinforce your commitment and keeps your intention visible.

You might also try writing your goal somewhere you'll see it regularly — a sticky note on your desk, a daily reminder on your phone, or even as your phone wallpaper.

When your reason is meaningful enough, it becomes a powerful anchor — especially on the days when following through feels like the last thing you want to do.

🚀 **Tip:** You'll find example worksheets in the back of this guide. Refer to it anytime if you need a little extra clarity on how to complete the exercises.

✨ *Keep it simple, keep it doable. Your journey starts here.*

Introduction

Here's how to get started:

1. Start with Curiosity

Approach these pages with an open mind. You're not here to judge yourself—you're here to notice patterns and gather information.

2. Use the Daily Log

The daily log is where you'll record cravings, triggers, thoughts, and your responses. By writing things down, you'll begin to see what's really happening in the moment.

- Try filling out at least one craving experience per day.
- If you miss a day, don't worry. Pick it back up the next day.

3. Transfer to the Weekly Chart

At the end of the week, use the Quick Transfer Box to summarize what you noticed. The weekly chart gives you a bird's-eye view of your patterns and helps you spot common themes.

4. Pause & Reframe

You'll find simple tools—like the ***Pause Practice Card*** and the ***Reframe Worksheet***—to help you shift negative self-talk into something more supportive. These can be used any time you notice harsh thoughts or feel stuck in a craving.

5. Reflect & Celebrate Wins

Don't just focus on the challenges. Celebrate your wins—no matter how small! Each week, take a moment to jot down your wins, even pausing before eating is progress.

Remember - progress happens one step at a time, and every shift counts.

6. Keep It Doable

- You don't have to write paragraphs—a quick note is enough.
- If you only complete part of a page, that's still valuable.
- This is about building awareness, not getting a "perfect score."

 **Remember:** The intention of this workbook isn't to eliminate cravings but rather to guide and support you to feel more in control of what and how you eat, more compassionate with yourself when you experience cravings, and more intentional with your choices.

✨ Introduction

🔗 **Quick Reference:** Using This Workbook

📄 **Daily Log**

→ Write down at least one craving and what you noticed.

📊 **Weekly Chart**

→ Transfer your notes, look for patterns, celebrate progress.

🛒 **On-the-Go Tools**

→ Use these when cravings or self-talk feel overwhelming.

👉 **Remember:** You don't need to use every page.

Pick what supports you this week—small steps still count.

Quick Tip: Progress > perfection. *Use what works, skip the rest.*



Daily Practice

Building awareness, one moment at a time





Daily Practice

On Your Marks, Get Set, Go!

Now that you've set a goal, written it down, and perhaps even placed it somewhere you'll see it regularly, you're ready for the next step in the process.

This section introduces the *Daily Craving & Mindful Eating Log*, a tool designed to help you become more aware of what's happening *in real time* when cravings show up.

The key to this practice is simple: observe with curiosity.

There's no need to judge, analyze, or try to change anything right now. Just notice and record what's happening.

For best results, continue doing what you normally would. You can jot things down in the moment or choose a time later in the day that works best for you to reflect and fill out the log.

⚡ **Success Tip:** Block Scheduling

Life can be busy, fast-paced, and full of competing priorities. When starting something new, especially over a short timeframe like one week, one of the most helpful supports is scheduling time for it in advance.

Without a designated time, it's easy for things to get pushed aside or forgotten simply because they're new.

🚀 **Action Step!**

Take a moment now to open your preferred calendar, digital or paper and choose a time each day this week to complete your log.

It can be the same time each day or different, depending on your schedule. Many people find consistency helpful.

Plan for **15–30 minutes daily**.





Daily Craving & Mindful Eating Log

Use the *Daily Craving & Mindful Eating Log* to observe cravings with curiosity, not judgment. The prompts below will help you capture useful details so you can spot patterns and make small, effective changes.

1. Craving Details

Note the value for each item in the **Quick Transfer** box at the bottom of the page so you can transfer it to your weekly summary chart

2. Situation / Trigger Check

Notice what's happening around you when the craving arises — the place, people, activity, or recent event. Short notes are fine.

Consider:

- Where am I? Who am I with?
- What happened just before the craving? What was I doing?
- What did I see, hear, or smell?
- How was I feeling? (emotion + any body cues)

3. Body Awareness

Briefly note how your body felt **before / during / after** a craving (e.g., tense, tired, full, stomach ache, calm).

4. Self-Talk Awareness

Write any thoughts or phrases you said to yourself **before, during, or after** a craving (quote the exact words when you can). These lines help reveal judgement or habits worth addressing.

5. Response

Use this field to think back and capture what the overall result was. Did you indulge the craving? Or, did you do somethings else? If you did something else, what was it? If ate the food or had the drink, how did you feel afterwards?



Tips

- Be curious, not critical. Record what happened — not why you “shouldn’t have...”
- Be specific. Small details (time, mood, situation) reveal patterns.
- Keep it short. A few words are better than none.
- Consistency helps. If you miss a day, just pick it back up the next day.

Daily Craving & Mindful Eating Log

Day [] – Date: _____

1. Craving Details

- What I craved (food / drink): _____
- Time: _____
- Craving intensity (1–10): ____

2. Situation/Trigger Log:

Trigger (stress, boredom, emotion, hunger, etc.): _____

Physical: (hungry, tired, tense, thirsty, etc.)

Emotional: (stressed, bored, anxious, happy, etc.)

Situational: (TV, scrolling, social event, certain time of day, etc.)

3. Body Awareness

- How did I feel before eating? _____
- How did I feel while I was eating? _____
- How did I feel after eating? _____

4. Self-Talk Awareness

- What did I say to myself before/during/after?
(e.g., "I shouldn't eat this," "I can't resist," "I deserve this.")
→ _____

5. Response

- **Did I pause?** ☐ Yes ☐ No
- **What did I choose to do?** (eat, delay, walk, drink water, distract, etc.)

- **If I ate it, how did I feel afterward?** (satisfied / guilty / still craving / calm) _____

Quick Transfer Box (for weekly chart):

- Craving: _____
- Intensity _____
- Trigger: _____
- Self-talk: _____ /10
- Aftermath: _____



Transferred to Weekly Summary (check the box once completed)

End of Day Check-In (choose one)

-  My win today was: _____
-  My takeaway today was: _____

Daily Craving & Mindful Eating Log

Day [] – Date: _____

1. Craving Details

- What I craved (food / drink): _____
- Time: _____
- Craving intensity (1–10): ____

2. Situation/Trigger

Trigger (stress, boredom, emotion, hunger, etc.): _____

Physical: (hungry, tired, tense, thirsty, etc.)

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4. Self-Talk Awareness

- What did I say to myself before/during/after?
(e.g., “I shouldn’t eat this,” “I can’t resist,” “I deserve this.”)
→ _____

5. Response

- Did I pause? Y / N
- What action did I choose? _____
- If I ate it: Did I feel satisfied, guilty, calm, still craving? _____

Quick Transfer Box (for weekly chart):

- | | |
|--------------------|--------------------|
| • Craving: _____ | • Trigger: _____ |
| • Self-talk: _____ | • Aftermath: _____ |



Transferred to Weekly Summary (*check the box once completed*)

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Daily Craving & Mindful Eating Log

Day [] – Date: _____

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- Time: _____
- What I craved: _____
- Intensity (1-10): _____

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Trigger (stress, boredom, emotion, hunger, etc.): _____

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→ _____

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- What action did I choose? _____
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|--------------------|--------------------|
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| • Self-talk: _____ | • Aftermath: _____ |



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- Did I pause? Y / N
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|--------------------|--------------------|
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- What did I say to myself before/during/after?
(e.g., "I shouldn't eat this," "I can't resist," "I deserve this.")
→ _____

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- Did I pause? Y / N
- What action did I choose? _____
- If I ate it: Did I feel satisfied, guilty, calm, still craving? _____

Quick Transfer Box (for weekly chart):

- | | |
|--------------------|--------------------|
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Day [] – Date: _____

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- Time: _____
- What I craved: _____
- Intensity (1-10): _____

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- What did I say to myself before/during/after?
(e.g., "I shouldn't eat this," "I can't resist," "I deserve this.")
→ _____

5. Response

- Did I pause? Y / N
- What action did I choose? _____
- If I ate it: Did I feel satisfied, guilty, calm, still craving? _____

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|--------------------|--------------------|
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- If I ate it: Did I feel satisfied, guilty, calm, still craving? _____

Quick Transfer Box (for weekly chart):

- Craving: _____
- Trigger: _____
- Self-talk: _____
- Aftermath: _____



Transferred to Weekly Summary (*check the box once completed*)

End of Day Check-In (choose one)

-  My win today was: _____
-  My takeaway today was: _____



Weekly Recap

Spotting patterns and insights

My Weekly Cravings Recap



My Weekly Cravings Recap

The Week in Review

Congratulations! You've completed a full week of gathering information about your experience with cravings.

During this time, you practiced noticing what was happening — with curiosity — and writing it down without analyzing or judging it. That awareness is an important foundation for change.

Your next step is to look at the information you've gathered and begin identifying patterns or triggers. This insight will help you create a **personalized Go-To Cravings Reset Plan** so you feel more prepared the next time cravings show up.

Why does this matter?

Cravings will happen. Our bodies can't communicate with words like we can so they communicate through signals and sensations. In many cases, cravings are the body's best solution to meet a need or get our attention in that moment.

Learning to understand those messages is like creating your own roadmap — one that helps you work *with* your body instead of against it.

The tool you'll use for this process is the **Weekly Cravings Summary Chart**. You'll complete it twice:

- The first time to gather and review your weekly patterns
- The second time to take a deeper look at your strongest craving and create a personalized action plan you can return to again and again

Weekly Cravings Recap – Part 1 – The Summary

Each day this week, you completed the *Daily Craving Logs* to capture your experiences and transferred that information to the *Weekly Summary Chart*. Now, you'll review that information as a whole — still with curiosity and without judgment.

This overview helps you identify common triggers, responses, and patterns so you can begin shaping an intentional, personalized approach to cravings moving forward.

Weekly Cravings Recap – Part 2 – The Deep Dive

The final step in the weekly recap is to focus on your **strongest craving of the week** — the one that shows up most often or feels the most challenging.

You'll use a familiar chart, but this time you'll go deeper. This focused reflection helps you gain clarity and identify intentional steps you can take the next time this craving appears.

The next page walks you through how to use this tool.



My Weekly Cravings Recap

How to Use Your Weekly Cravings Summary Chart

This chart is your space to pull together everything you've noticed during the week. You'll focus on your **strongest craving each day**, noting the time, food, **intensity**, triggers, self-talk, your response, and how you felt afterward.

The **intensity rating** helps you see which cravings are most powerful and where your energy and attention may be needed. While you'll track your strongest craving here, there is a blank copy of this chart in the appendix where you can repeat the process for other cravings you noticed to explore patterns further.

Step 1: Choose Your Focus

- Record your **strongest craving of the day**—the one that felt most challenging or impactful.
- Include **what you craved, when it happened**, and **the intensity rating** (e.g., 1–10) to track how strong it felt.

Step 2: Fill in the Columns

- Trigger (Physical / Emotional / Situational):** What sparked the craving?
- Self-Talk Snippet:** Capture what you were telling yourself in that moment.
- My Response:** How did you respond? Pause, redirect, or choose differently?
- Aftermath (feelings):** How did you feel afterward?
- Frequency:** How many times did this craving arise that day?

Step 3: Spot Patterns

- Look for repeated triggers, helpful or unhelpful self-talk, responses that worked best and moments that could use a different approach.

Step 4: Take Action

- Let your insights guide your **Personalized Cravings Reset Plan**. Use this information to plan strategies for managing similar cravings in the future.

Remember: Small steps and awareness create big change. Each time you notice, reflect, and act, you're strengthening your ability to make conscious choices.

Tips for using the chart:

- Don't edit your entries. If you see it, Be honest with your ratings—it's about awareness, not perfection.
- Include the exact time and food to spot patterns in your day.
- Note what seemed to trigger the craving. Was it hunger, stress, a specific emotion, or a situation?

Below is an example of how a completed row might look:

Day	Strongest Craving (time/food)	Trigger (Physical/Emotional/ Situational)	Self-Talk Snippet	My Response	Aftermath (feelings)	Frequency (how often)
Mon	3:00 PM - Chocolate bar - Intensity: 8/10	Afternoon slump / feeling stressed	"I need a treat to get through this"	Took 3 deep breaths, drank water, had a small fruit snack	Felt calmer, more in control	1



My Weekly Cravings Summary Chart

Think of this exercise as detective work: the patterns you spot in timing, emotions, situations, or even self-talk can open the door to new choices.

First, take a look at your weekly chart and ensure that you have filled in your information from the daily logs. Once your weekly chart is filled in, review it using the reflection prompts below. Notice your most common craving times, emotions, situations, and self-talk. This overview gives you a clearer picture of how cravings show up in your week.

Once you've spotted your top patterns, choose the strongest craving of the week for a deeper dive. This is where you'll fill out the second *Weekly Summary chart* to really understand one craving in detail. After this deep dive, you'll be ready to save your Personal Reset Plan.

(See some full examples of the trigger map and reset plans in the Appendix)

 *Remember: this isn't about being perfect. Each week, you're building more awareness and choice — and that's real progress.*



My Weekly Cravings Summary Chart



My Weekly Cravings Summary Chart

Now it's your turn! Use this chart to **record your strongest craving for each day**—let your observations guide your ***Cravings Reset Plan***. And remember—sometimes the smallest details hold the biggest insights.

Day	Time/Trigger	Food/Feeling	Frequency	Self-Talk	Notes
Mon					
Tues					
Wed					
Thurs					
Fri					
Sat					
Sun					



My Weekly Cravings Summary Chart

End-of-Week Reflection (Trigger Map)

1.	Most Common Craving Times:	
2.	Top 3 Emotions Linked to Cravings:	
3.	Most Common Situations/Environments:	
4.	Most Common Self-Talk Phrases (positive or negative):	
5.	Patterns Between Weekdays & Weekends:	
6.	Top 3 Strategies That Worked Best to Calm Cravings:	

My Go-To Craving Reset Plan (Personalized Action Steps)

1.	When I notice a craving, I will first:	
2.	If that doesn't help, I will try:	

3. If I still want the food, I'll choose: _____ and eat it mindfully.

 *Remember: this isn't about being perfect. Each week, you're building more awareness and choice — and that's real progress.*



My Weekly Cravings Summary Chart

The Deep Dive

Now it's your turn! Use this chart to record your ***strongest craving for the week***. Let your observations guide your ***Cravings Reset Plan*** and remember, sometimes the smallest details hold the biggest insights.

Day	Time/Trigger	Food/Feeling	Frequency	Self-Talk	Notes
Mon					
Tues					
Wed					
Thurs					
Fri					
Sat					
Sun					



My Weekly Cravings Summary Chart

End-of-Week Reflection (Trigger Map)

1.	Most Common Craving Times:	
2.	Top 3 Emotions Linked to Cravings:	
3.	Most Common Situations/Environments:	
4.	Most Common Self-Talk Phrases (positive or negative):	
5.	Patterns Between Weekdays & Weekends:	
6.	Top 3 Strategies That Worked Best to Calm Cravings:	

My Go-To Craving Reset Plan (Personalized Action Steps)

1.	When I notice a craving, I will first:	
2.	If that doesn't help, I will try:	

3. If I still want the food, I'll choose: _____ and eat it mindfully.

REFLECTIONS & WINS

Honouring effort and progress

REFLECTIONS & WINS



REFLECTIONS & WINS

Honouring effort, insight, and growth

Pausing to notice your progress helps reinforce what's already working. Every small step matters, and consistency — not perfection — is where real change takes shape.

Taking a moment to reflect on your effort, insights, and wins can help you build trust in yourself and maintain momentum, especially during weeks that feel challenging or incomplete.

Prompt	My Notes
This Week I Noticed... • Thoughts, emotions, or patterns around cravings • Triggers I responded to differently	
My Wins 🎉 • One small thing I'm proud of • A moment I used a pause, reframe, or supportive choice	
My Learning 📖 • Something I discovered about myself or my cravings • One thing I might try differently next time	
My Next 1% Improvement Step ➡️ • One small, realistic shift I can experiment with moving forward	
The biggest win I'm grateful for this week is...	

REFLECTIONS & WINS

Overall Mood & Energy This Week

Your mood and energy are part of the cravings experience. They're another valuable source of information from your body.

This check-in isn't about judging your week — it's about noticing how you felt overall. Building awareness of this connection helps you see how what you do can influence how you feel, and how you feel can also shape your choices.

The good news is that once you notice these patterns, you have more options. Awareness gives you the opportunity to respond in ways that better support you.

Use the emojis below to capture your general mood and energy this week. There's no right or wrong — just information.

1 😞 2 😓 3 😐 4 😊 5 😄
Low energy/mood High energy/mood

In this section, you've taken the time to reflect on your effort, insights, and progress. This reflection gives you valuable insight into what's been working for you and where you may want extra support.

The next section offers simple, practical tools you can use in the moment — wherever you are — to support yourself when cravings or self-talk arise.



On-the-Go Tools

Support in the moment



On-the-Go Tools



On-the-Go Tools

When You Need It Most

Cravings, stress, and self-talk don't always wait until you're sitting down with your workbook. This section is designed for those **in-the-moment** situations—when you need quick support, a gentle reset, or a reminder of what helps. These tools are meant to be easy to access, simple to use, and flexible enough to fit into real life as it unfolds.

You can:

- Keep them nearby at home or work
- Take a photo and save them on your phone
- Carry select pages in your purse, wallet, or car
- Use them whenever you need a quick pause or reset

Think of these tools as gentle supports, not extra work. They're here to help you respond with awareness and compassion—right when it matters most.

Inside this section, you'll find:

- Tools to gently shift unhelpful self-talk when it shows up unexpectedly
- A way to pause and reset before responding to cravings or stress
- Simple guidance for building satisfying snacks or meals that support steady energy
- A quick-reference guide you can turn to anytime you feel pulled into autopilot

You don't need to use every tool—just choose the one that feels most helpful right now.



Self-Talk Reframe Guide

Noticing how you speak to yourself is a powerful step in changing your relationship with food. Use this guide to practice shifting from harsh self-talk to kinder, more supportive thoughts.

Common Negative Thought	Compassionate Reframe
"I have no willpower."	"Cravings are normal signals. I'm learning new ways to respond."
"This food is going straight to my hips."	"One food does not define my body. My worth is not tied to a single choice."
"I blew it. The day is ruined."	"One moment doesn't erase my progress. I can choose again right now."
"I'm weak for craving this."	"Everyone has cravings — they're part of being human."
"I shouldn't eat this."	"I can choose to eat this mindfully, or I can try another option. Either way, I'm in control."
"I always mess up at night."	"Evenings are tough for many people. I can try one small new strategy tomorrow."
"I'm disgusting when I overeat."	"I had a tough moment, but it doesn't define me. I'm still worthy of care."
"Other people have it together — why can't I?"	"I'm on my own journey. Comparing myself doesn't help; learning about my needs does."
"I'll never change."	"Change takes time. Every entry I log is a step forward."
"I hate my body for wanting this."	"My body is communicating with me. I can listen with curiosity instead of judgment."

 **Tip for Use:** Highlight the reframes that resonate most and write them on sticky notes and keep them where you can see them often or select one to use throughout the week when negative self talk occurs.



Self-Talk Reframe + Reset Worksheet

Use this worksheet to turn your negative self talk into a more supportive and compassionate reframe that you can use in the moment.

Step 1: Spot the Thought: *Jot down one unsupportive thought you often notice about yourself or your cravings.*

My Negative Thought about Cravings:	
--	--

Step 2: Question your thought

Ask yourself: 1. Is this always true?	☐ Yes ☐ No
2. Has there been a time when I did succeed?	
3. What do I want to believe or experience instead?	

Step 3: Reconnect to your goal

Reconsider your goal(s) for managing cravings:

The Best part of achieving my goal is...	
When I reach this goal, I will feel...	
I'll celebrate by...	

Step 4: Reframe your negative thought: *Write one short, supportive thought or belief you can call on in the moment.*

My New supportive thought or belief:

--



Self-Talk Reframe + Reset Worksheet

Step 5: Take a Small Action Step

Big changes don't happen overnight — they happen through small, steady shifts. Instead of striving for perfection, focus on just 1% improvement each day. These little wins build confidence and momentum over time.

 My Old Thought: _____

 My New Thought: _____

My Goal	My 1% Improvement Action Step



Remember: small shifts, repeated often, lead to lasting change



Building a Balanced Snack or Meal often stops cravings in their tracks. Use this cheat sheet to build your own combos and cravings swaps.

💡 Use the **Fat + Fiber + Protein formula** to feel fuller, longer.

Add your favourites to the list on the left. Choose 1 food from each category. Enjoy!

Healthy Fats	Make Your Own Combo
Avocado/guac	Fat: _____ + Fiber: _____ + Protein: _____
Nuts & seeds	
Hummus	
Olive oil/olives	
Fiber	
Veggie sticks	
Berries	
Apple/pear	
Whole grain crackers	
Lentils/chickpeas	
Protein	
Greek yogurt	
Hard-boiled egg	
Turkey/chicken	
Cheese stick	
Salmon/tuna	

Snack Ideas

- Apple slices + almond butter + cheese cube
- Veggie sticks + hummus + hard-boiled egg
- Whole grain crackers + guacamole + turkey slice

Meal Ideas

- Salad with avocado + chickpeas + chicken
- Brown rice bowl with olive oil + veggies + salmon
- Whole grain wrap with hummus + roasted peppers + turkey



Healthy Options Cheat Sheet

What are you craving?	Craving Swap	My Personal Craving Swaps
Sweet	Greek yogurt + berries + walnuts	
Salty/Crunchy	Hummus + whole grain crackers + veggie sticks	
Energy Boost	Smoothie with protein powder + spinach + almond butter	
Comfort/Warm	Oatmeal + nut butter + chia seeds	

⚡ Tips for Success

- Always pair Fat + Fiber + Protein to feel fuller longer
- Keep a few of your favourite “go-to” grab-and-go snacks ready in advance so cravings don’t catch you off guard
- Aim for color → more variety = more nutrients

Quick Grab-and-Go Ideas

- Trail mix (nuts, seeds, dried fruit in moderation)
- Hard-boiled eggs + veggie sticks
- Rice cakes + nut butter + banana slices

✦ Remember: **Sometimes it’s okay to have the food you’re craving** — mindfully, without judgment.

👉 Pause Practice Guide

Pause Practice Guide – Quick Guide for Cravings & Self-Talk

Use this guide for a quick reset in the moment when you need it!

If Your Pause Shows It's Hunger... 🍎 Choose to eat. 🍷 Slow down. Enjoy the meal or snack. If it's not hunger, try one small uplift... Try one thing that lifts you up instead: 🌿 Step outside for fresh air 🎵 Play a favorite song 🧘 Stretch or breathe deeply (2 min) 💬 Call/text someone 📝 Write down 1 thing you're grateful for 👉 My Go-To Uplifts:	👉 Pause Practice Quick Guide for Cravings & Self-Talk 1 NOTICE What do I feel in my body right now? 2 NAME IT What craving or thought am I experiencing? 3 PAUSE Take 3 slow breaths 4 CHECK IN Am I hungry for food, or do I need something else? Is this thought always true? 5 CHOOSE Pick your next step with awareness.	If Your Pause Shows It's a Thought... Ask yourself: ? Is this really true? ? What else could be true? 👉 Supportive thought I can use: 👉 Small action step I can take: 💡 My Go-To Phrases: 1. 2.
---	---	--

✂ Cut along dotted line to remove ----- then fold

👉 Pause Practice Guide

Pause Practice Guide – Quick Guide for Cravings & Self-Talk

Use this guide for a quick reset in the moment when you need it!

👉 Pause Practice

Take a breath before you react

Calm Your Cravings • Shift Self-Talk
• Choose with Awareness

⚡ Tips for Success

- Keep this guide somewhere visible (fridge, journal, desk).
- Use it in the moment – don't wait for "perfect timing."
- Celebrate every small choice. Consistency builds confidence.



You've got this.
Every pause is progress.



Conquer Your Cravings

💡 Quick Reset

Stop 👉



Breathe 🌬️ x3



Choose 🎯

✂ Cut along dotted line to remove ----- then fold



Master Your Cravings – One Choice at a Time

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CLOSING NOTES

Taking what you've learned forward



CLOSING NOTES

What You've Built So Far

By working through this workbook, you've taken meaningful steps toward understanding your cravings with more awareness, compassion, and choice.

Whether you completed every page or focused on just a few that felt most relevant, you've practiced something important: pausing instead of reacting, noticing instead of judging, and responding with more intention. That matters.

Progress isn't about doing this perfectly. It's about building awareness, one small moment at a time. Every conscious choice you made — even something as simple as slowing down, checking in with yourself, or breathing before a bite — is a sign of growth.

These tools are here for you whenever you need them. You can return to the daily log for a reset, revisit the weekly summary to notice patterns, or use the quick tools to support yourself in the moment. Over time, this practice helps build trust in your body and confidence in your choices — so food feels less like a struggle and more like a partnership.

Consistency doesn't mean doing more. It means coming back, gently, again and again.

A Gentle Next Step (Optional)

If you found this workbook supportive and would like deeper guidance, structure, or accountability, there are ways to continue building on this foundation.

My *Master Your Cravings* program expands on the concepts you've practiced here, offering additional tools, coaching, and support to help you strengthen consistency and resilience in real life.

There's no pressure to take the next step now — simply know that support is available if and when it feels right for you.

Explore your options:

- Learn more about *Master Your Cravings* → [Master Your Cravings Program](#)
- Book a complimentary strategy session → [Master Your Cravings Strategy Session](#)

Choose what feels supportive for you at this stage.

On the next page, you'll find a toolkit with access to bonus pocket-sized cards you can download and use in real-life moments — simple reminders to keep close when you need them most.



CLOSING NOTES



The Conquer Your Cravings Toolkit

Pocket-sized tools to support you for real-life moments



The Conquer Your Cravings Toolkit

Your Conquer Your Cravings Toolkit

A set of pocket-sized support cards you can carry with you — anytime, anywhere!

As part of this guide, you'll also receive printable pocket cards you can take with you — in your journal, purse, wallet, or on your desk. Think of them as bonus tools designed to support you in the moments when cravings or self-talk show up in real life.

Each card supports a different part of the journey.

Use them together — or reach for the one that feels most helpful in the moment.

Pause → Reflect → Reframe → Replace

Inside your pocket card set, you'll find:

Pause Practice Card — “Take a breath before you react.”

Use this when a craving first hits. It helps you pause, breathe, and reconnect with what your body truly needs.

Cue: Pause. Breathe. Choose with awareness.

Craving Log Card — “Notice the patterns.”

Awareness builds insight. Use this card to jot down what's happening and explore whether the craving is driven by food, feelings, or a trigger — and respond with compassion.

Pause. Notice. Understand the need.

Mindful Reframe Card — “Shift your story.”

When critical thoughts show up, use this card to turn them into more supportive, compassionate reframes.

Curiosity, not judgment, leads to lasting change.

Healthy Options Card — “Choose what nourishes.”

When you're ready to eat, use this guide to build balanced snacks or meals that support steady energy and satisfaction.

Fat + Fiber + Protein = feeling fuller, longer.

 **Tip:** You might carry one card for each step — pause, reflect, reframe, and replace — or simply keep the one you reach for most often.

 *Small shifts, practiced often, create lasting change.*

The Conquer Your Cravings Toolkit

 **Download Your Bonus Pocket Cards**

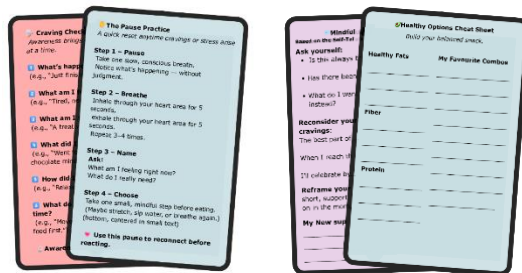
 [Conquer Your Cravings/ Pocket Cards](#)

Your pocket card set includes:

-  Pause Practice Card
-  Craving Log Cards
-  Mindful Reframe Guide
(A simplified, on-the-go version of the Self-Talk Reframe + Reset Worksheet)
-  Healthy Options Cheat Sheet
-  Double-Sided Pocket Card

Sneak Peek

A mini preview of your pocket cards – a glimpse of the tools designed to support you in everyday moments.



Your daily 'calm-in-your-pocket'
tools are just as click away.

Tips for Using Your Pocket Cards

These tools are designed to be simple, flexible, and easy to carry.

For best results:

- Print on heavier paper (like cardstock) so they last longer
- Keep a set in your bag, on your desk, or on your fridge
- Save a digital copy to your phone for quick, on-the-go support

Printing & Everyday Use

Your pocket cards are meant to fit into real life — not add more to your plate.

- *Print and trim for easy carrying*
- *Keep them where cravings or self-talk tend to show up*
- *Prefer digital? A saved photo works just as well*

 *Small steps, practiced often, become lasting habits.*



Master Your Cravings – One Choice at a Time

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When You'd Like to Keep Going

Extra examples and blank tools for continued practice



When You'd Like to Keep Going

When You'd Like to Keep Going

This section is here to support you if you'd like a little more clarity, repetition, or space to continue practicing.

Inside, you'll find two types of resources: **filled-in examples**, to help you see how some of the exercises might look once completed, and **extra blank copies** of select tools, so you can return to them again when it feels helpful.

There's no expectation to use everything here. Think of this section as a resource you can come back to—whether you're repeating a week, revisiting a tool that resonated, or simply wanting a fresh page to reflect.

Inside This Section, You'll Find:

Filled-in examples

- A completed *Self-Talk Reframe + Reset Worksheet*
- Sample *Cravings Reset Plans*

Blank copies for continued practice

- Daily Craving & Mindful Eating Log
- My Weekly Cravings Summary Chart (Part 1 & 2)
- Self-Talk Reframe + Reset Worksheet
- Reflections & Wins

Use these pages as often—or as little—as you'd like.





Self-Talk Reframe + Reset Worksheet

Use this worksheet to turn your negative self talk into a more supportive and compassionate reframe that you can use in the moment.

Step 1: Spot the Thought: Write down one negative or unsupportive thought you notice about yourself or your cravings.

My Negative Thought about Cravings: Optional: Jot the situation or feeling that came up when this thought showed up — this can help you see patterns more clearly.	I'm addicted to chips. I'll never beat this craving.
--	--

Step 2: Question your thought

Ask yourself:	Yes	No
1. Is this always true?		
2. Has there been a time when I did succeed? 👉 Think of even a small moment when the opposite was true.	- I didn't eat the whole bag of chips after work last Friday - I went outside for fresh air with my colleagues instead of grabbing a snack from the vending machine	
3. What do I want to believe or experience instead? 👉 Picture the benefits you'd love to feel as a result of your effort in this challenge.	- I want feel not just know that I am in control of my cravings - I want to be able to choose what I eat and enjoy it in peace	

Step 3: Reconnect to your goal Take a moment to remind yourself why this goal matters to you. Write down the benefits, feelings, and rewards you look forward to when you succeed. This keeps your "why" front and center when cravings feel strong.

Reconsider your goal(s) for managing cravings:

The Best part of achieving my goal is...	That I don't have to keep worrying about eating or wanting a snack
When I reach this goal, I will feel...	Happy, joyful
I'll celebrate by...	Going out with my friends on a Friday night

Step 4: Reframe your negative thought: Write one short, supportive thought or belief you can call on in the moment.

My New supportive thought or belief:

- I got this! - I can do this! - I am in control!	Turn your negative thought into a new, supportive belief you can lean on in the moment. Keep it short and encouraging so you can repeat it easily to yourself when you need a boost.
---	--



Self-Talk Reframe + Reset Worksheet

Step 5: Take a Small Action Step

Big changes don't happen overnight — they happen through small, steady shifts. Instead of striving for perfection, focus on just 1% improvement each day. These little wins build confidence and momentum over time.

 My Old Thought: **I'm addicted to chips. I'll never beat this craving.**

 My New Thought: **I got this!**

My Goal	My 1% Improvement Action Step
Eat slower and more mindfully	Chew a couple more times before I swallow at each meal this week
Eat one less bag of chips for a snack this week	Ask myself if I'm really hungry for food before opening the bag



Remember: small shifts, repeated often, lead to lasting change

My Weekly Cravings Summary Chart

End-of-Week Reflection (Trigger Map)

1.	Most Common Craving Times:	Late afternoon (around 3–5 pm) and in the evening after dinner, especially while watching TV.
2.	Top 3 Emotions Linked to Cravings:	• Stress • Fatigue • Boredom <i>(Noticing that cravings often appeared when my energy was low or when I was mentally "done" for the day.)</i>
3.	Most Common Situations/Environments:	• Sitting at my desk after a long stretch without breaks • In the kitchen while preparing dinner Relaxing on the couch in the evening
4.	Most Common Self-Talk Phrases (positive or negative):	• "I deserve something after today." • "I just need a quick pick-me-up." • "It doesn't really matter — I'll start again tomorrow." <i>(Also noticed a few moments of supportive self-talk, such as: "Let me pause for a second and check in.")</i>
5.	Patterns Between Weekdays & Weekends:	Cravings were more frequent during weekdays, especially on workdays with back-to-back tasks. On weekends, cravings felt less intense and were more related to habit or social situations than stress.
6.	Top 3 Strategies That Worked Best to Calm Cravings:	1. Taking a brief pause and doing three slow, steady breaths 2. Drinking water and stepping away from my desk for a few minutes 3. Asking myself what I actually needed in that moment (rest, a break, or connection)



My Weekly Cravings Summary Chart

✦ Sample Reset Plans

My Go-To Craving Reset Plan (Personalized Action Steps)

1. When I notice a craving, I will first: *pause and drink a glass of water.*
2. If that doesn't help, I will try: *going for a 5-minute walk or stretching.*
3. If I still want the food, I'll allow myself to enjoy *a small bowl of chips* in a mindful way.

🍫 Sweet Craving (Chocolate)

1. When I notice a craving, I will first: *pause and make a cup of tea.*
2. If that doesn't help, I will try: *listening to one favorite song or doing 10 deep breaths.*
3. If I still want the food, I'll allow myself to enjoy *2 squares of dark chocolate* mindfully.

🍟 Crunchy/Salty Craving (Chips)

1. When I notice a craving, I will first: *drink a glass of water and wait 5 minutes.*
2. If that doesn't help, I will try: *snacking on baby carrots with hummus.*
3. If I still want the food, I'll allow myself to enjoy *a small bowl of chips, eaten slowly without distractions.*

My Weekly Cravings Summary Chart

Energy Boost Craving (Coffee/Sugar)

1. When I notice a craving, I will first: *stand up and stretch for 2 minutes*.
2. If that doesn't help, I will try: *grabbing a piece of fruit with nut butter*.
3. If I still want the food/drink, I'll allow myself to enjoy *a latte or a sweet snack* — mindfully, without guilt.

Comfort/Warmth Craving (Mac & Cheese, Baked Goods)

1. When I notice a craving, I will first: *pause and check if I'm tired or stressed*.
2. If that doesn't help, I will try: *having a warm herbal tea or broth*.
3. If I still want the food, I'll allow myself to enjoy *a smaller portion of comfort food* with gratitude.

My Weekly Cravings Summary Chart

When You'd Like to Keep Going

Day [] – Date: _____

1. Craving Details

- What I craved (food / drink): _____
- Time: _____
- Craving intensity (1–10): ____

2. Situation/Trigger Log:

Trigger (stress, boredom, emotion, hunger, etc.): _____

Physical: (hungry, tired, tense, thirsty, etc.)

Emotional: (stressed, bored, anxious, happy, etc.)

Situational: (TV, scrolling, social event, certain time of day, etc.)

3. Body Awareness

- How did I feel before eating? _____
- How did I feel while I was eating? _____
- How did I feel after eating? _____

4. Self-Talk Awareness

- What did I say to myself before/during/after?
(e.g., "I shouldn't eat this," "I can't resist," "I deserve this.")
→ _____

5. Response

- **Did I pause?** ☐ Yes ☐ No
- **What did I choose to do?** (eat, delay, walk, drink water, distract, etc.)

- **If I ate it, how did I feel afterward?** (satisfied / guilty / still craving / calm) _____

Quick Transfer Box (for weekly chart):

- Craving: _____
- Intensity _____
- Trigger: _____
- Self-talk: _____ /10
- Aftermath: _____

☐ **Transferred to Weekly Summary** (check the box once completed)

End of Day Check-In (choose one)

-  My win today was: _____
-  My takeaway today was: _____

Daily Craving & Mindful Eating Log



My Weekly Cravings Summary Chart

Now it's your turn! Use this chart to **record your strongest craving for each day**—let your observations guide your ***Cravings Reset Plan***. And remember—sometimes the smallest details hold the biggest insights.

Day	Time/Trigger	Food/Feeling	Frequency	Self-Talk	Notes
Mon					
Tues					
Wed					
Thurs					
Fri					
Sat					
Sun					



My Weekly Cravings Summary Chart

End-of-Week Reflection (Trigger Map)

1.	Most Common Craving Times:	
2.	Top 3 Emotions Linked to Cravings:	
3.	Most Common Situations/Environments:	
4.	Most Common Self-Talk Phrases (positive or negative):	
5.	Patterns Between Weekdays & Weekends:	
6.	Top 3 Strategies That Worked Best to Calm Cravings:	

My Go-To Craving Reset Plan (Personalized Action Steps)

1.	When I notice a craving, I will first:	
2.	If that doesn't help, I will try:	

3. If I still want the food, I'll choose: _____ and eat it mindfully.



Remember: this isn't about being perfect. Each week, you're building more awareness and choice — and that's real progress.



My Weekly Cravings Summary Chart

The Deep Dive

Now it's your turn! Use this chart to record your ***strongest craving for the week***. Let your observations guide your ***Cravings Reset Plan*** and remember, sometimes the smallest details hold the biggest insights.

Day	Time/Trigger	Food/Feeling	Frequency	Self-Talk	Notes
Mon					
Tues					
Wed					
Thurs					
Fri					
Sat					
Sun					



My Weekly Cravings Summary Chart

End-of-Week Reflection (Trigger Map)

1.	Most Common Craving Times:	
2.	Top 3 Emotions Linked to Cravings:	
3.	Most Common Situations/Environments:	
4.	Most Common Self-Talk Phrases (positive or negative):	
5.	Patterns Between Weekdays & Weekends:	
6.	Top 3 Strategies That Worked Best to Calm Cravings:	

1. My Go-To Craving Reset Plan (Personalized Action Steps)

1.	When I notice a craving, I will first:	
2.	If that doesn't help, I will try:	

3. If I still want the food, I'll choose: _____ and eat it mindfully.



Self-Talk Reframe + Reset Worksheet

Use this worksheet to turn your negative self talk into a more supportive and compassionate reframe that you can use in the moment.

Step 1: Spot the Thought: *Jot down one unsupportive thought you often notice about yourself or your cravings.*

My Negative Thought about Cravings:	
--	--

Step 2: Question your thought

Ask yourself: 4. Is this always true?	☐ Yes ☐ No
5. Has there been a time when I did succeed?	
6. What do I want to believe or experience instead?	

Step 3: Reconnect to your goal

Reconsider your goal(s) for managing cravings:

The Best part of achieving my goal is...	
When I reach this goal, I will feel...	
I'll celebrate by...	

Step 4: Reframe your negative thought: *Write one short, supportive thought or belief you can call on in the moment.*

My New supportive thought or belief:

--



Self-Talk Reframe + Reset Worksheet

Step 5: Take a Small Action Step

Big changes don't happen overnight — they happen through small, steady shifts. Instead of striving for perfection, focus on just 1% improvement each day. These little wins build confidence and momentum over time.

 My Old Thought: _____

 My New Thought: _____

My Goal	My 1% Improvement Action Step



Remember: small shifts, repeated often, lead to lasting change



REFLECTIONS & WINS

Honouring effort, insight, and growth

Pausing to notice your progress helps reinforce what's already working. Every small step matters, and consistency — not perfection — is where real change takes shape.

Taking a moment to reflect on your effort, insights, and wins can help you build trust in yourself and maintain momentum, especially during weeks that feel challenging or incomplete.

Prompt	My Notes
This Week I Noticed... • Thoughts, emotions, or patterns around cravings • Triggers I responded to differently	
My Wins 🎉 • One small thing I'm proud of • A moment I used a pause, reframe, or supportive choice	
My Learning 📖 • Something I discovered about myself or my cravings • One thing I might try differently next time	
My Next 1% Improvement Step ➡ • One small, realistic shift I can experiment with moving forward	
The biggest win I'm grateful for this week is...	



REFLECTIONS & WINS

Overall Mood & Energy This Week

Your mood and energy are part of the cravings experience. They're another valuable source of information from your body.

This check-in isn't about judging your week — it's about noticing how you felt overall. Building awareness of this connection helps you see how what you do can influence how you feel, and how you feel can also shape your choices.

The good news is that once you notice these patterns, you have more options. Awareness gives you the opportunity to respond in ways that better support you.

Use the emojis below to capture your general mood and energy this week. There's no right or wrong — just information.

1 🙄

2 😞

3 😐

4 😊

5 😄

Low energy/mood

High energy/mood

In this section, you've taken the time to reflect on your effort, insights, and progress. This reflection gives you valuable insight into what's been working for you and where you may want extra support.

Awareness is the first step toward change.
What you practice with intention leads to results that last.



