

Suggested Interview Questions for "Is Chocolate a Gateway Drug?"



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<http://www.EmotionalEatingSecrets.com/Gateway/>

Question	Time Required	Synopsis of Answer	Benefits to Audience
INTRO: (if needed): Can you give me the short story on your background?	15 to 20 seconds	1) Psychologist 2) Marketing consultant to weight loss and food industry (Weight Watchers, Atkins, South Beach, Kraft, Nabisco) - Now helps overeaters directly	<ul style="list-style-type: none"> - Learn from authority on human motivation - See how to apply psychology to weight loss
What did your survey find? Do we all need to give up chocolate?	1 minute (or up to 3 minutes if required)	<ul style="list-style-type: none"> - What we found was people who couldn't resist chocolate were 54.2% more likely to report trouble resisting at least NINE additional foods - Most chocolate lovers would rather die first, thankfully they don't have to, if they just understand a little about how chocolate cravings work 	<ul style="list-style-type: none"> - Basic facts arouse curiosity - Quickly resolve fear of loss of beloved treat - Peak curiosity in the solution
OK, well, WHY do people crave chocolate?	1 minute (or up to 10 minutes if detailed discussion preferred)	<ul style="list-style-type: none"> - People turn to chocolate when they feel unhappy, whereas they turn to carbohydrates when they feel overwhelmed - Overwhelm is more of a temporary situation which resolves with a little alone time, or when one leaves the situation. So carbo cravers have it a little easier. - But most chocolate cravers don't really know WHY they're unhappy, so when the chocolate wears off, they look for more food to solve the 	<ul style="list-style-type: none"> - Provide essential psychology which inspires self-reflection

		problem	
You said we don't all have to give it up... so what's the solution?	90 Seconds (or up to 15 minutes if detailed discussion preferred)	<ul style="list-style-type: none"> - Well, there's a kind of Jedi Mind Trick which works really well - As crazy as it sounds, chocolate cravers should ask themselves "What's the most perfectly satisfying chocolate I could eat? Where would I get it? How much would it take to please me? Where would I eat it?" - Take each question seriously, and by the time you're done, most people will no longer have the craving, because during the pause, they've given themselves permission to find happiness, and they likely thought of another way to get it 	- Practical solution for dealing with chocolate cravings, step by step, and finding a little happiness in the process!

I would very much appreciate, (but do not require), that you mention the following at the end of the interview:

"To learn more, get Dr. Livingston's Free Quick Start kit at MyChocolateProblem.com"

Dr. Sharon Livingston is Available for interviews in all media on short notice:

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