

**Is your brain making you fat?**



BY GREG CRAWFORD

**THE BRAIN  
DETOX  
DIET**

**“How to tap into your inner strength and focus to create a new and leaner body”**

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*“Greg saved my life using what he taught me.”*

***Karen Murdock, VP of sales and marketing-  
Plymouth Rock Insurance***

*“Professionally and personally, I have always believed in the power of the mind/body connection. After reading and practicing the the Brain Detox, I am more certain than ever that these principles are the key to becoming your best self.”*

***Ilissa K. Nico, Licensed Clinical Social Worker (LCSW)  
specializing in trauma, with a private psychotherapy  
practice in Chatham, NJ***



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## **ACKNOWLEDGMENT**

Dedicated to my parents: my mother Nancy for always supporting me no matter what and my father Wayne who is reading this book in heaven and proud.

The people in your life that you impact in a positive way, whether few or many, is what's important. Also, what your purpose is and who you are is what defines you. During those times of darkness, it is with a clear purpose, faith and perseverance that the light will shine brighter than ever.



## INTRO

Great job getting this book! Everything I'm going to teach in this book has been a game changer for me in my life. All of these tools have not only allowed me to look and feel great physically, but my laser sharp focus allows me to achieve goal after goal. I feel unstoppable by following the brain detox properties!

We live in a toxic world right now surrounded by things that are toxic to our minds and toxic to our bodies. If you want to become a motivated, laser sharp focused, LEAN machine, then follow this plan I have outlined for you NOW. I developed this idea, or what I would like to call a *movement*, to give you the tools you need to detox the brain as well as the body. I believe in helping you to be your best from the inside out. Everything is connected. Often life and healthy habits work parallel with each other. The health of your body can be a direct reflection of what's in your mind. If we can improve your thoughts and feelings, then I believe the body will follow.

**Disclaimer:** I am not a psychiatrist or a doctor. I am a fitness entrepreneur. I am a constant student of personal growth, nutrition and attend seminars to listen to the world's greatest and most successful motivational speakers and

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self help authors. I have also spent years working with hundreds of people and clients to help motivate them to lose weight or simply look and feel their best. I am looking forward to share my knowledge and experience with you.

What does personal growth mean to you? For me, it's a never-ending journey to evolve, find balance, increase wisdom and knowledge, love deeper and contribute more. We are all a work in progress. I have not met anyone as of yet who is perfect and has it all completely worked out. If you are not constantly growing as a person, then you are seriously under utilizing your gift. That gift is not a talent that you possess or singular character strength. That gift is to be the best version of YOU for the world. Growth is not meant to be done alone. As humans we were built to thrive off each other as a community. True growth starts with the help of others... Others you **trust**. Whether they are friends, family, coworkers, gym buddies, personal trainers or life coaches. Growth is only possible with the strength of your support system or like-minded individuals in your life. I don't know about you, but trust is not something that comes easy for me. How many times have you questioned the motives of someone who wants to help? Many times I've sought out advice and friendships, yet was unable to grow from the experience due to my lack of trust in them.

So how do we trust? To me, trust starts with the truth. When I turn to someone I trust, I know that I will hear the truth. Whether I like it or not.

When I started my business a few years ago I joined a group of like-minded men who owned their own businesses

and shared the same overall vision of life. I've been approached and have thought about joining other similar groups but always hesitated. There was something different about this group and the man that created it. The difference that pulled me in was that with these guys, no matter what, I got the truth. This was sometimes the hard truth. As one of my mentors, Paul Reddick, would often say, "All progress starts with the truth." So, in the beginning of the book, I will be sharing some of my hard truths with you and hope to be your trusted source to improve your life. I will help you along your journey into a more focused and forever lasting healthy lifestyle.

### **5 TELL TALE SIGNS YOU NEED A BRAIN DETOX IS IF YOU SUFFER FROM:**

1. You are hyper-sensitive
2. You tend to make poor decisions
3. You engage in emotional eating
4. You feel burnt out
5. You lack focus and motivation

I know right off the bat you can pick out at least one or two of the above that are currently affecting you. I know I can. That's why it's going to be very important for you to absorb the advice I'm going to give you. The great thing about the Brain Detox is that you can continue to revisit the tools I will map out for you to keep yourself grounded on your future path. If you could tap into someone's mind and change their way of thinking, you have then established the groundwork to change their habits and ultimately change their body. It's not just by receiving the information. You have to begin by tapping into

the subconscious mind, which is our programmed way of thinking that ultimately controls our actions. You are probably very in touch you're your conscience, the voice in your head that helps you make decisions between right and wrong. It tends to be the louder and more present voice that speaks to you in your head. However, your subconscious is layered with experiences and agreements you formed with yourself from your past that affects every decision you make along with your actions. Right now it may be automatic for you to turn to food when put in a situation where you're stressed or emotional. If you can improve your subconscious thinking, you'll improve the automatic action on how you make choices and live your life. Many fitness professionals and nutritionists don't think about that, they just give you the information and expect you to change. Think about how powerful your subconscious is. There might be events from your past as a young child that still effect how you react to certain situations. Maybe it was a parent who was afraid to let you take chances or take risks, so now you get stuck in your comfort zone.

Before you can commit to a serious diet, you first must detox the brain and follow the advice laid out for you. The hard truth is that no diet is going to work unless your brain is hardwired to be focused and clear on its goal. This is exactly what the brain detox is going to do for you: clear out the "noise" and get you programmed to make the right decisions in your life, especially when it comes to eating.

Before we begin, I'm going to tell you my story and how I got so involved with personal growth, fitness and

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nutrition. I experienced my own highs and lows in life. However, those experiences made me who I am today because I made the best of all my personal growth experiences. I have used the tools I learned in life to help other people get through difficult situations in their lives. Growing up I was a very good athlete. That was my identity. My love for athletics, working out and playing football was a big part of my life and was #1 on my priority list even before school. This identity would take me into college, where as a freshman I was still excelling in football.

However, by the beginning of my junior year of college, my path and identity would change. It was the very first game of the season and I was covering a wide receiver when I went to make a sharp cut and planted my foot in the dirt. My body was moving pretty fast in one direction but when my foot pushed off the ground I felt a pop and my knee slid out of its socket. I went down quickly. After the game I went for an MRI and the very next day got the news that I had torn my ACL ligament. If you don't know anything about ACL'S, it's a pretty important ligament that holds your knee together when playing sports like football. A blown ACL is a season ending injury. At this point I was overwhelmed with shock and a feeling of emptiness. Football had been such an instrumental part of my life for the past 9 years and was always my main focus. Now that's it! For the first time in my life I was not playing. I remember after my surgery I went to a game to cheer on my teammates and sat with some of the guys I was friendly with who didn't play but were just there to cheer and drink beer. I can remember feeling completely disconnected with not only the team, but also with playing the game altogether. It was a feeling I was not used

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to. After that, I never went back to watch nor be a part of the game of football. This was a decision I would later regret.

Over the next few months I had some complications with my knee and didn't have full range of motion. It was getting very frustrating and I was nervous that I would end up with a slight limp. I would eventually go in for another surgery that year and just found myself getting more depressed, while popping my pain pills like candy and sitting on the couch. I dropped all my classes, and the fall semester of my junior year turned out to be a wash.

After the last surgery I finally started to develop a greater range of motion in my knee and began feeling more confident to get up and do more. My roommate at the time was a former player from New Jersey and was into working out at the gym. He encouraged me to get off the couch and go to the gym with him and over time I started to feel like myself again. However, one apparent change was that I no longer had the responsibility of reporting to football practice and meetings, which had previously dominated my life. Now, with all this time on my hands, I became more enthralled with the gym and working out recreationally to enhance my physical appearance. The other new hobby I picked up was partying.

As we fast forward to my last semester of college, my plan was to go back home and join the FDNY while personal training on the side. However, the new identity that I formed after my football career came to an end would change all of that. From going out to clubs and bars, to

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hanging around the wrong people, I began doing things that were out of character for me. I started selling drugs. Ecstasy to be exact, a popular party drug in the 90's and early 2000's. Even though I battled my conscience knowing this was not the right way to start a business, I was a young kid who was enticed by the easy money and notoriety I was receiving.

Little did I know my plans would come to a screeching halt by the time I finished my last semester of school. My life was then forced to change course with an earth-shattering knock at my door. In an instance, my door was smashed open and I was being arrested. My heart sank in my chest and my body went numb. This had never been my long-term plan. I had only wanted to make enough money for myself without being too heavily involved. However, the damage had been done and it didn't even matter that I had been pulling myself away from this activity that I knew was wrong. I completely stopped selling ecstasy in my last semester of school based on the realization of what the repercussions were and how they could potentially affect my future. Following my arrest, I was released on bail and managed to finish school and return home to NY. You were probably thinking my time of darkness was when I got hurt and couldn't play football anymore. However, it was at this point in my life when the light began closing up on me, sending me into a peril of depression.

During the next three years while still out on bail and my case being postponed, I worked in a health club in NYC. This was the worst time of my life because even though I was out and working, I was looking at jail time for my

prior actions. My depression prevented me from thriving at personal training because I didn't see any point in succeeding at anything. How can I be a positive, motivated coach for someone when I'm looking at jail time? As you can imagine, all I was doing was feeling sorry for myself; which today is one of my big no no's. While all my friends were getting good jobs and meeting their spouses, I could only think that I would be the loser who went to jail and couldn't get a job. I was supposed to do great things with my life, and there I was wasting my days waiting to go to prison and then be a bum. Yes, those were my thoughts and the demons were singing masterpieces in my head. I can even recall being out with my friends in Brooklyn one night. It felt like everything was in slow motion just watching all my best friends who were having such a good time and were so happy. I freaked out and left without saying anything. That night I was driving over the bridge to get home when I thought about suicide. I actually thought about smashing my car over the bridge. Obviously I didn't take action on that thought, but I was seriously contemplating this in my head! The point is, I didn't see any light at the end of the tunnel, until that one day came.

The day I was sentenced, the judge sentenced me to 2 and half years in federal prison. I would serve 2 of those years away in a prison in the middle of nowhere in Pennsylvania. I remember actually leaving the courtroom with a sense of relief, as though a huge weight had been lifted off my shoulders. All I had to do now was the time. Start the clock, please! During that time away, I was actually in a much better place mentally. There was light at the end of the tunnel now. I guess you can say I found myself and found appreciation for everything

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I have. I spent most of that time in deep thought, reading and exercising. But what I also discovered was how reading books that were focused on making me a better person would change my life. I read one right after another and quickly realized how much I loved personal growth, success stories and motivation. Even though I was cutoff from the outside world, I felt at peace and a deeper connection with myself while reading greats like Tony Robbins, Napoleon Hill, Zig Ziglar, Jack Canfield and the list goes on. I educated myself on business, self-help, nutrition and psychology.

When I got out of jail, there was little opportunity for me with a felony record, and was lucky to have my cousin hire me to help run his construction business. It was an okay paying job at the time, but something inside me knew I was meant to do more by using my knowledge of fitness, nutrition and personal growth. **It was time to forge a new path.** I ended up leaving the construction business and took a job at a large health club as a personal trainer. Luckily, they liked my experience and the way I looked so I don't think they bothered with the background check. From there, I worked as a trainer but knew I still needed to do more to create something that truly helps people to reach for their best. It was time to start my own business. After one year I quit my job at the gym and went out on my own. I then set another goal where in the following year I would hire another trainer and begin building the business. After one year of renting space from a smaller private gym, I saved up a few bucks, got a loan, used a few credit cards and found a perfect starter space to open my own gym. This was just the beginning of my commitment towards helping people through fitness, nutrition and personal growth. From

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