

OBJECTIONS

Binger



SC SARAH
CONNELLY



Check all that you recognise.

SELF-SABOTAGING BELIEFS & MENTAL LOOPS

- ☐ I'VE BEEN SO GOOD, I DESERVE THIS.
- ☐ ONE WON'T HURT.
- ☐ IT'S JUST THIS ONCE.
- ☐ I'LL START AGAIN TOMORROW.
- ☐ MAYBE I OVERREACTED. I DON'T NEED TO STOP
- ☐ I CAN HANDLE IT THIS TIME.
- ☐ WHY CAN THEY DRINK AND I CAN'T?
- ☐ MODERATION MIGHT WORK BETTER THAN QUITTING.
- ☐ THIS ISN'T WORKING FOR ME, I NEED TO FIGURE OUT THE PERFECT WAY TO STAY ON TRACK.
- ☐ I'M NOT THE KIND OF PERSON WHO ACTUALLY CHANGES.
- ☐ IT'S JUST THE WRONG TIME, I'LL DO IT PROPERLY SOON.

SCORE OUT OF 11

EMOTIONAL AVOIDANCE & IDENTITY CONFLICT

- ☐ I JUST DON'T WANT TO FEEL THIS RIGHT NOW.
- ☐ I CAN'T SIT WITH THIS LONELINESS/ANXIETY/BOREDOM.
- ☐ WHAT IF I'M DOING ALL THIS WORK AND NOTHING ACTUALLY CHANGES?
- ☐ WHO AM I WITHOUT THIS STRUGGLE?
- ☐ I'M AFRAID TO FEEL EVERYTHING WITHOUT ALCOHOL
- ☐ THIS IS TOO HARD-WHAT'S THE POINT?
- ☐ LIFE'S FOR LIVING, I DON'T NEED TO RESTRICT MYSELF

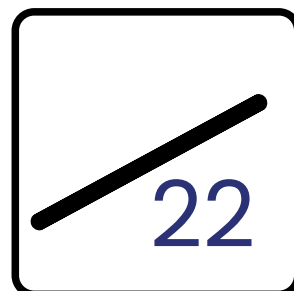
SCORE OUT OF 7

COGNITIVE BIASES

- ☐ IT REALLY WASN'T THAT BAD BEFORE.
- ☐ I'VE CHANGED-THIS TIME WILL BE DIFFERENT.
- ☐ I SHOULD BE ABLE TO MODERATE BY NOW.
- ☐ OTHER PEOPLE CAN DO THIS. I MUST BE WEAK.
- ☐ I JUST WANT TO FEEL NORMAL AGAIN.

SCORE OUT OF 5

TOTAL - MIND



Body

Check all that you recognise.

PHYSIOLOGICAL CRAVINGS & RITUAL CUES

- ☐ I NEED SOMETHING TO SIGNAL THE END OF THE DAY.
- ☐ MY BODY IS CRAVING THAT RELIEF/REWARD HIT.
- ☐ I ALWAYS HAVE A DRINK AT THIS TIME-IT FEELS WEIRD NOT TO.
- ☐ THIS HELPS ME WIND DOWN-MY BODY NEEDS TO RELAX.
- ☐ I DON'T KNOW HOW ELSE TO SHUT OFF MY BRAIN.
- ☐ I'M TIRED, AND A DRINK FEELS LIKE THE ONLY REWARD I'VE GOT.

SCORE OUT OF 6 ☐

STRESS & NERVOUS SYSTEM DYSREGULATION

- ☐ I'M SO ANXIOUS-I JUST NEED TO CALM DOWN.
- ☐ EVERYTHING FEELS TOO MUCH RIGHT NOW.
- ☐ I'M COMPLETELY OVERWHELMED-I CAN'T DEAL WITH THIS WITHOUT HELP.
- ☐ I CAN'T SLEEP-I'LL HAVE A DRINK SO I CAN REST.

SCORE OUT OF 4 ☐

OLD HABIT PATHWAYS

- ☐ MY BODY JUST MOVES TOWARD THE FRIDGE BEFORE I EVEN THINK.
- ☐ I ALWAYS DRINK WHEN I COOK/WATCH TV/EAT OUT/DO CHORES
- ☐ THIS IS HOW I'VE ENDED MY DAY FOR YEARS.
- ☐ WE ALWAYS DRINK TOGETHER, I CAN JUST HAVE ONE TO BE POLITE.
- ☐ THIS IS HOW I GET MOTIVATED/CREATIVE

SCORE OUT OF 5 ☐

TOTAL - BODY


15

Environment

Check all that you recognise.

ENVIRONMENT

SOCIAL PRESSURE & CULTURAL NORMS

- ☐ EVERYONE ELSE IS DRINKING-I FEEL AWKWARD.
- ☐ THEY'LL ASK QUESTIONS, AND I DON'T WANT TO EXPLAIN.
- ☐ I'M SICK OF BEING THE ONE WHO SAYS NO.
- ☐ I WANT TO BOND AND FEEL PART OF THE GROUP.
- ☐ WHAT IF THEY THINK I'M JUDGING THEM?
- ☐ IT'S A CELEBRATION-I DON'T WANT TO MISS OUT.
- ☐ WHAT IF THEY JUDGE ME?
- ☐ NO-ONE ELSE THINKS I DRINK TOO MUCH, SO MAYBE I DON'T?
- ☐ THIS IS JUST HOW LIFE IS, I'M NOT WILLING TO BE DIFFERENT
- ☐ THIS IS A BUSINESS THING, I JUST HAVE TO OR I'LL MISS OUT
- ☐ IT'S RUDE TO SAY NO, I CAN'T SAY NO
- ☐ PEOPLE ARE SAYING THEY MISS THE 'OLD, FUN' ME
- ☐ I'M TOO ANXIOUS TO GO WITHOUT A DRINK OR TWO.
- ☐ EVERYONE ELSE IS DRINKING AS MUCH AS I USED TO, MAYBE I AM OK?

SCORE OUT OF 14

ENVIRONMENTAL TRIGGERS

- ☐ IT'S FRIDAY NIGHT-THIS IS WHAT I DO.
- ☐ I'M AT A PARTY/BAR/BBQ-IT WOULD FEEL WRONG NOT TO.
- ☐ I WALKED PAST THE BOTTLE SHOP AND JUST FELT PULLED IN. I HAD NO CONTROL
- ☐ THE HOUSE IS QUIET. A DRINK HELPS FILL THE SILENCE.
- ☐ EVERYONE ONLINE IS POSTING WINE MEMES-I FEEL LIKE I'M MISSING OUT.
- ☐ I HAVE TO COOK DINNER/CLEAN/LAUNDRY AND I JUST NEED ONE GLASS TO MAKE IT MORE FUN

SCORE OUT OF 6

TOTAL - ENVIRONMENT

20

Your Choice

As you can see, there are multiple reasons for justifying having a drink. Because we've been using them for years, they seem reasonable, and true for us. Especially when we're triggered in a moment.

Remember, they may be true, but they are just one truth. There are many others for you to choose from.

STEP ONE: Awareness

Accept that these will come up. It's normal for everyone, and it does not mean you are different or unique in your struggle.

STEP TWO: Don't Judge

When they arise don't get frustrated with yourself. The inner conflict makes things worse. Just remember it will get better. Like any strengthening process, we need consistent practice and consistency.

STEP THREE: Choose (it's your right)

Choose your counter arguments and read them regularly to embed them in your mind. You need to repeat and reinforce, just like lifting weights.

On the next page are some immediate and all-encompassing counter truths and techniques for any challenging moment.

On the extra pages are counter-truths for each of the above objections.

READ, REPEAT, AND ENJOY THE PROCESS OF **CHOOSING** WHAT WILL GO THROUGH YOUR MIND EASILY AS TIME GOES ON.

5 Truths

1. It Doesn't Solve the Real Problem—It Delays It.

Alcohol may offer short-term relief, but it never resolves the discomfort underneath. Whether it's stress, sadness, boredom, or self-doubt, drinking hijacks your ability to meet your needs with real tools and emotional maturity.

2. It Hijacks Your Brain and Undermines Your Power.

Alcohol temporarily boosts dopamine and GABA, but it leaves your brain depleted and dysregulated long after. It weakens your impulse control, distorts your thinking, and depresses your cognitive function. Every time you drink, you weaken the parts of your brain responsible for clarity, calm, and confidence.

3. It Steals the Very Things You're Actually Craving.

Peace, energy, confidence, connection, rest, joy—alcohol promises them but delivers the opposite. It numbs what makes life meaningful. Choosing not to drink means choosing the full experience of life, including the messy, magical, vivid parts.

4. It's Out of Alignment with Who You're Becoming.

Every choice is a vote for the person you want to be. When you drink, you're casting a vote for staying stuck. When you don't, you're aligning with your highest values—courage, self-respect, and freedom. That alignment creates trust in yourself, and trust builds momentum.

5. It Keeps You in the Loop You're Trying to Break.

If you're here, it's because the cycle is exhausting. Drinking keeps the loop alive—regret, shame, rumination, rebound. Not drinking is how you disrupt that loop and build a life where alcohol isn't needed to cope, connect, or celebrate.

New Options

MIND OBJECTIONS

SELF-SABOTAGING BELIEFS & MENTAL LOOPS

"I've been so good, I deserve this."

● True rewards don't undo progress. Celebrate with something that builds you up—not something that leaves you foggy, regretful, or disappointed tomorrow.

"One won't hurt."

● But it's never just one—because it's not about the drink, it's about the cycle. This thought comes from the same loop that kept you stuck before.

"It's just this once."

● If it were truly "just this once," you wouldn't need to justify it. This thought is a trick of the mind trying to keep you in the familiar comfort zone (where nothing ever grows).

"I'll start again tomorrow."

● Tomorrow thinking is a trap. Your power is in the now. The more often you say "not today," the fewer "restarts" you'll need.

"Maybe I overreacted. I don't need to stop."

● What changed—your values or your discomfort? This isn't about overreacting. It's about finally listening to yourself.

"I can handle it this time."

● You don't need to prove anything to alcohol. Strength isn't about handling poison—it's about choosing not to.

"Why can they drink and I can't?"

● Comparison is the enemy of clarity. You're not them. You're honoring your unique wiring and your deeper goals.

"Moderation might work better than quitting."

● Moderation is often just extended struggle. If it worked, you wouldn't be here. Freedom is when you no longer want it. This is possible (I never feel like drinking, ever)

New Options

MIND OBJECTIONS cont.

"This isn't working—I need to find the perfect way."

● Perfection is procrastination in disguise. Progress comes from doing the imperfect thing again and again.

"I'm not the kind of person who actually changes."

● You are—if you stop telling yourself you aren't. Every time you choose something different, you're becoming someone new.

"It's the wrong time—I'll do it properly later."

● There is no perfect time. There is only right now. If not now, when?

EMOTIONAL AVOIDANCE & IDENTITY CONFLICT

"I just don't want to feel this right now."

● What you can feel, you can heal. Feelings pass—regret lingers.

"I can't sit with this loneliness/anxiety/boredom."

● You can, and when you do, you'll grow stronger than it. These emotions are temporary visitors—not permanent residents.

"What if I do all this work and nothing changes?"

● Change is already happening—you just can't see it yet. Trust the process, not the instant result.

"Who am I without this struggle?"

● You're about to find out—and that's exciting. Your identity isn't in the struggle. It's in your strength.

"I'm afraid to feel everything without alcohol."

● Fear is part of growth. Every emotion you face without alcohol builds confidence and clarity.

"This is too hard—what's the point?"

The point is your peace. What's hard now becomes your superpower later.

Life's for living—I don't need to restrict myself."

● Real freedom isn't found in a glass—it's found in presence, energy, and choice. You're not restricting—you're living exactly how you're meant to, on the way to being fully optimised.

New Options

COGNITIVE BIASES

"It really wasn't that bad before."

● That's the fading effect bias talking. Write down what it was really like. Don't romanticise the thing that hurt you.

"I've changed—this time will be different."

● If change has truly happened, you won't want to test it with alcohol. You've likely been down this road before. Protect your progress.

"I should be able to moderate by now."

● Should is shame disguised as logic. This isn't about what you "should" do—it's about what supports you now and what you choose, using your values and wishes for your life.

"Other people can do this. I must be weak."

● No. Maybe you're wired differently, maybe you have different values, maybe alcohol and you are just a bad combo! Sensitivity to alcohol isn't weakness—it's a gift, a call to protect your unique biology and trust that this challenge will reveal the very best version of you.

"I just want to feel normal again."

● "Normal" was burnout, anxiety, and guilt. This new path may be unfamiliar, but it's where real peace lives.

BODY OBJECTIONS

PHYSIOLOGICAL CRAVINGS & RITUAL CUES

"I need something to signal the end of the day."

● You can create a new ritual. Candle, stretch, music, tea. Signal peace—not sedation.

"My body is craving that relief/reward hit."

● That's dopamine talking. You will in time get the same reward from movement, laughter, connection, or creativity. But it will feel uncomfortable, just for a while.

"I always have a drink at this time—it feels weird not to."

● Weird just means unfamiliar. Soon, not drinking at this time will feel normal.

New Options

“This helps me wind down—my body needs to relax.”

● Alcohol mimics relaxation, then robs you of it. Real rest comes from nervous system care—not numbing.

“I don’t know how else to shut off my brain.”

● You will learn. The longer you remain alcohol-free the quieter the mind gets. You will find peace in silence, joy in stillness and you will gain an appreciation for using your mind for what it’s meant for – creation, purpose and connection (not thinking about when you can drink, how much, how often etc etc)

“I’m tired, and a drink feels like the only reward I’ve got.”

● Exhaustion isn’t a reason to drink—it’s a reason to restore. You don’t need a buzz. You need a break.

These can all be the truth for you moving forward.

- Do you want to optimise your life?
- Do you want to stop being afraid?
- Do you want to stop disappointing yourself?
- Do you want to end your days feeling proud or resigned and regretful?

Millions of people live happy, fulfilled and exciting lives without needing to drink.

You can too.

Love

Sarah



**IT'S TIME TO
DISCOVER
THE
JOY
OF MISSING OUT!**