

FROM NUMBER ONE BESTSELLING AUTHOR

JASON VALE

**KICK
THE
DRINK...
EASILY!**

COMMON SENSE, EASY
AND IT WORKS! **BEVERLEY KNIGHT**

KICK
THE
DRINK...
EASILY!

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Please read before you start ...

I am better known for my books on juicing and nutrition these days but what many people aren't aware of is that my first book was in fact the one you are holding right now.

I first wrote and self-published this book in 1999 and it has taken over ten years finally to get it officially published. Despite the fact that it was not available in any bookshops, word spread and, over the years, the book has had several print runs. It has helped thousands of people free themselves of the addiction to what is the most widely used legal drug in the world and I have yet to meet anyone who has read the book and not changed his or her relationship with alcohol at least to some degree. This is evidence that the message in the original version works, so the new, fully updated version has, in essence, changed little from the original edition. This means there are a few old references, but the book worked so well I didn't wish to change it that much.

Having said that, many things have changed over the last ten years with regard to alcohol. One of the biggest changes was of course the government of the time's crazy decision to bring in twenty-four-hour drinking in the UK. They believed, in their ignorance, that this

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would somehow help with alcohol related crime. Of course it didn't. What a shocker!

The other major change has been in the perception of alcohol. Although it still remains the only drug on earth you have to justify *not* taking, there are more and more people opening their eyes to the realities of this liquid drug. Just as smoking has seen an incredible paradigm shift over the past twenty years, I believe we are on the verge of a similar shift in attitudes to alcohol. There doesn't appear to be a week that passes by where alcohol related social problems aren't reported. More and more we see front-page headlines about 'Booze Britain' and how so many people are exceeding the recommended 'units.'

Over 90 per cent of the UK's population at one time smoked something containing tobacco and that figure is now below 30 per cent. As I write the updated version of this book, around 80 per cent of the UK's adult population still drinks alcohol but when I first wrote this book the figure was over 90 per cent. With the help of *Kick the Drink ... Easily* and other books like it, I feel we are on the brink of reducing incidences of excessive drinking and mass addiction as happened with smoking. It may take time but I am sure it will happen.

The approach I use is not for everyone as not everyone will agree with my views or the methodology. Similarly, not everyone will like the way I write, my language or the repetition in the book. However, if you allow yourself to be open and get past any prejudices you may

have about the tone and my views on conventional treatment for those who want to stop drinking, you will find this book incredibly useful and, more importantly, effective.

If you are reading this page, I feel it is safe to say you do so because you wish to change your relationship with alcohol to some extent at least. If this is your goal, let your mind be free and relaxed while reading it. As I say with all my books, I write but I am not an author. I will never win a literary award and I don't have an Oxbridge education. What I do have is an incredibly simple way for you to understand the nature of the trap you are in and a ridiculously easy route out if you choose to take it. Please make a point of reading the short selection of testimonials taken from many who have used this approach before reading the book.

I love to hear from people who have benefitted from the book. Please feel free to write to me at the email address at the end but if, for whatever reason, the book doesn't have the desired effect, you may be interested to know that I still run alcohol sessions at my Ultimate Mind and Body Retreats in Turkey.

I wish you well on your journey.

Jason Vale

It's Easy to Stop Drinking

Not only is it easy to stop drinking, but the process of stopping is enjoyable and it is easy to stay off the stuff too. That is precisely what this book is all about; showing you just how easy it can be to stop drinking and stay off alcohol. This can be achieved without the need for willpower, discipline, misery or feelings of deprivation. The truth is that it has always been easy to stop drinking alcohol but we are conditioned to believe otherwise. The problem I had when I tried to quit was that I had approached it in the wrong way for so long that I was convinced that it was difficult to stop. Also, society has taught us that it is not only difficult but almost impossible to achieve true freedom from alcohol. This is another reason why people try to cut down or control their intake rather than stop altogether. After all, what is the point in trying to escape from prison when you have been conditioned to believe that there is no possible chance of freedom? The next best thing is to make prison life somehow more bearable.

Over the years I made several attempts to stop drinking. Well, when I say stop, I guess I mean cut down. The thought of actually quitting FOREVER put the fear of God into me. I often went on the wagon just to prove that I wasn't hooked and that I was in control but surely this just proved that I was. I once read a book called *How to Stop Drinking for a Month* in which the author stated that alcohol is the most wonderful thing on the

planet, that you will definitely miss drinking and that you will find it very difficult to stop. However, he suggests you should stop for a month every now and then, just to prove that you are in control. In control? What is he talking about? You have just bought a book explaining how to give up alcohol for a month; surely that is proof in itself that you are not in control. If you were in control and could take it or leave it, you would simply stop. You certainly wouldn't need the help of a book would you?

A few years ago I would never have believed that, not only was it easy to stop drinking but that I would ever contemplate stopping forever, enjoy the process and never miss it again. However, that is exactly what happened and I now want to show the world exactly how we have all been fooled so that everyone else can find freedom, gain true control and achieve what is apparently impossible.

People who realise they are in the alcohol trap and want to get out are led to believe that they are somehow different to 'normal' drinkers and have lost control. Immediately they are branded with the title 'alcoholic.' We are taught that we are born with the disease alcoholism and can never really be free. So why should you be happy when you stop? In the poor drinker's mind there is nothing to be happy about. On the contrary, there is something to be very miserable about – the prospect of a lifetime of deprivation. So we are conditioned, not only by our own attempts to stop but also by society, into thinking that quitting alcohol and being

completely free is impossible to achieve. We hear of people going to rehab clinics to dry out for months and still not being free, yet the beautiful truth is that it is easy to stop drinking and not to miss it for one reason alone – there is nothing to miss. It is all one huge lie that we have been conditioned to believe, not only by society but also by the clever illusions created by the drug itself.

Why is it difficult to stop drinking? This should be the real question. After all, you don't even need to do anything. All you have to do is not drink alcohol. If you were trying to navigate your way around the world in a hot air balloon, that would be difficult. If you had to run a hundred metres in under ten seconds, then it might take years to reach peak physical condition and, even then, you might not be physically capable of achieving it. So why do people, when they have reached the stage where they want to stop drinking, knowing that it is slowly destroying them both physically and mentally, find it so difficult to achieve? It is simply because, although they strongly believe that alcohol is destructive, they still think it provides some sort of genuine pleasure or crutch. They have reached a stage where they know the disadvantages outweigh the advantages but, despite that, still believe there are benefits to drinking alcohol. While the drinker continues to believe this, he or she will always find it very difficult to quit or feel miserable when they have. This is why it was so difficult for me during my three month experience on the wagon.

Dutch Courage

YOU CANNOT BE COURAGEOUS WITHOUT OVERCOMING FEAR.

Not only am I suggesting that alcohol does not provide any genuine courage or confidence but I am categorically stating that it does the complete opposite. Alcohol destroys your courage and your confidence and this is the most damaging part of the whole con trick. One of the biggest advantages of being free is getting that true confidence and courage back.

When you see somebody of five foot nothing and built like Kate Moss taking on Arnold Schwarzenegger after they have had a drink, does anybody think for one second that they are being genuinely courageous? No, everybody but the addict thinks they are stupid. Alcohol removes our natural fears so we feel a false sense of confidence and courage. If you do not have any fear, you simply cannot be courageous. A courageous act can only happen when there is fear to overcome. How can you have any genuine courage if you don't feel fear? When you see Tom having a go at the waiter after having a drink, do you look back in admiration and say, 'I never realised that Tom was such a confident man' or do you want to apologise profusely and say, 'Please ignore Tom, it's just the drink talking'?

The truth is that the person on the outside is never fooled; however the addict, in this case Tom, is. Even when Tom wakes up, he is still fooled into believing that the way he felt the previous night was genuine. So an easy way for Tom to gain confidence and courage is to drink alcohol again. The problem is that it is all false. Some people question whether it actually matters if the feeling is false because as long as the addict believes it to be real, then there is no harm in it. Yes there is. There is tremendous harm in removing your natural fears to give yourself a false sense of courage and confidence for two very important reasons.

First, when we remove our natural fears, we become unprotected and vulnerable to all kinds of danger. We disable our most powerful survival mechanism. We need access to all our senses in order to react at a moment's notice. If we are relaxing and a door slams, we jump. We are meant to jump as who knows what danger there might be. Someone relaxing on alcohol will often be unaware of danger as their senses are numbed.

There are products commonly referred to as 'date rape' drugs. These drugs put the intended victim into a zombified state so they do not know what they are doing or where they are. All their senses become numb and the natural fears that exist to protect against such circumstances are removed. Sound familiar? We need our natural protective fears. Without them we put ourselves in the position of being both deaf and blind to the dangers around us. Sight, hearing, smell, taste, touch and instinct are all there for a good reason: to

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help us survive. Remove them and we lose the ability to access the adrenalin, the fight or flight hormone, and we literally become helpless.

Two teenagers who are about to fight may feel brave but, at the same time, they are probably hoping that someone will stop the fight before it's started. Even if the fight goes ahead, usually the second that one of them goes down, the other will stop and is considered the 'winner.' The worst that tends to happen is a bloody nose or two. However, give them alcohol and you remove their natural protection from hurting others or being hurt themselves. The only time you might see somebody getting kicked repeatedly in the face, even when they are unconscious and have blood pouring out of them, is when people are 'high' on drugs. The most horrendous violence is usually drink related. Those doing the kicking are not being courageous because their natural fears have been removed and they are out of control. The person lying on the floor would probably never have been involved had they been fully compos mentis and able to judge the situation.

When a young girl is walking back alone from a nightclub she is meant to be slightly nervous and alert. Anything could be around the next corner and she needs her wits about her. Alcohol removes those fears and replaces them with a false sense of confidence. At times like these you do not want confidence, false or otherwise; you need your natural fears to keep you alert to danger.

Take It or Leave It

This is the cleverest part of the trap. This is what really confuses everyone. If it's the same trap for everyone then why don't we all sink at the same rate? Why can some people take it or leave it and others can't? This is without doubt the biggest illusion of all when it comes to alcohol, the mass delusion that people can take it or leave it. This is why there is a divide with this drug: normal vs. alcoholic. The truth is that the natural tendency is to take more and more of the drug, to keep on hitting the button like the mouse in the cage. However, unlike the mouse, we do have a higher consciousness and there is one main reason why some people do not increase their intake and become what society describes as an alcoholic and that is restrictions.

Think about it. The only reason why people do not drink more and more is because they are forced not to drink, either by themselves or society. It is only restrictions which prevent people from becoming what are described as alcoholics any sooner. There are so many restrictions when you think about it, whether it's money, health, effects on the family, because you are driving, because you have to work, fear you will be judged by others, fear you'll turn into an alcoholic, your children, social stigma, being physically incapable of coping with the poison or because you actually hate being drunk.

Money plays a major role in restricting people's intake. After all it is a very expensive drug. Some people simply do not have enough money to increase their intake so they will try to gear it to what's in their pocket. After all, they are already going to spend £100,000 on the drug as it is. It seems funny that the whole thing comes full circle with people at the entrance to the trap drinking cheap alcohol like cider and people at the end drinking cheap alcoholic drinks like cider. I reached the stage where I was drinking Tennants Super and Carlsberg Special Brew. Did I really think they were superior brands or was I simply trying to get more alcohol for less money? This is why people go from beer to spirits; to get more alcohol for less money as, like all drugs, your body builds up an immunity so you need more and more to get the same effect. To get the extra in, it becomes easier and cheaper overall to drink spirits. The fact is that many people cannot afford to increase their intake so they have no choice but to hold it at some kind of level. Even this goes out of the window the further into the trap you get and you reach the stage where you will do without food, family and friends to get alcohol.

Health is another major restriction. Whether drinkers like it or not, the same drug that they think gives them pleasure also just happens to be the number two killer drug in Western society. Just because it's not really talked about doesn't change the reality. I used to have to watch my drinking because of my weight and my unattractive beer gut. Alcohol really does 'weigh' you down in every way.

JASON VALE'S APPROACH MAKES ABSOLUTE SENSE

Whether you want to stop drinking altogether or simply wish to change your relationship with alcohol in the short term, this book will open your mind and show you an incredibly simple way to **Kick The Drink!**

"I read your book last summer and I haven't had a drink since. More importantly I haven't wanted to, much to the surprise and admiration of many. I feel more alive, more confident, happier, fitter and younger than I have for years ..."

"It is difficult to know exactly where to start so I guess simplest is best ...THANK YOU. They seem such small words for what you've helped me achieve – TOTAL FREEDOM from alcohol."

"I don't know whether to shake your hand or punch you in the face! Read the book and I just don't want to drink ...what have you done to me? Since stopping I just feel so alive. I've also dropped over 20lbs in weight, so another wonderful side effect – THANK YOU."



Jason Vale is the number one best-selling author of *7lbs in 7 Days Super Juice Diet*. His books have sold over 1.5 million copies worldwide. He is a leading authority on addiction, health and, most importantly, juicing. He regularly features on TV and radio and in the press.

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