



The Blackmail Diet

John Bear

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John Bear, overweight most of his life, set out to invent a diet that would work for him. He succeeded grandly by ignoring anything to do with food, and concentrating on the psychology of human behavior. Principle # 1: Everyone is enthusiastic and dedicated on the first day of a diet - but 98% of all dieters fail because that enthusiasm doesn't last. Principle #2: There are situations in life that we enter into voluntarily, but once we have done so, we cannot turn back. Getting married, joining the Army, walking through the gate onto a roller coaster ride, and so on. Bear's great breakthrough was to combine these two principles: to harness that initial enthusiasm and create a diet you begin voluntarily but which becomes involuntary once you have begun. On the first day, you "simply" enter into an unbreakable agreement that calls for something unpleasant to happen if you don't lose weight. For Bear, it involved money: he put up \$5,000 that would all go to the American Nazi Party if he didn't make his weight loss goal. He literally blackmailed himself thin. You don't need money to set up a self-blackmail scheme, as long as you arrange for something negative to happen if you don't lose weight. It works just as well by pledging your time, giving away or destroying beloved objects, writing letters which would cause great embarrassment if mailed, and a whole raft of other possibilities, described here in detail. The Blackmail Diet has nothing to do with food. There are hundreds of diets out there, and they all work. You can lose weight with any or all. Most people begin with enthusiasm, then give up after a few days or a few weeks. They simply don't have the incentive to stick with it. And that's the beauty of The Blackmail Diet. Now you've got incentive. Lose weight or else. It's that simple.

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Bruce Brown:

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