

# CRUSH YOUR CRAVINGS

(Before They Even Start...)



**THE FIRST AND ONLY GUIDE  
THAT TELLS YOU EXACTLY HOW**

**TESTED ON 1,000S OF WOMEN**

**THE PROVEN METHOD THAT KEEPS CRAVINGS AWAY INSTANTLY**

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By : Ava monroe (Be FitWomen)

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# ABOUT

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## You Are Not Broken:

If you struggle with food cravings, the first thing I want you to know is this: cravings do not mean you are weak. They do not mean you lack discipline, and they certainly do not mean you are broken.

Cravings are a universal human experience. Everyone has them — even the most disciplined athletes and health professionals. The difference is not whether cravings appear, but how you respond when they do.

In my years of working with women on weight management, I've seen that cravings are one of the biggest obstacles standing between people and their goals. They often strike at the worst times, when motivation is low or stress is high. But here's the truth: once you understand what cravings are, why they happen, and how to manage them, they lose their power over you.

This book is designed to give you a simple, effective three-minute strategy to stop cravings before they even start. It will also give you tools to better understand your body's signals, recognize the difference between true hunger and cravings, and build habits that put you back in control of your eating.

Let's begin by understanding the difference between hunger and cravings — because they are not the same thing.

# HUNGER V/S CRAVINGS

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One of the most important skills for managing food intake and maintaining weight is the ability to distinguish between true physical hunger and psychological cravings. Understanding this difference allows you to respond appropriately rather than impulsively.

## Hunger:

Hunger is a biological signal indicating that your body requires fuel. It develops gradually and is typically felt several hours after eating. Common signs include:

- A growling or empty feeling in the stomach.
- Low energy or mild irritability.
- Satisfaction once food is consumed.

Eating in response to true hunger restores your energy and leads to a sense of fulfillment.

## Cravings:

Cravings are psychological urges that arise suddenly, often triggered by emotions, stress, habits, or environmental cues. Cravings are usually specific to certain foods, such as chocolate, chips, or pastries, and may persist even after a meal. Common characteristics include:

- Sudden onset, often unrelated to the time since your last meal
- Desire for a specific food rather than general hunger.
- Emotional triggers such as stress, boredom, or sadness.
- Persistence even after eating.

## **Practical Tests to Identify Hunger vs. Cravings:**

### **The Broccoli Test**

Ask yourself: “Would I eat plain steamed broccoli, a simple salad, or another basic, nourishing food right now?”

- If the answer is yes, you are experiencing true hunger.
- If the answer is no and only a specific indulgent food will satisfy you, it is a craving.



By practicing this awareness strategy, you train yourself to respond correctly: feed your body when it needs nourishment, and employ specific tools to manage cravings when they arise.

# WHY CRAVINGS ATTACK

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Cravings do not occur randomly. They are influenced by physiological, psychological, and environmental factors. Understand why cravings happen is essential to managing them effectively.

## Common Triggers:

### Emotional Triggers

Stress, anxiety, boredom, or sadness can all provoke cravings. Food often becomes a source of comfort or distraction, even when the body does not require fuel.

### Nutrient Deficiencies

Cravings can sometimes indicate that your body is lacking certain nutrients. For example, a chocolate craving may reflect low magnesium, while salt cravings can signal an electrolyte imbalance.

### Hormonal Fluctuations

Hormones, particularly in women, can influence appetite and cravings. Cortisol (stress hormone), fluctuations during the menstrual cycle, and disrupted sleep can all heighten food urges.

## Environmental Cues

The presence of tempting foods, advertisements, or specific smells can trigger cravings. Even seeing a favorite snack can prompt a sudden desire to eat, regardless of hunger.

## Habitual Eating Patterns

Regular consumption of high-sugar or high-fat foods reinforces cravings because the brain associates these foods with pleasure. Over time, repeated exposure strengthens cravings and automatic responses.

## Recognizing Patterns:

Cravings often follow predictable patterns. Keeping a simple log of cravings noting the time, mood, environment, and specific food desired can help identify triggers and inform strategies for prevention.

## The Key Insight:

Once you understand the source of a craving, you can address it directly. Physiological cravings can be satisfied with proper nutrition, emotional cravings can be managed with coping strategies, and habitual or environmental cravings can be prevented through planning and awareness.



Understanding the **“why”** behind cravings transforms them from overwhelming urges into manageable signals. This awareness is the foundation for applying effective strategies, including the **3-Minute Trick**, which you will learn in the next chapter.

## THE 3-MINUTE TRICK

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Cravings can feel urgent and overwhelming, but they do not have to control your eating. In my years of working with women on weight management, I have found that a short, structured approach can interrupt cravings before they lead to unplanned eating. This is the 3-Minute Trick, a simple, actionable strategy that can be applied immediately.

### Step 1: Take a Deep Breath (30 seconds)

The first step is to pause. Take a slow, deep breath to create a moment of mindfulness. This brief pause allows your mind to reset and prevents an automatic response to the craving.

### Step 2: Identify Hunger or Craving (30 seconds)

Next, determine whether you are experiencing true hunger or a psychological craving. Refer to the strategies outlined in Chapter 1:

**Broccoli Test:** Would you eat plain steamed vegetables or a simple salad right now? If yes, it is likely true hunger.

If the answer is no and only a specific indulgent food will satisfy you, it is a craving.

### Step 3: Immediate Action (1-2 minutes)

Once you have identified the craving, choose an action that feels comfortable and easily available. Options include:

- **Chew Gum:** Engages the mouth and interrupts habitual snacking.



- **Brush Your Teeth:** Signals the brain that eating is complete.
- **Drink Water:** Addresses potential dehydration and provides a pause.
- **Cardio or Movement:** A short walk, stretch, or brisk activity redirects attention and reduces the intensity of cravings.



These strategies work because they interrupt automatic behavior, redirect your focus, and give your brain and body time to recalibrate. Even one round of this process often reduces or eliminates the craving entirely.

## STILL CRAVING? EAT THIS INSTEAD

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Even after applying the 3-Minute Trick, some cravings may persist. The goal is not to resist every craving forcefully, but to respond in a way that satisfies your desire while supporting your health and weight management goals. Smart food swaps provide a practical solution.

### I'm Craving: **SWEETS**

(Like candy, cookies, and desserts.)

### Your Body is Missing: **PROTEIN & OXYTOCIN**

#### Eat 1 Serving of One of these:

- FRESH FRUITS
- DATES OR DRIED FRUIT
- PROTEIN BAR
- GREEK YOGURT WITH HONEY OR BERRIES



When your body is under stress and suffering from lack of sleep, you crave anything that will give you a quick pick me up. Sugar provides quick energy, but it doesn't last. Instead, give your body what it really needs, a good night's sleep. Schedule an extra early bedtime

**I'm Craving:**  
**CHOCOLATE**

**Your Body is Missing:**  
**MAGNESIUM**

**Eat 1 Serving of One of these:**

- RAW NUTS AND SEEDS
- LEGUMES
- FRESH FRUITS



**I'm Craving:**  
**SALTY-FOOD**

(Such as potato chips, tortilla chips, pretzels, french fries, salted nuts.)

**Your Body is Missing:**  
**CHLORIDE & HYDRATION**

**Eat 1 Serving of One of these:**

- ROASTED CHICKPEAS
- POPCORN (LIGHTLY SALTED)
- ROASTED NUTS (LIGHTLY SALTED)



When you're thirsty your body craves salt. Solve this by drinking more water.

## I'm Craving: PROCESSED FOODS

(Such as ready prepared snack foods that come in a box, a wrapper, a can, or a bag.)

## Your Body is Missing: ESSENTIAL NUTRIENTS

### Eat 1 Serving of One of these:

- FRESH FRUITS
- PROTEIN BAR
- VEGETABLES, PAIRED WITH A FAT (SUCH AS NUT BUTTER, OR AVOCADO)



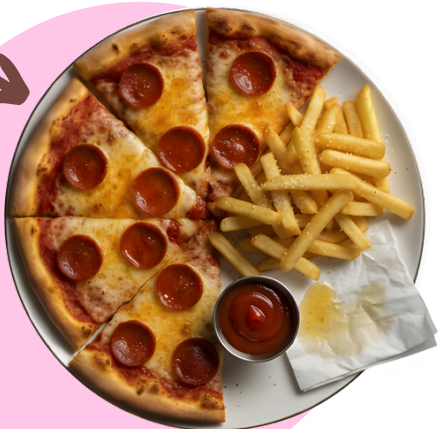
## I'm Craving: GREASY FOOD

(Such as pizza or french fries.)

## Your Body is Missing: ESSENTIAL FAT & CALCIUM

### Eat 1 Serving of One of these:

- NUTS
- AVOCADO
- WHOLE EGG
- BROCCOLI
- LEGUMES
- PUMPKIN SEEDS



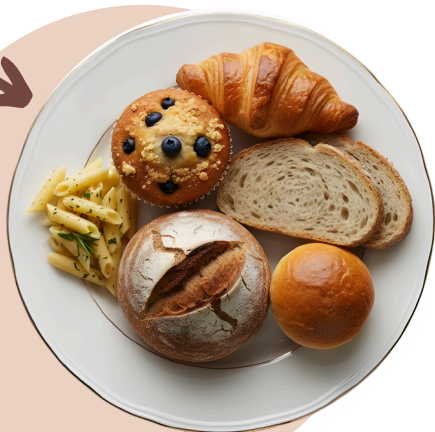
## **I'm Craving: BREAD & PASTRIES**

(Or other simple carbohydrates  
such as pasta, muffins, or rolls.)

**Your Body is Missing:  
NITROGEN & CHROMIUM**

**Eat 1 Serving of One of these:**

- SWEET POTATO
- ALMONDS
- LEAN MEAT
- WHITE FISH
- BLACK BEANS



## **I'm Craving: SODA**

**Your Body is Missing:  
CALCIUM**

**Eat 1 Serving of One of these:**

- GREEN TEA
- GREEK YOGURT
- BLACK TEA



By responding to persistent cravings with intentional, nutrient-rich alternatives, you satisfy the urge without compromising your goals. This approach fosters a sense of control and reinforces positive eating habits over time.

# MINDFUL EATING FOR LONG-TERM FREEDOM

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Cravings often gain strength when we eat on autopilot — distracted, rushed, or without attention to our body's signals. Mindful eating is a strategy that helps you regain control and build sustainable habits to prevent cravings before they start.

## Core Principles of Mindful Eating:

### 1. Eat Slowly and Intentionally

Stress, anxiety, boredom, or sadness can all provoke cravings. Food often becomes a source of comfort or distraction, even when the body does not require fuel.

### 2. Check Hunger Levels

Use a simple 1–10 scale:

- 1–3: Not hungry
- 4–6: Moderate hunger (ideal to start eating)
- 7–10: Very hungry (eat, but avoid overeating)

### 3. Eliminate Distractions

Avoid eating while watching TV, scrolling on your phone, or working. Focus fully on your meal to increase satisfaction and reduce future cravings.

### 4. Recognize Emotional Eating

Ask yourself: “Am I eating because I am hungry or because I am stressed, bored, or upset?” If it is emotional, apply the 3-Minute Trick or other coping strategies before eating.

## 5. Plan Balanced Meals

Include protein, fiber, and healthy fats to stabilize blood sugar and reduce cravings. Avoid skipping meals, as irregular eating often intensifies urges.

## 6. Celebrate Progress

Avoid guilt or self-criticism if cravings occur. Each time you respond effectively to a craving, acknowledge the success. This reinforces positive behavior.



### Why Mindful Eating Works?

Mindful eating strengthens your awareness of true hunger versus cravings, reduces impulsive decisions, and improves overall satisfaction with food. Over time, it reduces the frequency and intensity of cravings and fosters a healthier, more conscious relationship with eating.

# YOUR CRAVING-CRUSHER ACTION PLAN

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Now that you understand cravings, the 3-Minute Trick, food swaps, and mindful eating, it's time to put everything into a practical, actionable plan. This chapter provides a step-by-step approach to managing cravings consistently and effectively.

## **Step 1: Recognize It's Hunger or Craving**

## **Step 2: Apply the 3-Minute Trick**

## **Step 3: Choose a Smart Food Swap (If Needed)**

## **Step 4: Practice Mindful Eating (Everytime when you eat for long term success)**

## **Step 5: Track and Reflect**



- Keep a simple log of cravings, triggers, and responses.
- Note which strategies were effective and identify recurring patterns.
- Celebrate successes — every effective response strengthens self-control and confidence.



# CONCLUSION

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Cravings do not define your success. They are signals that can be understood and managed with knowledge, awareness, and consistent practice.

By applying the strategies in this book recognizing cravings, using the 3-minute trick, selecting smart food swaps, and practicing mindful eating you can regain control over your eating habits. Over time, cravings will become manageable, and you will achieve sustainable weight management and a healthier relationship with food.

Remember: you have the tools, the plan, and the power to crush cravings before they even start.