

David Essel's recovery program should be instituted with *EVERY* treatment center and therapist who deals with addiction treatment ... **PERIOD!** –Bob Long, President and Past Owner of Nova Medical SWF

# *David Essel's* **PERMANENT ALCOHOL & LIFE RECOVERY!**

**A New Approach to Go  
Beyond “The Steps” to  
Peace, Health, and Joy  
for Busy Executives,  
and YOU!**



**#1 BEST SELLING AUTHOR OF  
“HELPING AMERICANS HEAL”**

**David Essel, M.S., O.M.**



*David Essel's*

# **PERMANENT ALCOHOL & LIFE RECOVERY!**

**A New Approach to Go Beyond “The Steps”  
to Peace, Health, and Joy  
for Busy Executives, and YOU!**

**David Essel, M.S., O.M.**

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*“Alcohol is the biggest problem in America right now!”*

– Dr. James Burton

Medical Director of Liver Transplantation  
University of Colorado School of Medicine

## **MINISTRO MINISTRIES**

*Serving with Love*

David Essel's new book: *Permanent Alcohol & Life Recovery: A New Approach to Go Beyond "The Steps" to Peace, Health, and Joy for Busy Executives, and YOU!* Is the pioneer approach to recovery that brings the reality out of the shadows of the past and still present programs that do not have a very good success rate of PERMANENT recovery! As I read his book it helped me to relive my journey that has allowed me to be almost 40 years sober. I did attend some meetings here and there and mingled with the 12 steps, but I dug deeper as David suggests into the roots my addictions. I was in many ways following his program innately as others around me would relapse and keep starting over. I never started with the one day at a time approach, but made a commitment for life! His blunt and truthful claim that addictions are not diseases is muffled because it contradicts the programs that have been traditionally offered and could disrupt the funding on a local and national level, but HIS program if followed leads to PERMANENT recovery. Is that not what we want!? Rehab centers, homeless shelters, AA, NA, SA, GA meetings are usually revolving doors. When you leave a hospital you hope you are healed and don't have to come back! David's program is just that...true and wholesome healing that does recover your freedom, joy and your health!

—Michael Henty, Founder & President Ministro Ministries/Fit Conscience

# DEDICATION

With every part of my heart and every ounce of my love, I completely dedicate this book to my mom, Pat Essel, who I dedicated my sobriety to many years ago.

My mom never gave up on me! With all the challenges that I faced as a child, then teenager, then young adult... She never once made me feel unlovable! As a matter of fact, it was always the opposite.

I also dedicate this book to my father, Ed Essel, A man of incredible integrity, faith, compassion and service every day he was on this earth.

Without my mom and dad, who both recently passed away, I would never have made it this far, to write this book, and to create a program that I personally needed 40+ years ago. It's because of my mom and dad, that this book is reality.

I love you both in heaven!

David



# ACKNOWLEDGMENTS

As always, when you get done writing a book, you look back at all the people that were crucial or critical in your life that may have had a great impact on the book that you've written.

I am acknowledging right now, several people that have really put their heart and soul into this world, into addiction recovery, and I must honor them:

- Rob Hannley *Recovery Today* Magazine , Editor in Chief. A huge supporter of my work, just like I am a huge supporter of his work.
- Being featured in his magazine as a monthly columnist is a great honor for me, being on the cover of his magazine is another amazing honor! We are brothers trying to make a difference in the challenging world of addiction.
- Dr. Stan Meyerson. Rest in peace Stan! Dr. Meyerson had a huge impact on my life starting in 1990 about the power of amino acid supplementation in recovery.
- Dr. Hyla Cass. Another incredibly intelligent individual that shared so much of her knowledge during my radio interviews with her, encouraging me to stay down the holistic path of helping people to heal.
- Dr. Gabor Mate. One of the most knowledgeable experts in the world of grief/trauma/wounds and the role that they play in the world of addiction. A true leader.
- Tami Pacheco. A former owner and director of multiple recovery centers, who reached out immediately to endorse this book. What a profound example of a leader in our industry who understands that the complete industry needs to change. The complete approach to recovery needs to change if we are going to see a difference in the statistics that we're battling with right now.
- Bob Long. Another former owner and president of treatment centers, who after reading my book knew that we had the answers that you are about to read, that will radically change the recovery rate of people struggling with alcohol and addiction in the most positive way ever.



- TJ Tauriello. My Publicist for a very long time, who works endlessly to help me get my message out to help people heal from any and all addictions including alcoholism. TJ has been an incredible mastermind in helping me to get my unique method of healing out across the world, and he does it with incredible experience and class.
- And, to every individual struggling right now with alcoholism or any other addiction, please know that this book is for you! Please know that you're not alone! Please know that I have been there too, and there's a way out, and I know you can find a way to peace, freedom and happiness.

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*“It’s time to radically change our approach to recovery ...*

*We have been losing the battle for years! David is a trailblazer in recovery,  
and his book is the blueprint of the future!”*

–Tami DeNio, 20-year owner of treatment centers in Malibu, California

*“David Essel’s recovery program should be instituted with EVERY treatment  
center and therapist who deals with addiction treatment ... PERIOD!”*

–Bob Long, President and Past Owner of Nova Medical SWF

*“Without David’s one on one counseling, and his unique program,  
AA would’ve never been enough to keep me sober.”*

– Patti Palumbo

## *David is a New Pioneer in Permanent Alcohol and Addiction Recovery*



**Article and Interview by Rob Hannley, Editor in Chief, *Recovery Today Magazine*.**

We first met about a year ago. We had the honor, privilege and pleasure of interviewing and featuring David in *Recovery Today*.

He blew me away in our interview and we clicked so well, I listened to my intuition, reached out and asked him to join our team. I am beyond grateful he accepted.

We've featured incredible stories and incredible people in *Recovery Today* and the breadth of knowledge, acumen, skill, length of time sober and the people he's helped, puts him squarely at the top of the heap. He's a master communicator but far beyond his communication skills, he brings a professional passion to those in recovery, those wishing to be in recovery and those struggling with issues such as depression, anxiety, PTSD, fears, relationships and much, much more. He wants to help and he is very, very good at it.

David Essel is a master life coach, counselor, multiple time bestselling author, speaker, minister and radio show host. He's also my friend.

One of the coolest things about being able to interview world-class leaders in mental health is I always try to get a "free session." ;-)

In all seriousness, I know, to a large degree, many of the thoughts and issues I have ... are the thoughts and issues you have even though I've now been sober nearly 28 years. I seize the opportunity of telling people, ***"I publish a magazine on mental health. I'm a little crazy."***

I enjoy the margins it gives me because people who are a little crazy are far from perfect and sometimes, we do crazy shit.

I've made my thoughts of the last 2-years as transparent as I can. Mentally, ... they've been pretty tough. The pandemic and response have been a shit-show. For me it was ... anger, depression, acceptance, followed by ... anger, depression and acceptance and on and on. I thank God for Recovery Today, where I can escape and immerse myself in my work, connecting with masters in mental health and focusing intention on helping others. **This last sentence is the key David gave me in our "session." I won't give it all away but what you focus on ... is everything. TIP: Turn off ALL the news. He "read my mail!"**

It was almost spooky in our interview because the things David said ... were like he'd read my mail, or I'd pocket dialed him and he'd heard my conversations. A "discussion" with my wife, the night before about my too often need to "*be right.*" "*Does it make you feel better?*," she mocked me. (It didn't btw, I felt bad about it. Thank God for wives too!) It was beyond weird because when David brought it up, I hadn't even mentioned it.

I share this little piece of myself because I suspect David reads everyone's mail! I'm pretty positive I'm far from the only person who says, "*God, that is so weird! I was just talking about that!*" I'm sure this happens all ... the ... time!

The reason is ... we're all much more alike than we suspect. When you've helped as many people as he has, written as many best sellers as he has and been at it as long as he has ... reading people's mail isn't that tough. The focus he has now is on ... "**HELPING AMERICANS HEAL**".

Suffice to say, as a country, our world for that matter, is reeling and largely suffering, as I have, from actual PTSD. I call it PFS, Pandemic Fatigue Syndrome. **We need to heal.**

I absolutely loved his last best seller, *Helping Americans Heal. The Ultimate Guide To Healing During These Challenging Times*. Beyond this much needed book, he's also put together an entire support group for a year and given away hundreds!

And now, being the "pioneer" in mental health for 43 years, he brings his own personal experience of addiction and recovery, along with 30 years experience helping thousands to get clean for life, into the book you are about to read: "Permanent Alcohol and Life Recovery!" He is bringing the future of recovery, to you today!

I could write pages upon pages of my glowing thoughts of David but ... there's no need, you'll get a ton of who he is in his new book that you are reading right now! His wisdom, and how he reframed my own thinking will spill over on to your thinking as well. He's going to read your mail too! You'll LOVE this book!!!

Get your subscription to *Recovery Today Magazine* at  
[www.recoverytodaymagazine.com](http://www.recoverytodaymagazine.com)

# ATTENTION!

*One of the most powerful tools that we have  
to help people heal in recovery is repetition.*

Repetition is the king of change!

The queen of growth!

We will make sure, in this book, that we repeat the critical key steps that will ensure your success in recovery.

Please pay attention as you process this material, for these key repetitive points.

By following this system, I am confident that you will find your path to permanent alcohol and life recovery ... just like I have and the thousands of people who have joined us over the past 30 years.

Now, it's your turn. Let's make it happen.

Love,  
David



# CHAPTER 1

## ***“Alcohol is the Biggest Problem in America Right Now!”, Dr. James Burton – Medical Director of Liver transplantation at the University of Colorado School of Medicine in Aurora***

If you look at the above statement, does it surprise you? Coming from a Doctor Who specializes in liver transplants, now, does that surprise you?

The above quote is taken from an interview that television host Lisa Ling did with this physician, and even though I’ve been in the world of permanent alcohol recovery helping people get sober and then fully recovered for 30 years, I was shocked when he said that he had “24 liver transplant requests in one week!”

I said oh my Lord! I knew our problem with alcohol in this country, and even the world, is completely out of control, but I had never heard of a physician talking about getting requests for 24 liver transplants in one week.

And these weren’t just homeless people living underneath bridges that had been alcoholics for 80 years. We’re talking about everyday people like you and I that have let alcohol get away from us, creating all kinds of problems. Obviously physical ones with liver transplants but also problems with relationships, finances, self-confidence, self-esteem, productivity, productivity, productivity... I think you see where I’m going.

Alcohol can give us a false sense of security, it can give us a false sense of happiness, a false sense of being in control in life... When we’re not in control at all!

But how many of us are willing to raise our hand and say “yes, I’m struggling with alcohol? Or how many people are willing to raise their hand and say yes, I’m an alcoholic?”

Very very few!

I struggled with this for 30 years. I started in the world of addiction with alcohol at the age of 12, and I justified, rationalized and defended my need to continue to drink on a daily basis for years.

As a motivational speaker, counselor, minister, executive coach, number one bestselling author, I was not good at admitting to myself or anyone else that I have a problem in life!

As a matter fact, I convinced myself I didn’t have a problem! I never got a DUI. I never lost my job, well the number one reason for that is that I’ve worked for myself for over 40 years, and I was never in the mood to fire myself. LOL.

But like millions upon millions of people, I continued to move forward and say “I just need a couple drinks to relax after this long day... Or oh my god it’s my birthday let’s have a couple extra drinks... Here we are at a wedding and I’m not going to drink free booze? OK the boss wants to have a sales meeting this Friday and we’re going to have a couple beers what the heck, it’s a great way to get on the good side of my boss and bond with my staff members.”

Have you ever said or thought any of these statements above?



Have you ever looked at alcohol as a problem for the homeless, but not for you?

Have you ever woken up in the morning, after having a couple drinks and just felt a little slower than normal?

Have you ever on a Saturday or Sunday morning, maybe your kids want to go outside and play, and you tell them “Just give me a couple more hours to relax in bed. Daddy or mommy had a long week and will be up in a couple hours. Why don’t you go watch TV.”

Or how about the proverbial, “OK I can have just one more ...”, when you know that you could’ve stopped two drinks before?

Do you know what it even means from a statistical point of view, that you might have an issue with alcohol?

The doctor quoted above had some amazing statistics that he shared during the interview with Lisa Ling:

**Number one.** A woman who has four drinks a day is considered in his mindset an alcoholic, and is well on her way to potential problems down the road.

**Number two.** A man who has five drinks per day, in this doctor’s statement, would also be considered an alcoholic and potentially on their way to problems not only with their health, but other issues as well down the road.

But let us back up for a minute.

I remember a number of years ago reading a report from the US government, I believe it was a health and human services department that described alcoholism in these terms.

Number one. A woman can consider herself a social drinker if she has one drink per day.

Number two. A man can consider himself a social drinker if he has two drinks per day.

But for a woman, anything more than one drink is going to label her “alcoholic dependent, potentially on the way to becoming an alcoholic”, and for a man anything more than two drinks per day, will put him in the “alcoholic dependent, potentially on the way to becoming an alcoholic” as well.

But what does one drink look like?

A 4 ounce glass of wine, which is rarely poured at that level in a bar or restaurant, is considered one drink.

A 12-ounce beer, is considered one drink.

A 1 ounce shot of alcohol in a mixed drink, is considered one drink. But how many bars or restaurants actually put simply 1 ounce of alcohol into a drink? It’s normally 1 1/2 to 2 or more shots per drink when you’re out in a social environment.

And how about yourself?

A number of years ago I worked with an executive who told me that he only drank on Fridays and Saturdays and didn’t realize why his wife had such a problem with it?

As we worked together more closely, one day I said to him, “Why don’t you take a shot glass, and

measure the amount of alcohol that you're putting into your large Tumbler before you add your Diet Coke?"

When he came in the next week, I was actually surprised he came in. Because here was his answer.

"David, I'm shocked, I'm embarrassed, and now I understand why my wife is so upset with me drinking two nights per week."

To reach the same level of alcohol in my Tumbler that I usually do as a free pour, took eight shots in my shot glass to hit that same level.

That means every drink I have David is the equivalent of eight drinks, which is far above the recommended 1 to 2 a day that you and I have been talking about. I know I can completely see why my wife is upset, and I will also begin to share with you some of the arguments that we regularly get into, after I have my "two drinks" on a Friday or Saturday night."

What a wake up call.

But hold on gang! It doesn't take eight shots or 16 shots in a day or two to make yourself an alcoholic, or to create serious problems within your life.

With some people, just two drinks a day is enough to get them into the mood of arguments, to get them into the desire to always be right. The person who struggles with alcohol is not necessarily the person that goes stumbling down the stairways, or loses their keys at the bar every night, alcoholism in our country can come from so many different angles, so many different levels of consumption, which is one of the reasons we're having such a serious problem right now.

Let me remind us of statistics revealed again by our government:

Number one. A woman who has no more than one drink per day is considered a social drinker.

Number two. A man who has no more than two drinks per day is considered a social drinker.

OK now we're getting down to what's called reality.

But wait there's more.

Many of the clients that I've worked with to help them get sober over the past 30+ years have started out the conversation with something like this, "David, I know I'm not an alcoholic, because I don't drink seven days per week."

"David I know I'm not an alcoholic, because when I get up in the morning I don't have a drink."

"David I know I'm not an alcoholic, because I don't have a drink at lunch and I only drink after 8 PM."

Well guess what folks? I bought into all of these nonsensical statements early on when I realized I was drinking on a regular basis. But I didn't start out drinking seven days a week, so I didn't think that I was an alcoholic.

I never drank in the morning so I knew I wasn't an alcoholic.

I didn't drink at noon so I was positive I was not an alcoholic.

I was an alcoholic starting at the age of 12, because if I wasn't having a drink, the peer pressure around me was encouraging me to get high on pot, eventually around 15 to begin with cocaine, which then followed up with every kind of drug you can imagine. But, it all started with alcohol.

Alcohol could be considered a massive gateway drug, either a gateway drug to other substances, or

alcohol could simply be a gateway drug like it was for me, to become a complete alcoholic.

But read what I wrote above!

To become a “real alcoholic”, doesn’t mean that you have to be homeless or living underneath the bridge... In my humble opinion, you can be an alcoholic if you drink just one day a year but you do not stop at one or two drinks!

Isn’t that amazing? As a matter of fact “binge drinking” is the fastest growing form of alcoholism in our country today.

Our senior population, our executives and high achieving entrepreneurs as well as college students seem to be leading the way in regards to binge drinking, which can be incredibly deleterious to every part of our existence, even if you’re doing it once a month or once every six months or once a year!

Four drinks for a woman, five drinks for a man can be considered “binge drinking.” Now it might seem like I’m the “alcohol police” here telling you that there’s no way you should ever drink alcohol.

Nothing could be further than the truth.

I have very good friends that when I talk to or meet them out for dinner, will have one drink or some of them even a half a drink.

I remember sitting with a real estate broker a number of years ago, when I was still drinking quite regularly, and watching him have the time of his life in this restaurant at dinner, where he had ordered a gin and tonic. When we left to go home, 3/4 of the gin and tonic was still sitting on the table.

And he was funnier than heck, smarter than heck, polite as can be, everything that I wanted to become, and he barely drank anything at all. Another story I’ll never forget on my eventual way to recovery

I have sat with executives across the table at dinner, while creating a powerful contract that they were putting together to hire me, and while I had my several glasses of wine, watching the president drink ice water with lemon.

I couldn’t understand how someone with this much experience, and this much success, could be at a beautiful restaurant on a gorgeous evening with an incredible wine list sitting in front of us... And not even enjoy one or two glasses of wine?

This one scene, that still runs through the back of my head, that happened many many years ago, will never leave my brain. And it shouldn’t.

So let’s look at a few more questions that might be relevant to help us see where we stand in the world of alcohol use on a daily, weekly, monthly or even an annual basis.

Have you ever run into any of these situation after having a few drinks?

**Number one.** Arguments with a partner. This is extremely common when we are using alcohol on a regular basis.

So many of my clients come in because their wife or husband was going to divorce them if they didn’t get sober.

Now these individuals often times will come in and say “I’m only here because my wife wants me here. I don’t really have an alcohol problem, it’s really her issue but I’m here to save my marriage.”

Fascinating statement. But guess what happens in 3 to 4 weeks?

As I have them recording the amount of alcohol they drink, the amount of arguments they're having, or how they're feeling physically mentally and emotionally on a daily basis, there begins to be a pattern forming, that even my clients cannot deny is reality, because they're reading it in their own handwriting!

**Number two.** Have you ever even once or twice a year, called in sick to work, or told them that you'd be in at noon because you had a drink or two too many the night before? Think about that.

**Number three.** If you have children, do they often see you with a drink in your hand at the end of workday? Or on a Saturday or Sunday afternoon? Do you know the message that you're giving them?

Have you ever stumbled in front of a child, or slurred in front of a child, or screamed unnecessarily at a child for something that they did that's really minor in nature, but because you've had a few Drinks, you've lost your emotional regulation, and exploded at a level that was not necessary at all?

**Number three.** Have you ever left work early, because you were feeling slightly tired or maybe even a little hung over from the night before?

**Number four.** Have you ever stayed a little bit longer at a bar than you planned on, or have you ever had "a small drink during the day," just to get you through to the evening because last night was a little bit too long of a night for you?

**Number five.** Have you ever said to yourself, "OK that's it. I'm only going to drink on Fridays and Saturdays. I'm only going to drink on Saturdays. I'm only going to drink on Wednesdays and Sundays." Have you ever thought to yourself that you know you need to cut down, but you're struggling trying to figure out how to do it?

**Number six.** Has anyone ever said to you, "it seems like you're starting to drink a little bit more than you used to, is everything OK? Do you think you might need to get some help to cut back?"

**Number seven.** Like me, have you ever said, "OK I'm gonna cut back on the vodka, but beer isn't that bad so I'm just gonna drink a beer?"

Welcome to the world of alcoholism.

And also, welcome to one of the most powerful books you'll ever read about permanent alcohol and life recovery, because for the past 43 years my only desire in life is to help people move away from habits, beliefs and thoughts that are harming them, so that they can become free, joyous, creative and even more successful in life.

And, going back to the example of someone saying to you that you might have a problem with alcohol, of course you looked at that person like they were from Mars? Who me? A problem with alcohol? Never! Is the normal response of someone who has an issue with alcohol.

As you can see from all these different examples I'm giving you, there isn't one way to clarify if you are or are not an alcoholic, because there's so many different formats or formulas that could describe a challenge with alcoholism.

But now let's look at the flip-side, of what happens to people that joined this program, and started to see some radical changes in their lives:

Number one. My clients, everyone of them that has gone through this program over the past 30 years, will always comment about how they have more energy during the day, they are sleeping 100 times better at night, that they haven't had an argument with their partner in 60 or 90 days, does that sound good to you?

Number two. Many of my clients will report an amazing increase in patience with their partner and or their children. "David, I can't believe it's only been six months of being sober, and the way I sit and listen to my young daughter, or the way that I support my young son who struggles in math is something I never thought I'd be able to do. My patience with my children it's so beautiful, and they are recognizing it day after day after day."

Number three. Would you like to be more productive with your time? Would you like to have more energy to accomplish the business tasks or the hobbies that you just don't seem to have the energy for right now?

Number four. Would you like to learn how to say, "no thank you", in a very direct and compassionate way when someone offers you a drink, because you know you've had enough or you've chosen not to drink anymore? Do you know how to do it with confidence, do you know how to say no thank you to an alcoholic drink with complete confidence?

Well these are many of the benefits that you will get through our permanent alcohol and life recovery program that you're reading about right now.

I will be sharing with you my own personal experience and more importantly, I'll be sharing with you the program we created 30 years ago that is helping millions of people from around the world understand the issue with alcohol, make their own decision to let it go or cut back dramatically, and the benefits are going to last a lifetime.

I can attest to that personally. After being clean and sober for many years, I don't even think about alcohol no matter how stressful my life can become!

Here's a great example.

In the last year and a half, I've lost my mom and dad both, and it's been outrageously difficult on many many levels, as I go through the grieving process for two of the most incredible people that have ever walked this earth.

Ed and Pat Essel, my father and mother, were the most incredible blessings a child could've ever had, although I didn't realize it early in life at all.

As a teenager I didn't feel that way about my parents. I was definitely a problem child. My mother found Alcohol many times hidden in my room, she also found pot, she found amphetamine pills, she found Quaaludes which are considered an incredibly strong and powerful sedative, that we used to use as kids with alcohol to try to get as high as possible.

I share this background information because then in my 20s, I started to see how amazing my parents were. I realized, that the many times my mother found drugs or alcohol in my car as a teenager, in my room or hidden in the basement, she never once kicked me out of the house!

She never once screamed at me and told me I was worthless! She was not happy with me trust me, but she never used that as a form of emotional abuse to make me feel unlovable which was one of the greatest gifts my mother ever gave me.

So when I got sober years ago, I dedicated my sobriety to my mom. And then in the last year and a half as they were dying, (actually the dying process began four years ago, as both my mom and dad were put into hospice in order to have a smoother transition as they neared their deaths) not one time did I ever consider having a drink!

Now read that again!

I had fallen so deeply in love with my mother and father over the past many years, that I was absolutely crushed beyond my own imagination of the pain that I had to go through in my own grieving process. I could've numbed the pain, even for a little while, with a couple drinks. Or many drinks.

Or I could've gotten totally out of my grieving process by going back to combining alcohol and cocaine, which would've brought me to a level of numbness, such a deep numbness that I never would've felt the pain in that moment... But not moving through the grieving process sober, would've stuffed all of this sadness and loss and despair so deep into my body, eventually it had to come out in some other way.

For many of us, it comes out in continued addiction.

But I promise you, as you enter this program the same will happen to you! I have no special gifts in recovery or sobriety. I have no special gifts that you don't have either when it comes to getting clean and sober.

The only gift you need is a 10% desire to heal! That's it!

I tell people all the time, that NO ONE IS EVER READY TO GET SOBER. I've never met anyone in all these years of helping people get clean and sober that came in and said, "David I am so excited to get sober! I know I've been drinking a little too much over the past number of years but man oh man, I can't wait to be alcohol free! I'm going to be the best sober person in the world!"

My friends, I have never, ever heard anything close to that when a person comes in to work with me, either in my office or via zoom or phone, over the past many years.

And I tell everyone the same thing, all you need is a 10% desire to heal, a 10% desire to get sober and go into recovery. And, if you follow exactly what we've been teaching people for 30 years, you can become completely free as well.

And what are all the reasons, why so many people are now admitting that they're challenged with alcohol, or their doctors are telling them that there's problems coming down the road if they don't cut back or quit?

Let's look at a few of them right now.

**Number one.** Alcohol is accepted in society amongst many people the same way that cigarette smoking used to be.

I remember as a young child in the 50s, and early 60s going into my doctor's office and he was smoking a cigarette behind his desk as he talked to me!

Today, many people look at alcohol as a "non-issue". They're not living underneath a bridge, they may have more money than they know how to spend, or they may have just enough money to make ends meet. But alcohol has become simply an accepted part of society, especially today and I'll tell you why.

**Number two.** Covid. The pandemic. The racial insanity. The political insanity. Inflation. The war in Ukraine.

Our world is in complete chaos! As I wrote in my number one best selling book, "Helping Americans Heal" the world is grieving right now!

And we don't know how to handle the stress, we don't know how to handle being out of control, we don't know how to grieve the loss of our previous life, that has been radically changed by the pandemic by itself!

So since the pandemic began and all the insanity around it, we have seen more people contact me for help with their alcohol issues that at any other time since I began in the profession of personal growth 43 years ago!

And people are coming to me from every walk of life. Multi multi millionaires! Small business owners! Entrepreneurs from every walk of life! Executives from fortune 500 companies, that are surrendering to the concept that they've struggled with alcohol for a number of years, and with the insanity of the last three years, it's gotten worse and worse and worse. And...maybe you, might find yourself here as well.

I remember the owner of a massive construction company out west contacting me a year ago and telling me that he was on the verge of divorce from his wife of over 30 years, that they had both started drinking regularly when the pandemic hit because initially it put a huge dent in his business.

As materials from overseas started to take longer and longer to reach the US, his clients were getting more and more frustrated and taking out their frustration on him, even though it was out of his control!

And then, when material started coming in, he was having the hardest time with the job market, finding qualified construction workers who actually would show up every day and do the work needed.

So as his work first slowed down, he and his wife started having extra cocktails in the evening. And then when the challenges of the distribution of materials became more extreme, they decided to take some extra time during the week to go fishing, which always included drinking.

After just several years of this slow increase of daily alcohol intake, they started taking out their frustrations on each other with arguments, fights, disagreements on a daily basis.

And then at one point, the president of this company turned to his wife and said, "if we don't look in the mirror and realize that we are having more and more arguments because we're starting to drink more, we will lose this marriage and I might just lose this company that I've built up over the past 30 years in a heartbeat."



It was that one conversation, after three years of a slow, slow, slow increase in alcohol use, that they came to the realization that it was getting out of control and they needed help.

And yes, they put the time and effort and sweat equity into our program and they both became sober within six months. Their marriage changed dramatically. And, it was just at the right time when supplies started arriving for his workers to get the houses built, that now were six months to nine months behind schedule.

Stress, from any angle whatsoever, can easily lead to a desire to have an extra drink or two, every once in a while, that can then turn into a daily or weekly issue.

As we come close to the end of the first chapter, I hope that you have seen by now that we have a serious issue with alcohol in this country, and it takes a very strong and brave person to raise their hand and say, "I need help now."

Don't let it get any worse. Don't let it increase to having a couple extra drinks on a regular basis, which can lead to health issues and as we've seen above, relationship issues and so much more.

In a recent massive survey by the American Psychological Association, they shared some very disturbing statistics that could all be related to an increase in alcohol intake in the USA.

In their survey, the following was reported:

**Number one.** 80% of marriages in this country are in the worst shape than they've ever been, and a good portion of that is related to the stress, the unknown experiences that this world has never seen hit at the same time, and a dramatic increase in alcohol use.

**Number two.** 80% of respondents said that they had no emotional coping skills to deal with all of the stress and uncertainty that our country and our world are going through right now.

When we don't know how to deal with stress, we will look for a substance to help calm us down, or help us avoid the reality of stress, and alcohol does an exceptional job in both of these cases.

**Number three.** 40% of Americans said that they are struggling with anxiety and or depression at the highest level of their lives.

We all know, including myself, that we can immediately minimize the feelings of depression or anxiety with just one or two drinks! Unfortunately those one or two drinks wear off and if we want to continue to minimize the feelings of depression or anxiety, we will just continue to self medicate by having maybe one extra drink here or one extra drink there... and then the habit is formed.

And as a side-note, a couple years ago a study came out that said there was a "1000% increase of alcohol sales online shortly after the pandemic began." And that has not slowed down.

There are actually companies now that will come to your house with already mixed martinis, cases of beer, cases of liquor, cases of wine so you don't even have to leave your house to have mixed drinks and all kinds of alcohol delivered right to your front doorstep.

These, "Alcohol Entrepreneurs", tapped into an incredible resource which is called the American



people, during immensely stressful times to help them “ease the pain of the stress that you’re in”, which really means... Avoiding reality.

The great news, is that we don’t have to continue down this path of insanity! The great news is that with our permanent alcohol and life recovery program you will be able to tap into the challenges that you’re facing, the pressures and stressors that you have to deal with right now, and through the program you’ll be given the tools so that you can learn how to maximize your emotional regulation. How to maximize your confidence and self-esteem, so that you don’t need an outside substance to help you deal with the world at hand.

I want to share right now a compelling comment from an executive, and a powerful letter from his teenage daughter after he had become sober.

*“I started working with David again when my anxiety got so bad I could barely function, everything was going to fail and I was going to be completely desolate. He had me read his “Focus book”, at first I resisted it as I couldn’t settle for one thing. I had to work on all these things, all these goals, in order to prevent my life from Becoming a complete failure.*

*I drank to stop the anxiety but that never helped. I would wake up the next morning worse, and having to ask my wife and daughters what it was I did or said, say my apologies to everyone and tell everyone I would do better, but that never worked.*

*Within the first month I started to feel better and by the second month was continuing to not drink. It led my youngest daughter to write a letter to David that you will read in just a moment.*

*That letter slapped me in the face, I still review it every so often to remember the pain I have caused. Getting my relationship back with my two daughters and wife is the greatest thing I gained from my work with David. It did not come overnight it absolutely consists of doing the work he asks and maintaining a routine, if you do the work, changes do happen.*

*I still get anxiety, but with the tools he gave me I’m able to manage through it without drinking, actually drinking to calm anxiety now is the last thing I want to do.*

*I use meditation and my cognitive behavioral therapy band to help make it through and typically within a few days it has subsided. What I liked about his program, was there was no prescription drugs, he has multiple strategies to help you make it through the rough times and he generally cares about me as a person.*

*Working with David and implementing his strategies has brought back my family, and for that I am eternally grateful.”*

—Steven W., Executive Vice President

*“Mr. Essel,*

*Thank you so much! I cannot believe the change of my dad ever since he started working with you. He is now the person and the dad that I imagined him to be.*

*My dad has not had a single thing to drink ever since he started working with you, which makes me beyond happy. He has been sober for over several months, and he seems like a completely different person. Him drinking seemed like it was a nightly thing, it was very rare that he would go a whole entire week without drinking.*

*With my dad drinking so much, I was constantly worried about him. Whenever he was drinking, I was always worried that he was going to get himself in trouble, do something not smart, get a DUI or hit someone and possibly kill them, now this is not even a worry in my mind.*

*Without him drinking, I feel as if I can actually have a real conversation with him being sober and not have to worry about him still having some alcohol in his system. My house was always very chaotic when he was drinking. For example he would always fight my dogs and it honestly was like we are having a war inside of my house.*

*I will never forget celebrating my sweet 16, we had invited all of our family that was down here for brunch. My dad and uncle ended up ordering some type of alcohol, Which caused us to end up staying until like four or five in the afternoon. They ordered more drinks at the bar when I was taking pictures with everyone. I got to the point where I decided to just leave and go shopping because I did not want to be seen with him.*

*When I came back, I asked my grandparents if I can come over to their house because I did not want to deal with him and all the chaos that goes on when he is drunk. They said yes, so I went over their house and honestly did not even see my dad that much when we were celebrating my birthday. Alcohol does a lot of damage to your body and drinking it basically every day is not healthy for you. With him being sober for months now, I know he's going to be getting healthy.*

*Before my dad decided to start working with you, I was honestly starting to lose hope and starting to accept the fact that he was going to be that way for the rest of his life. Most of the time he would do something not very intelligent when he was drinking, so the next day he would apologize to us. During his apology or sometimes even after, he would asked me if I believed in him that he could stop drinking. It was honestly getting to the point where I just wanted to say “no”, because it happened so many times. But he is my dad, and I knew that that was not the thing to say, so I would just always say “yes”.*

*Drinking caused my dad to not be in a good mood like every single day. I remember texting my mom complaining about him and asking her if she knew what was wrong with him. My sister and I did not want to be around him at all, so we basically just stayed in our rooms the whole day until my mom came home. Now, he is in a good mood basically all the time, which is so nice because it's much easier to talk to him, I do not feel like I'm going to make him mad at me, and there's no tension in the house.*

*I'm convinced my dad even has Christmas spirit this year, because he started working with you. Around the holidays used to be in the worst mood ever. He absolutely hated the holidays. I went with my parents to go get our Christmas tree this year, and not going to lie I was nervous because I thought it was going to be it was going to wreck his mood. But this year, his mood had not changed. I was shocked.*

DAVID ESSEL

*He was in such a good mood putting the tree in the house, trimming the tree and even pulling down our decorations. When he watered the tree I was so excited because to me it showed that he had at least a little Christmas spirit.*

*You have honestly changed him so much, I cannot thank you enough! I am so excited to create good memories with him, not just have the ones of him drinking.*

*Thank you again, Ashley, Steven's daughter*

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The above is just one amazing end result that can happen when we decide to clean up our lives.  
Beyond powerful!

## *The Root of All Addictions? Mental Health Issues!*



*By David Essel, M.S., O.M.*

Now this concept, might surprise many people in the world of addiction recovery.

Today we hear addictions are “caused by our genetics.” This is a philosophy I’ve challenged for over 25 years.

I’m not saying that genetics have no role in the world of, let’s say, alcoholism, but it’s not the cause of alcoholism.

If it was the cause of alcoholism, if our genetic code was actually the cause of alcoholism, the only cure would have to be something from the world of medicine, surgery, prescription medication or something like that.

But as far as we know today, there’s nothing in the medical world that can completely heal any addiction.

**So, we come back to the premise: Underneath every addiction is a mental health issue.**

And what does that mean? What does it mean that behind every addiction is a mental health issue?

Well, everyone in the world of addiction recovery already knows the term, “dual diagnosis”, which simply means that, let’s say, with the addiction alcoholism, there is both a mental issue or disorder as well as a substance disorder.

When I was diagnosed with my alcoholism I was also diagnosed with untreated low-grade depression as well as generalized anxiety disorder.

A double whammy when it comes to healing the addiction for sure.

So, let’s take a look at some of the mental health issues that are completely related in the world of addiction:

### **Number One. Low self-confidence.**

Almost every addict that I've ever worked with as a counselor and executive coach in the past 43 years, struggles with low self-confidence. This comes out in the form of peer pressure.

When an addict, whether it's alcohol, spending, eating whatever it might be, faces the peer pressure of friends or people that they put on pedestals who are also engaged in this addiction, it's a sign of low self-confidence. When we allow peer pressure to come into play encouraging us to drink or to do some other type of an addiction, peer pressure, low self-confidence, is a constant issue.

At 12 years of age, this is how my first primary addiction began. I wanted to fit in with a group of older guys on the beach. I was 12 they may have been about 15 or 16, and the only way they would let me hang out with them is if I drank a warm a 16-ounce Budweiser beer. Which I did. The peer pressure got to me, I wanted acceptance, so here begins my world of addiction.

And it worked! By drinking that warm Budweiser, I was instantly accepted into their group and would try to sneak away from time to time and join them and drink while I was an extremely young man.

### **Number Two. A lack of self-esteem.**

Self-esteem is simply, self-love. So, when we are in an addiction of any type, spending, food, pot it really doesn't matter, it's a sign that we're not loving ourselves at the deepest level possible. Another mental health issue.

### **Number Three. Codependency.**

I believe, codependency is the largest addiction in the world, and it's a mental health addiction for sure!

When people are codependent, they don't want to rock the boat, they don't want to upset people by being honest, so we are codependent in the way we live, we are codependent with the type of people that we hang around with if they are not healthy in nature as well.

Codependency has 2000 spokes, it's a very complicated addiction, a mental health addiction manifested in our relationships as well as the addiction to alcohol, food and more.

### **Number Four. Depression.**

Low-grade depression, many times encourages us to look out for ways to self-medicate, so that we don't feel the depths of the depression or the apathy or the hopelessness that's going on.

So many of us, including myself, found great relief short-term from our depression, via alcohol, cocaine, pot, food and more.

So instead of getting to the core of what is creating my depressed feelings, we mask them with food or other substances or behaviors like spending, which make us feel good in the moment, but once that feeling fades away the depression actually becomes deeper in our system.

### **Number Five. Anxiety.**

Low-grade anxiety can drive people to the easiest addictions such as pot, or nicotine, which both have

very powerful anti-anxiety properties. When we're not aware that we have anxiety or we're not learning how to deal with it in healthy ways, we will look for substances or behaviors that will numb or minimize the anxiety, at least short term.

### **Number Six. PTSD.**

Post-traumatic stress disorder, is a mental illness caused by trauma, that is often one of the major reasons that someone might reach out and become addicted to a substance, or behavior, or relationship that is unhealthy for them.

But as we write about in our latest #1 best-selling book, *Helping Americans Heal! The Ultimate Guide to Healing During These Challenging Times*, I share a story of a client struggling with PTSD that came from her getting hit from every angle possible during the pandemic with extremely stressful experiences.

Now most people think of PTSD as only related to the military, but during the pandemic we see a totally different reality in the world of counseling and coaching.

In one year she had lost her husband to divorce, lost her job, lost two dogs as well as her home... And was starting to lean on a variety of different substances, to try to help numb the extreme PTSD experience she was going through.

The mental anguish of everything she had experienced had turned into a full-blown condition, which then led to her reaching out to try to find ways to numb some of the pain she was going through.

### **Number Seven. Procrastination.**

Procrastination during these years of the pandemic has become a full-blown addiction, in the world of addiction! So many people have gained 20, 30, 50 or 100 pounds over the last couple years, but they are procrastinating on solving their health issue.

I just had a couple start working with me in regards to an addiction to alcohol, that they started by increasing their intake at the beginning of the pandemic as a way to have the time fly by in their words. And, for the last three years, they kept saying they were going to cut back or quit drinking, but never did.

They procrastinated for such a long time, that the uptick in their alcohol intake now has them on the verge of divorce. Procrastination is a huge driver in the world of addiction, and I believe at some point for many people it is absolutely becoming a mental illness, or at the very least a mental obstruction to success.

All of the above examples I believe point quite clearly to one answer: every addiction has an underlying mental illness or mental challenge that we need to look at very deeply as we try to help people recover during these incredibly challenging times.

And this whole article is one of the reasons why I created many months ago a brand new life coach certification aimed at helping people with all of the above-mentioned topics, finally learn how to heal and to become clean from any addiction in the world.

"The Mental Health and Master Life Coach Certification", is being offered both in person in my offices in Fort Myers Florida, as well as via zoom from anywhere in the world.

This 30-hour certification, in which no pre-training or pre-education is necessary, will give you all

of the tools necessary to be able to help your clients find the origin of their addictions or mental health challenges as well as help empower them to find the solutions for what they are going through.

These certified coaches will also now have the opportunity to earn a full-time or part-time income.

The coaches that go through our certifications, and we have been certifying coaches since 1996 all over the world, earn between \$50 and \$250 per session.

So if you're looking for a way to make a major difference in this world, helping people heal, and at the same time create a part-time or full-time income, this is probably one of the best ways you could ever do it in a short period of time.

Individuals that go through our training, can complete everything and be in the world of life coaching helping others in his little is 90 days, while other people will take six months to go through the training.

As I have been saying for the past two years, if our country doesn't start putting a major emphasis into helping diminish the mental health issues, helping people to heal from their mental health issues, the world of addiction is going to continue to rise, health challenges will continue to be a number one concern in this country and relationships will continue to go down the tubes.

And all of this is related to our mental health. Join me. Be one of the proactive individuals in this country that truly wants to make a difference in helping people to heal. And at the same time, we might just find healing within ourselves as well.

The time is now. We have no time to waste. We need to move together and attack the challenges our country is facing in a logical, and powerful way.

We are ready, and encourage you to join us.

## PERMANENT ALCOHOL & LIFE RECOVERY!

Now, to make sure that you're really picking up the most important parts of this book, because I want to help millions of people to heal, please answer the questions below that will be at the end of every chapter.

**Number one.** What was covered in this chapter in great detail?

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**Number two.** Of all the topics covered, which one was of most interest or of most importance to you?

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**Number three.** What are the action steps that you will take over the next seven days as you evaluate the role that alcohol is playing in your life right now?

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## CHAPTER 2

### *Why is This Permanent Alcohol Recovery Program Crucial Right Now?*

I mentioned earlier in the book, I have never seen such an incredible demand from clients looking for help to eliminate alcohol from their life than I have in the last three years.

It so saddens me to see how little our country is doing, to minimize these damming effects that alcohol has on the physical body, relationships, families, career drives and so much more.

Just recently my publicist TJ Tauriello sent me an article showing nationally syndicated morning TV shows, with the hosts openly drinking alcohol on set!

It wasn't like they had coffee mugs and they weren't telling people what they were drinking, they were bragging about the fact that they're drinking alcohol on television!

Do you know how many potential viewers, who struggle with alcohol, that now see a great justification at hand? Oh my Lord their favorite TV hosts are drinking alcohol and it's 9 AM in the morning!

Or how about the millions upon millions of children, that are watching these shows with mommy at home, sitting right next to her, as the hosts talk about their favorite drinks, again let's wake up, at 9 AM in the morning!

Do you not think that this has an incredibly negative impact on the brains of our children as well as the brains of adults in this country?

And what about the disgusting example shown last year at the US Tennis Open in New York City, when one of the biggest female tennis stars in America, after she lost a match, drinking a Heineken beer for god sake, during a press conference on national TV!

As I'm watching her answer these questions and drinking a beer I'm thinking, "What the hell is she thinking? How could a professional athlete, be drinking alcohol in a nationally covered press conference, after she lost the match?"

And finally, one of the journalists got the strength to ask her why she's drinking a beer and her answer was absolutely disappointing to the point of disgusting:

And I paraphrase.

"I'm drinking this beer to soften the blow of the loss I just received on the court."

Those are the words that alcoholics say.

Those are the words the executive says at the end of a long day, or when an entrepreneur says when they just lost a contract, or what a small business owner says after they just realize that the pandemic has decreased their business by 75%!

I have no idea if that tennis player is an alcoholic or not, but all I know is that her behavior is absolutely disgusting. Deplorable.

Can you imagine LeBron James, who knows he has a massive following in this world, sitting in a press conference after a loss, drinking a beer and saying “well I’m just gonna drink this beer because I’m sad that I lost.”

That would be an example of someone who has zero emotional regulation skills! They have zero emotional processing skills, to deal with the stress of life, which is one of the reasons that we start to drink in the first place!

This tennis professional, ranked very highly in the world, has millions of fans following her. Can you imagine, a 50-year-old woman who loves tennis and loves this tennis star, who gave up alcohol a couple years ago because it was causing problems with her health or her marriage, and all the sudden listening to her favorite tennis player say that she’s having a beer to soften the stress, to soften the loss, to soften the uncomfortability?

If I’m that 50-year-old woman, I’m thinking “well heck, if my famous tennis player has a beer after losing in the U.S. Open, I should have a beer and feel comfortable doing it as well!

Or what about this tennis stars young fans, who are 13, 14, 18, 20 years old and they want to be just like her!

Do you see the problem?

I have to call out the US OPEN Tennis Committee! I have to call out the US Tennis Association! I have to call out the television network that allowed that segment to be played!

And ask them all to look in the mirror, and question what the hell are they doing in this world today?

In my opinion, including the tennis player, they all owe America and the world an incredible apology for showing something that can be so damaging to our children, young adults and adults as well.

So if you look at the above, we have nationally syndicated television shows at 9 AM in the morning drinking alcohol freely.

We have a tennis professional with millions of followers, drinking a beer to soften the blow of a loss, because she has no other coping skills, which is so sad at her age, to handle a disappointment in life.

And on the opposite spectrum, we have celebrities like Michael J. Fox, who recently admitted he became an alcoholic to hide his Parkinson’s disease. A powerful, honest man.

This is why I’m writing this book.

This is why I am not afraid of any pushback, of telling our country that we need to take a serious look at the alcohol problem and do something about it right now, not 10 years from now, but today.

Peer pressure. Unhealed wounds from our childhood or the past. Unhealed trauma from our childhood or the past. Role models, that are showing us extremely negative life habits.

Mass consciousness, which includes advertising, marketing and more from the alcohol industry, plays a heavy role in making us think that having a few drinks is OK. Having a few more drinks is better, and learning how to avoid the emotional components of life while we numb ourselves out is what everyone around me is doing, so I might as well do the same!

No. Never. It ends now!

I can guarantee you, with zero uncertainty, that anyone that joins me in this permanent alcohol and life recovery program will find the most positive shock of their life when they see what it's like to have zero challenges from fatigue, minimal challenges from arguments with our partner or coworkers, and an incredible increase in joy and energy that comes from removing a substance if it's creating havoc in your life right now.

Again, this is so crucial for me to repeat, I'm not against alcohol at all! I'm against exploiting alcohol as a way to not deal with life! I'm against accepting the daily use, or use of alcohol at higher levels than we should.

We can help families come back together, after one or more of the parents has struggled with this ever present on going and growing addiction.

When most of my clients come in to work with me, their hope is to diminish the amount of alcohol they consume so that they can actually become "social drinkers", and not deal with slow days or not deal with hangovers or not deal with some of the health problems that come with regular alcohol use.

Their goal is to be able to cut down to 1 to 2 drinks a day, to fit in with society so to speak, so they don't feel like outliers at parties or social events when "everyone else is drinking but me."

The truth is there are more people in this country that do not drink, the truth is there are more people in this country that don't have a problem with alcohol, so for them I say good job keep going strong!

But if you are anything like I was in the past today, if you have any of the challenges that we've mentioned just in these first couple pages, now is the time to raise your hand and ask for help.

It was hard as heck for me to ask for help years and years ago when I knew I needed it. The way my shift with alcohol happened was extremely uneventful, yet it changed my life forever.

Years ago I was dating a woman who did not drink, and I was drinking on a daily basis. She never mentioned anything to me that it was a problem for her, and we rarely ever disagreed on anything so I felt everything was awesome.

We ended up going away on vacation for a few days, and one night I noticed she was pacing back-and-forth in the house we were renting. It was about midnight and I couldn't understand why.

When I finally caught up to her in a separate room of the house, I found her sitting down crying, something I had never seen in the time that we had spent dating each other.

It alarmed me, because she was such an incredibly powerful and strong woman, she had never once shed a tear over anything we had been through, so it really got my attention.

As I started walking towards her she looked up with tears in her eyes and said "I need to talk to you right now."

As we walked and sat in the living room, she began to tell me that at some point in our relationship, I would leave her for alcohol.

I said why? What the hell are you talking about? We've got this incredible relationship, I'm not leaving you for anything especially alcohol!

She looked at me with sad and compassionate eyes and said, "David, I grew up in an alcoholic and drug addicted family. I've dated many alcoholic men over the years and the end result is always the same:

there ends up starting to be problems at some point with the drinking, and when I ask that person to stop drinking or we will have to leave each other, the end result has always been the same. From my family members to past boyfriends, they have always chosen alcohol over me.

You are no different David, you enjoy your alcohol on a daily basis and you always will. At some point I will be a part of your past.”

I was shocked. I didn't believe it. But I didn't fight her over this concept, I just let it sink in.

And guess what? That one simple statement was the straw that broke the camels back.

She was right. If she said to me I had to give up alcohol in order to stay with her, I probably wouldn't have stayed because I never looked at alcohol as a problem in my life. Even though it clearly was a problem, and had been for a number of years, I could never admit that it was an issue until that day.

The very next day I woke up, called a treatment center in Florida, and arranged to be with them for their 30 day in-house program within the next four weeks.

Her simple, non-aggressive statement, somehow woke me up at a level I had never experienced before. I was nervous as heck moving forward, thinking that I was going to be trapped in the center without alcohol for 30 days.

Blessing. An immense blessing. Possibly one Of the greatest blessings I've ever received, other than being born into the family of a mother and father who were so loving, compassionate and understanding to their young son who struggled with addiction for a large part of his life.

So what are the root causes of this problem with alcohol, that we cover deeply in our permanent alcohol and life recovery program?

Number one. We want to find the origin of the dysfunction, the origin of the chaos, the origin of the desire to escape life, to escape emotions, to escape stress... To escape reality!

As many of my peers, as many of the experts in the world of addiction recovery agree, including one of the most amazing men that has ever stepped foot on this earth in regards to addiction recovery, Dr. Gabor Mate. All agree that our desire to escape ourselves is usually rooted between the ages of zero and 18, when we felt abandoned or were abandoned, when we felt devalued or we were devalued, when we felt alone and isolated from the world and maybe we were alone and isolated from the world. When we felt that we couldn't express our true emotions because our family members didn't want to hear anything but happiness and great news, when the world is only partially made up of happiness and great news .

The wounds from childhood, the trauma from being bullied in middle school, the peer pressure in high school that leads us to begin drinking so we can be accepted by the crowd... These are all the wounds and traumas and problems that we try, successfully for short periods of time, to avoid with a substance like alcohol.

For some women and even some men, the pressure at a young age to be sexually active in order to hold onto a boyfriend or girlfriend, can create an internal trauma-based belief system, filled with guilt and shame, that can easily lead to the use of alcohol as a way to partially cover, at least for a short period of time, the grief/pain/wound/trauma that have never healed.

So in our permanent alcohol and life recovery program, we must go to the origin, because when we find the origin or the dysfunction or the chaos that led us to want to escape our existence, we then

logically can start to move forward into a permanent recovery program. But, finding the origin is a huge part of our work, and it's a part of our work I absolutely love!

Through a variety of writing exercises that I give my clients, I have yet to come across someone that wasn't able to pinpoint exactly one or two or three or 10 different experiences in childhood that led them to believe that they were unlovable... Not worthy... That they would never be understood... And with the feelings of Unlovability and unworthiness and being misunderstood, we start to look for substances to numb the pain to numb the loss and to numb the lack of emotional stability and attachment.

These are the breeding grounds of addiction.

And this is not a parent bashing book. I will never go down that road, most parents are doing the best they can to survive and to raise children without any idea how to do it other than the way that they were raised.

And most of the way parents are raised falls way short of their emotional, physical and psychological needs as children... But that's simply because parents don't understand the importance of nurturing their child from 0 to 8, most parents don't understand these years are some of the most formidable years of our lives and if we're raised correctly we just might have a chance to have strong self-confidence! Strong self-esteem! Strong self-worth!

But it rarely happens. Simply because our parents have not gone through some immense training program on how to make sure they are emotionally available so that they can help their children learn how to be emotionally available as well.

It's a generational cycle of destruction, where mom and dad simply follow what their mom and dad did and don't question anything, which leads to another family cycle of addiction or abuse or molestation.

Which brings me to another crucial part of a child's life they can easily lead them down the road to addiction.

Sexual molestation. Sexual abuse. Two crucial and huge factors in the world of children becoming addicts and alcoholics later on in life.

And the sexual molestation and sexual abuse does not always have to be physical in nature! This is a wake up call for everyone.

Years ago I worked with a woman from Australia, who remembers huge family gatherings every Sunday that would include aunts and uncles and cousins at her family's large property, and at first these events were extremely exciting and filled with fun.

But then, one of her uncles started looking at her in a lingering way, and would pick her up and put her on his knee and bounce his knee up and down. At her age she knew something didn't feel right but she didn't know what to do about it. She was too afraid to say something to mom and dad because this was their favorite uncle!

Every Sunday, the leering would continue. Following her around the house would continue. He never once touched her, so until we did our work together, she had no idea that this was the beginning of her feeling that she was somehow being "A bad girl", to have her uncle looking at her in the ways that he did.

It was sexual abuse. Pure sexual abuse done in an emotional way. Done with the way his eyes would look up and down her body.

She had originally come to me trying to find out why she was attracted to emotionally abusive or physically abusive men.

She wanted to know why she would attract men who constantly demanded sex from her, and while she would do everything she said she would do, following their exact words, she felt used. She never felt an emotional connection.

And the worst part of all, is that she felt this was just a normal part of life. She didn't think there was anything she could do to change it.

So her call to me was really a call of desperation, not thinking that she could be helped, but just needed to talk to someone.

When I brought her back to her childhood days that included her uncle, she was absolutely stunned. Her mind was blown. She now was able to connect the dots and see that her understanding of a man, was one who leered after her, was one who wanted her body, was one who made her feel desired at one level, but she was repulsed by it all at another level and it was extremely confusing for her to figure it all out!

So we started talking about looking at the type of man she was attracted to. Then, I gave her a homework assignment that opened up doorways to her mind that allowed her finally to become free.

In the assignment she would write out every man she had been with since she was 18, and the similarities in negativity in all of the relationships, and a massive pattern was being formed that I mentioned above.

She did not feel worthy of being loved. She did not feel worthy of being respected. She didn't feel worthy of being loved and respected because she was disrespected on a weekly basis by her uncle as a little girl. When she was able to pull it all together, it made total sense to her!

It also made total sense to her why she had become an alcoholic all these years. And why she was attracted to alcoholic men.

They had also been abused in some way, emotionally, physically or psychologically as children.

She was creating "a trauma bond", that combined the trauma that she had gone through as a little girl, while unknowingly being attracted to men that had also carried trauma from their childhood.

And after we figured this out and did the work to bring her self-confidence and self-esteem up, she entered the permanent alcohol and life recovery program and everything changed.

She learned how to be emotionally connected to a man before becoming physically connected to him.

She learned to look for the red flags of someone who had experienced trauma in life, which usually was revealed in the way that they disrespected her or used her as a sex object.

Understanding all of this trauma-based work, allowed her to come into our alcohol recovery program with open arms! She was excited! And once she got completely sober, it took about a year and a half to clear up all of her past and bring her into this present moment, peace followed.

Sobriety followed.

Recovery followed.

And then, like every other client that I've worked with, once all of this was cleared up her choice of men changed radically. She was able to experience love, emotional love, physical love, and psychological love in ways that she never could before. She was free

She was free!

## PERMANENT ALCOHOL & LIFE RECOVERY!

She was finally free!

And the same can happen to you... She did not have any special gifts to recover and heal that you don't have today, other than a willingness to do the work.

So join me, won't you? Let's jump into this program together. For your freedom. For your peace of mind. For your productivity. For your relationships. For your children. For your partner. For your health. For your longevity. For your creativity. For your shattering of procrastination. For anyone and everyone that might look up to you.

It's time to change. And the time is now.



**Number one.** What was covered in this chapter in great detail?

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**Number two.** Of all the topics covered, which one was of most interest or of most importance to you?

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**Number three.** What are the action steps that you will take over the next seven days as you evaluate the role that alcohol is playing in your life right now?

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## CHAPTER 3

### *What Makes Our “Permanent Alcohol and Life Recovery Program”, So Different Than Everything Out There Today?*

This is a question I am asked daily.

With the huge influx of individuals struggling right now with alcohol, before they join, and I totally respect this, they want to know why our program is so different and most importantly, how come we are so successful when so many other recovery programs are filled with failure?

And I'm not putting other programs down, I just know that what we found is so unique and special. I'll continue to add to it absolutely, I'll continue to update it absolutely! But as of today I can tell you, I have not found anything else that is more powerful than what we have created and there are many reasons why.

**Number one.** We use no shame, no guilt. It doesn't matter what you tell me, you will always get the same expression on my face, compassion, care, love and excitement that you are working with me.

It doesn't matter how long you've drank, how much you've drank, how much damage you've caused in your life or others... All I care about is your recovery and your success. Period!

**Number two.** It's a “permanent recovery program”, not a one day at a time thing, not a one month at a time thing, not a “super sober January thing”... Hell no... We are looking for permanent, and when I found permanent recovery in my own life, I knew I had to share the secrets with the world!

My personal life changed so radically upon recovery, that I could not imagine living any other way!

And I want the same for you! And you can do it. I don't care if you don't believe you can, I believe you can, because I've worked with hundreds of individuals that have told me straight out “I know this program isn't going to work for me but I'm gonna try it anyway...” And then it works for them. As it should.

The famous getting sober, “one day at a time”, does not work well for many people.

When I was in the treatment center, now this is a long time ago, we had an incredibly intelligent Medical Director, and even though she was a fan of some of the “step work”, she knew there were major flaws in the program because too many people that were relying on “step work”, continued to return to her treatment facility.

She knew there had to be more, and we had some brief conversations about how, when I got out of the treatment center, I was going to create a program that “added more, that added more about life, not just alcohol.”

And we’ve done it, and it works.

“One day at a time,” is an incredibly tiny commitment to any change in life. Honestly, and this is just my opinion and you don’t have to agree with me. I think it’s an absolute waste of time for most of us to try to get sober one day at a time.

What kind of a commitment is that?

If you’re going to lose 100 pounds do you think making a commitment one day at a time, is really a commitment?

It’s not!

Which is why we want permanent recovery for life as a lifestyle. Later on in the book, you’ll read about all the lifestyle changes that we offer in order to make this the most positive move that you might ever make it In your own personal life.

Imagine this:

You meet the woman of your dreams. You love her. She loves you. You’ve worked through some of the tough stuff in the beginning of the relationship and you’ve been together for a year and you’re all excited and you want to pop the question.

“Honey, will you marry me.?”

She goes crazy! Jumping up and down! Drops down and kisses your feet! Jumps back up and kisses your lips! Looks in your eyes and says yes, yes, yes you’re the man for me!”

And then you hit her with this:

“Honey I’m so excited, that you’re excited. Now we’re gonna do it a little differently honey. We’re gonna get married one day at a time. I will commit to being married one day at a time. I will commit complete monogamy to you one day at a time. I will commit caring for you one day at a time. And then tomorrow, we will redo the ceremony and I’ll commit again to being married to you one day at a time.”

I am actually laughing my butt off as I wrote the above, and this is something I’ve been saying for 30 years to massive audiences as well as my one on one clients. And every time, I get people laughing.

Why?

Because one day at a time is zero commitment in my mindset! One day at a time is a complete waste!

Now ladies and gentlemen, these are my beliefs systems, built over 43 years of researching addiction. Over 30 years of being a health professional/counselor in the world of addiction recovery and battling through my own addictions, I would’ve never made it one day at a time.

But when I made that commitment to sobriety and recovery for life, everything changed in a positive direction.

Now a major caveat!

If anything I say that you may have heard in group meetings, that disagrees with those statements you heard in group meetings, slow down for a second, don’t get too emotionally overreactive if you disagree with me, and let my thought process settle into your heart and soul.

I'm using logic here. I'm not using emotion to tell you that a commitment needs to be more than one day, that's just pure logic.

So if you're a big fan of statements like one day at a time, if you're a big fan of the group meetings, and they work for you, and you never relapse, and you never cross addict, and you don't turn into a "dry drunk". Being a "dry drunk" simply means that you have no emotional regulation skills. You fly off the handle easily. You have road rage. You don't know how to speak about difficult conversations in a confrontation without getting emotionally unglued, all of those are signs of being a dry drunk.

Now if you follow these groups, and you love the stuff like one day at a time and you haven't done any of the above like cross addicted, don't change a thing!

Keep going to your group!

According to studies, even the medical director of the treatment center I was in, these philosophies that include "one day at a time", have a 10% success rate only!

What she told me matches what so many medical directors that I interact with from treatment centers around the US have confirmed, the success rate of these programs on their own is 10%. That means only 10% of participants in these groups will be sober for a full 12 months.

Another way to look at that is that they are offering you a recovery program with a 90% failure rate!

Is that really what you want?

Showing up to a meeting once a week is not recovery. Showing up to a meeting every day is not recovery. It takes a hell of a lot more than that, which is why our program is called a Permanent Alcohol and life recovery program.

Because we are Going to help you recover your entire life! Not just the alcohol stuff, but everything!

And here's another example of how our program is so different.

"Once an alcoholic, always an alcoholic." Do you really want to go into a program that's telling you, you'll never heal?

Because that's what that statement says. I don't believe it at all!

Oh my God, if you believe that once you're an alcoholic you'll always be an alcoholic you are setting yourself up for relapse. You already have a foot out the door. You're already expecting a relapse. Because once you're an alcoholic you're always an alcoholic, when you relapse all you need to do is go back into the meeting and say "wow you guys were right, since I'm always gonna be an alcoholic I went out and drank this weekend just like you told me, now I'm coming back to try to recover again."

Do you see the craziness of these type of statements?

I want to enter a program where I'll be permanently recovered! I don't want to enter a program that's telling me that I can't heal, and that statement once an alcoholic always an alcoholic tells you that you will never heal!

Insanity!

And guess what? Most of the people that need to get into a serious recovery program, have tried on their own to quit many, many times, unsuccessfully so.

I did the same thing. Oh my God I would say that Monday through Thursday I'll have one glass of wine, and then Saturday and Sunday I'll have two or three. It never worked. One would lead to several.

Am I emotionally riled up right now in the most positive ways? Yes! I'm so excited to share this because now we have a logical approach to permanent and life recovery... And it works.

And here's another one...

"Your alcoholism is not your fault, you have a disease. It's in your genes. You were given a bad hand at birth, we are so sorry but because you have a disease, and because it's in your genes, it's out of your control unless... You keep coming back to these meetings!"

Oh my Lord ladies and gentlemen, I hear these statements all the time and it just really makes me sad. Very sad. Because they're not true.

My alcoholism was my responsibility. No one else's. I didn't know how to emotionally regulate at 12, I didn't know how to say no to peer pressure when the older boys were asking me to drink, so I could be part of their group. I didn't have the experience to know how to deal with my anger and frustration with my parents because they couldn't understand me as a hypersensitive child. It wasn't my parents fault, and it wasn't entirely my fault at that time, I didn't know any better.

But it was my fault once I grew up. I just chose to continue drinking. The disease didn't pull me into a bar open a bottle of wine and force it down my throat.

My genes didn't drive me into a liquor store, pulled me by the neck to the wine area, put two bottles of wine in my hand and push me to the cash register to pay for my drinks.

Do you see how we've been filled with thoughts of failure?

In our program you're going to be filled with thoughts of success! Thoughts of change! A boost in your confidence and self-esteem! You don't have to live this way anymore! These are the thoughts that you get in our permanent and life recovery program.

Now, there is a genetic portion to alcoholism, and I have it. In our family history, we have a large amount of individuals that struggled with alcohol.

And I do not deny that there is a genetic code that could lead someone to continually drink on a regular basis, when they really want to stop.

But that gene can only be activated if you drink alcohol. Let me repeat that.

If you carry the family gene for alcoholism, it can only be unlocked if you choose to put alcohol in your body. But if you never put alcohol in your body? That Gene will be dormant, it will have nothing to do with you drinking. Does that make sense?

And the other reason I can easily destroy the concept that alcoholism is caused by a gene or is a "disease", is because if it was a disease and if it was genetically-based the only cure would be some type of pharmaceutical drug or medical intervention.

Reread the above paragraph if you believe that alcoholism is a disease caused by your genes.

I have yet, over the past 43 years, ever been introduced to a drug that completely takes away any tendencies for alcohol. Cures it .

I have never been introduced to any form of medical intervention, that cures alcoholism.

But what I have learned and what we teach in our permanent alcohol and life recovery program is a way to learn how to emotionally deal with life so we don't need alcohol to self medicate. We don't need alcohol to escape reality.

We will teach you the tools necessary to see this has nothing to do with your genetics, this has nothing to do with you being in a “disease state”, but it has everything to do with this very fact:

Addictions are used to get us out of reality. Addictions do it very well, they lift us out of the emotional pain we might be in right now momentarily. They give us the courage and confidence, momentarily, that we might not think we have, as we enter a networking event, filled with social anxiety.

Addictions have a purpose and they fill it temporary very well! They allow us to avoid dealing with procrastination, pain, low self-confidence, anxiety, failure, depression, wounds from life, trauma from life, rejection from life, and every other emotional challenge you can imagine.

I totally understand why so many people give up after going to these programs for months or years because they constantly see themselves in a relapse mode.

Many of the clients that come to me only do so after they’ve been through different programs that talk about their addiction is a disease, it’s not their fault, there’s no way out of it, they’re going to be an alcoholic for life... And they all buy into it at first... But when they see success rates being so low, when they see failure rates with so many these programs being so high, they eventually realize that something is really a mess here and somehow find their way to my office, my phone or my zoom.

We want to optimistically help you get sober for life! We want to optimistically help you learn how to recover from a life of addiction to a life of beautiful recovery!

And we do it through the words we use, the exercises we use, the books we use, the manuals we use, the videos we use, we have so many tools that we will get into later in the book that will help you recover for life.

No, you are not an alcoholic for life.

No, it’s not the genes fault, it’s our choice to continue to drink.

Alcoholism begins as a choice, and permanent recovery ends as a choice.

And in our permanent and life recovery program, believe it or not, we actually have fun! Oh sure there are times that are difficult talking about these issues that may be have followed us since we were little kids, personality quirks that don’t serve us, arrogance, irritability, impatience, codependency, extreme low confidence and extreme low self-esteem... Yeah we will have to deal with those too, but we can deal with them in an incredibly positive way.

So much of the difference of our program versus what is out there today is a mindset. We offer a powerful mindset with logical explanations of why certain things that we believe in the Addiction community are completely false.

Completely false.

Anyone, and I mean anyone who struggles with alcohol can recover completely with our program. I don’t care how many times you’ve been told that you’ll never recover. I don’t care how many treatment centers you’ve been in. I don’t care how many different counselors and experts you’ve worked with, if it hasn’t worked, it’s time to give our program a try.

I will put my heart and soul into you and your recovery like you have never seen in your life before!

I cannot do the work for you, but I can stand and hold that powerful space, I can stand and let you know I’m behind you, I can stand and let you know I will never use shame or guilt regardless of what

happens in between our sessions in order to help you live the life that you've always wanted.

Hell yes, I am here for you! And the reason I'm here for you is the same reason I had to be there when I struggled: the end result is worth the journey, in ways you may never ever have imagined up to this point.

The challenges that you might've had up to this point, attending networking events without alcohol, attending dinners without alcohol, attending funerals or weddings without alcohol, going through a boring evening without alcohol, going through the holidays and birthdays and social events in life without alcohol may have been a challenge in the past... But we will show you a new and different way.

Our program will show you how to attend all those events and have an absolute blast!

I mentioned earlier in the book that one of the most difficult challenges I ever went through was losing my mom and dad just recently, both in a year, only a year and a half ago. Yes, one of the most difficult experiences in my life and I never ever once thought about having a drink.

And I also want to make it very clear that I am not 100% against these groups that teach the different types of step work. As a matter of fact, after getting out of my alcohol treatment center where I was for 30 days, I went to 120 straight 12 step meetings for alcoholism, and I did everything they told me including finding a sponsor who I worked with for several months.

And the reason I went for 120 straight days is that I promised my counselor in the treatment center that I would do that, and I wanted to hold my integrity. I was hoping that I would get an incredible education by finding that time every day and never making an excuse as to why I couldn't go.

But the sad thing was, because my background is in the world of psychology, and the power of thought, and the power of the conscious versus subconscious mind, I felt extremely uncomfortable walking into a room and saying, "Hi I'm David I'm an alcoholic", when I had not drank in several months!

Why would I call myself an alcoholic when I was in meetings seven days a week, on top of that working with an addiction therapist every week, not drinking at all and not having cravings, why would I say I'm an alcoholic?

I had no anger issues. No road rage. No arrogance.

Do you know what that does to your self-confidence and self-esteem? You're working Your butt off. Showing up to meetings when it's very difficult to find the time to do it, and then listening to people, some sober for 25 years, saying "hi I'm Bill and I'm still an alcoholic"?

That seems incredibly illogical to me. Why would I call myself an alcoholic when I'm not drinking. I even go so far as to say I'm not even a former alcoholic now nor am I an ex-alcoholic, I am simply "David Essel."

There's no need to carry the stigma around of being an alcoholic when you're not an alcoholic anymore. Now, if you relapse? Well, yes, you've slid back to alcoholism.

I believe the most powerful tools of all the step meetings have to do with:

Number one. Walking into a meeting means that you are willing to be vulnerable , humble and honest. What an incredible benefit of these meetings!

I think this is probably their greatest asset to anyone who wants to get sober! When you walk into a meeting and you don't know anyone, and I did this too, you can feel uncomfortable as hell!

I was so afraid I'd run into someone I knew! But when you think about it, if you run into someone



you know in a meeting, they're just as humble, honest and vulnerable as you are, admitting they have a challenge that they want help with.

And, of course, it happened to me on like my fourth meeting. I ran into another executive that I had known for years and at first I was so embarrassed to see him, until I realized that he was there for the same reason I was. It ended up becoming a great reunion since we hadn't seen each other for years!

But if these programs, would just do one thing, they could become massive assets in the world of addiction recovery much more so than they are today.

And what is that one thing?

These organizations need to get with the latest experts in the world of psychology and addiction, emotional availability and addiction, physical withdrawal and addiction, and most importantly life recovery and addiction. And, if they were to update their programs, which are about 80 years old, with all of the new sciences, the new studies, and if they actually updated their information to include what we know today about everything I'm writing about in this book... They could rock this world.

But the analogy I give in lectures is this: do you know of any car dealers, that are selling cars today with the same principles from 80 years ago?

Do you know any car dealers, that don't use computers? That are still using filing cabinets and manila folders to keep track of the cars they have and the customers they are working with?

For many, this might seem insane, but that's exactly what's happening with so many of these groups. They are working off of old outdated material that needs to be radically updated in order to change the statistics and have a massive impact on this world.

And because of my love for alcohol and life recovery, if any of these organizations ever reached out and asked me to help them, I would do it in a heartbeat. It wouldn't be in competition with me at all, but I would love to have them update their information so that they can help more people become sober, permanently recovered for life.

And in our program, we will teach you emotional regulation skills so you don't have to worry about becoming a dry drunk. Which is part of being an alcoholic.

We will teach you skills to deal with procrastination, arrogance, irritability, impatience, perfectionism which is a huge part of many addict's lives, stress, anxiety, depression, PTSD, health issues, relationship issues, career issues and so much more.

Because this is life recovery! Heck yes we're going to teach you how to be sober free of alcohol, but then we're going to give you the most powerful tools and tips you could ever imagine: how to recover in life when life continues to throw us curves one after another.

This, is permanent alcohol and life recovery.

Or how about when our number one bestselling book, "Focus! Slay your goals", received one of the most incredible awards we could've ever received from bookauthority.org who said: "David Essel's book, *Focus! Slay Your Goals*, is one of the top 100 goal-setting books ever written!"

And guess who they put me right next to? None other than the famous author, Dale Carnegie.

I tell you the story because even getting that massive award, I never once thought about having a drink.



And I am not unique. I am not unusual. I am just a man that found a unique program on permanent alcohol and life recovery to the tea, and the benefits continue to flow day after day after day to me... Just like they will to you.

## *Procrastination? The Hidden Addiction, that Robs us of Life! Why do we consider procrastination an all-out addiction?*



*By David Essel, M.S., O.M.*

In 1996, here is the definition that we created for the word addiction, that we have stood strong by since that date until today:

***“An addiction is any substance, thought, behavior, person or organization that is unhealthy, that we continue to return to anyway.”***

In this definition, procrastination can be either categorized as a thought or a behavioral addiction, and or both.

Procrastination as an addiction, can be incredibly deadly! Addicts have died because they have procrastinated getting the help that they’ve needed. People with serious illnesses, who continue delay seeing their doctor or getting treatment, are procrastinating themselves possibly all the way to death!

**Procrastination, is a serious, serious addiction in society today.**

In our work of 42 years, we have labeled procrastination as ***“living in hell on earth.”***

And it is!

Some people call it fence sitting. But the reality is, as we procrastinate more and more, we destroy our sense of self-confidence and self-esteem until we’re left as a shell of ourselves.

Many of us may be afraid to fail, so we procrastinate on taking those action steps necessary to bring our lives to the next level.

Believe it or not, some people procrastinate because they're afraid of succeeding. **Why?**

The fear of success is real, because once you've shattered procrastination and gone after something that's going to make a big difference in your life, guess what? You're going to have to continue with those action steps that you may not want to do.

So, if someone wants to be successful in their sobriety, they will begin by hiring professionals, or maybe they go to a treatment center, or maybe they go to meetings. And in order to stay sober and in recovery, you'll have to do everything they've taught you outside of your comfort zone.

So, the fear of failure may be a fear of disappointing oneself, or the fear of disappointing others.

The fear of success can also be linked to the fear of disappointing others, because if you do go to that treatment center, or you do hire an addiction recovery coach, and people around you know that you're working towards your recovery but then you decide to pull back on the action steps that shattered procrastination in the beginning, you go right back down into the root of addiction.

Procrastination has always been an Achilles' heel for the human race, but during this pandemic it's gotten even bigger, and has divided us from our true self. Procrastination keeps us living in our false self.

Procrastination enhances our false self! And what is the false self?

The fall self is that voice in your head that says you don't deserve recovery, you don't deserve a loving relationship, you don't deserve the income that would help you achieve larger goals.

The false self says you've tried before to accomplish this goal, it didn't work, don't bother putting any more time into it now.

The false sense keeps you living below the level that you're put on earth to be at! The false self says things like, "Who are you to write a book? Who are you to be deeply in love? Who are you to get clean or double your income right now? Who are you to try to become an entrepreneur during the pandemic, when life is challenging enough as it is?" "Who are you to be sober? To be free of any addiction?"

**As you can see in this article, procrastination is feeding the false self, feeding low self-confidence and low self-esteem self, but the breakthrough is not only possible, it's absolutely necessary... starting right now!!**

Did you read that last statement?

**Starting right now!**

Procrastination will tell you to wait until the pandemic is over, or your kids are back in school, or the divorce is final. Procrastination will tell you that this is never the time to put your energy and time into recovery.

Recent statistics have stated that about **85% of our country are either overweight or obese. And how do we get there? Easy! Procrastination!**

We procrastinate eating cleaner. We procrastinate getting into the gym on a regular basis or walking for an hour around the neighborhood every day.

The subconscious mind will use rationalization, justification and denial to keep you right where you are, reminding you of such falsities like, "the pandemic is not the time to change. It's the time to survive."

The real self-laughs at that and says this is absolutely ridiculous! Pandemic or no pandemic this is the time to live! To start a new relationship! To start a new career! To recover!

Most of us know we should be minimizing our time on social media, the arguing and the insanity. Most of us know we should be cutting way back on the news, but are you procrastinating on making these life changing decisions?

Social media and the news have been created out of sensationalism, to move you emotionally, to get you hooked, addicted, to see what nonsense they're going to print tomorrow.

The real self, your internal power, tells you to get the hell off social media during these times. It tells you to cut back on the news during these times. It also tells you that the pandemic is not an excuse to stop living but rather an excuse or a reason to begin living at the highest level possible!

So how the hell do we shatter procrastination?

Follow these tips, starting right now, not tomorrow or even an hour from now:

**Number one.** Recognize, in writing, the area or areas of your life that you've been procrastinating on.

Over the last couple years, I have worked with over 100 individuals that have procrastinated during the pandemic on taking care of their anxiety, or their depression, or their dysfunctional relationships, or their financial situation or addiction.

When you write down what you're procrastinating on, you start to marry the conscious and subconscious mind which gives you the greatest chance in the world to shatter this procrastination and move forward and live the life you deserve to live. I want you to live the life you deserve to live.

**Number two.** Write down the challenges that you see yourself facing by continuing to procrastinate on life changes that need to be made. Take a look at how it shatters your self-confidence, your self-esteem. It puts handcuffs on yourself and keeps you in that middle ground of not moving forward and not moving back.

If you want to know the truth? If we're not moving forward, you bet your butt we're moving backwards.

**Number three.** To shatter procrastination once and for all, especially if it's been in your life over the last couple years, I will beg of you to hire a professional. A coach. A therapist. A counselor. A personal trainer. A nutritionist. A financial planner. Hire someone to hold your feet to the fire to do what you'd rather not do on your own.

These are probably the most important moves to make when you're looking at shattering a life of procrastination, so you can live the life you're placed on earth to live!

**Number four.** When you're working with a professional to shatter procrastination, only go after one area of life at a time.

Too many people when they procrastinate in multiple areas of life will say things like, "I'm going to lose weight, and quit smoking, and drop this other addiction, I'm going to earn more money as well as find a great partner to create a loving relationship with."

And with this many goals at one time, it's almost impossible to shatter procrastination.

## **Instead, pick one goal.**

Instead, pick one goal. The biggest one. The one you'd rather not go after that you've been procrastinating on for three months or three years or 30 years. Go after that one goal like a Rottweiler, with your accountability partner in your back pocket, you can achieve what you desire to achieve in a shorter period of time than you may think.

When I personally decided to get into recovery many, many years ago, I knew that I could only do one major goal at a time. I had procrastinated on shattering my own addictions, even as a counselor, minister and author, I had procrastinated for years in facing my own addictions, and until I did there's no way I could've maximized my existence.

So, what is that one area for you? Is it an addiction? Is it an attitude problem? Is it a financial issue? Or relationship challenge? A mental health issue?

Is it a career challenge? Have you lost complete faith and you've been procrastinating on finding a new pathway so your higher power can work through you on a daily basis?

As a personal growth professional for 42 years, I personally believe that procrastination has become one of the largest addictions that this world is facing today.

The great news? I've just given you every ounce of information you could ever need above in order to shatter procrastination for the rest of your entire existence.

You're never alone. You have me. You have thousands of other professionals waiting, just waiting for you to reach out and say, "I am ready to change, I am ready to shatter my procrastination and live the life of my dreams."

Let's do it now. Right now. And when you do? You will fall more deeply in love with yourself than you ever imagined possible.

**Number one.** What was covered in this chapter in great detail?

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**Number two.** Of all the topics covered, which one was of most interest or of most importance to you?

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**Number three.** What are the action steps that you will take over the next seven days as you evaluate the role that alcohol is playing in your life right now?

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## CHAPTER 4

### *Alcohol, and The Challenges That Executives, Entrepreneurs and Small-Business Owners Face . . . And You?*

Alcohol is an equal destroyer of families, marriages, our physical health, our mental health, and so many other areas of life for anyone and everyone in this world.

Housewives.

Husbands.

Athletes.

Musicians.

You.

Me.

There isn't anyone in this world that is completely safe from falling victim to alcoholism, if they don't have the skills necessary to deal with the emotional challenges in life.

Let's get real here, the more stress we have, if we don't have the correct emotional regulation skills to deal with that stress, we're going to look for a diversion, distraction, a way to avoid dealing with whatever it is that is bothering us.

Entrepreneurs, Executives and small business owners especially in these incredibly changing challenging and crazy times, have even an added responsibility to be very aware of the amount of alcohol they drink and how often they are consuming it.

Remember everything is top down!

As a leading executive, entrepreneur or small business owner, all of your employees, all of your staff that work underneath you, are looking up to you to be the role model, to teach them what they haven't learned in the past, yes that's your responsibility.

But if you're like many of us, leaning on alcohol to celebrate events, to deal with boredom, frustration, anger, rage, failure, lost contracts... We are screwed.

And guess what?

Everyone underneath us including our family and staff are screwed as well. Because we're not getting the best of you. We're not getting the best leadership. We're not getting the best focus. We're not getting the best role model, and we need you as our role models!

Recently several athletes have come out and actually taken time off, these are professional athletes, from their sport to deal with their alcoholism.

I have executives and entrepreneurs that will contact me and work super hard for a number of months, some of them once a week some of them five times a week, because they realize the stress they're under



with the pandemic and everything else, is creating an easy opportunity for them to begin to lean on alcohol way too much.

And then you have peer pressure from other executives.

Peer pressure from other entrepreneurs.

Peer pressure from other business owners.

I remember this very well especially early in my career, I would be a featured speaker at an event, and after the event there were people at tables waving for me to come over. I'd sit with these executives, entrepreneurs and business owners and we would drink together for hours.

We looked at it as a bonding exercise.

I would justify it and say "God I was out for four hours with these guys but I just picked up two new contracts! Oh my God awesome for me!"

But, there is always challenges, chaos and drama, with our staff, relationships with family, and our health when we continue going down this pathway.

But it was so confusing to me, because I'm dealing with these fortune 500 executives who are drinking quite heavily on a regular basis, functioning alcoholics for sure, but when we would get down to the brass tacks, and talk about their relationship with their wives or their children, I could see a massive disconnect.

I could see that the alcohol was more important than spending time, quality time with their children and their partners.

And just like I justified it as a way to pick up more business, all of these other executives were doing the same thing... But behind the scene, chaos was brewing.

I remember a very long time ago, one of my most cherished mentors, who is still alive today, Joe Cirulli, being at a dinner with him and watching everyone around him drink, but in front of Joe I don't even think there was anything other than a glass of water.

I do believe years ago I remember being at a dinner with him one time, and if my memory serves me correctly he ordered a beer, but I don't even know if he took a few sips of it or not.

Joe Cirulli is a multi millionaire entrepreneur who's been on the cover of *Inc.* magazine and featured in *Forbes* magazine. This guy is the real deal and he was the first major executive that I ran into that did not rely on alcohol on a daily basis to either do business or to have fun or to network.

Joe Cirulli was absolutely the type of executive and entrepreneur I always wanted to become!

The only problem? I was an alcoholic.

Executives, Entrepreneurs and small business owners face peer pressure just like I did at 12 years of age. At 12 years of age I so wanted to fit in with the 16-year-old boys.

I did it. I did it because I wanted to fit in.

Our executives and business owners today are the same way. So many of them, who have not learned powerful emotional regulation skills to keep their confidence and self-esteem at an all-time high, will fall victim to mass consciousness, will fall victim to the other executives in the room drinking, and feel in order to be a part of them they must drink as well.

It's nonsense. It must stop. I know the pressure these executives are under, but I also know that there's a way to deal with this pressure and stress without the use of alcohol at all.

And what about the executives that have to report to board members, and the board members are not happy because the profits are low and expenses are high? It is so common after these intense meetings to want to escape the pain! Just relax! And alcohol will do it in about 120 seconds.

Or what about statements like these that many executives, entrepreneurs and small business owner still use today:

**Number one.** I just need to relax. It's been a 12 hour day I deserve this martini, this glass of wine, or the six pack of beer.

**Number two.** It's easier to sleep at night after a few drinks, so I'll just have these two or four drinks and fall asleep. The 2 to 4 drinks can easily turn into 6 to 8 drinks.

**Number three.** Are you afraid to stand out in the crowd, as the only one around without a drink in their hand?

Oh my Lord, I felt like that forever especially in my first year of recovery.

I did feel uncomfortable! It challenged my confidence! Until I learned the emotional coping skills that I will teach you, and then everything changed.

The most powerful executives, entrepreneurs and small business owners I know have high self-confidence. They could care less if people around them are drinking, they know they need no alcohol to be happy, to be joyous, or to deal with the stress of business.

These are the role models we're looking for.

While working with executives, I've heard statements like this, "David if you had any idea of the type of wife I have you'd be drinking still today too... David, if you had any idea of what it's like to try to deal with a child with a mental illness, you would still be drinking today too... David, if you had any idea what it's like to have board members breathing down your neck five days a week to boost profits and decrease expenses you'd still be drinking too..."

All of the above statements? Are pure excuses to have a drink.

Here's a great exercise that I think will help everyone reading this book understand the power of becoming a part of a permanent alcohol and life recovery program.

The 10 top reasons, while in any type of recovery program, that it's OK to have a drink would be the following:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Do you know why all those lines above are blank? Because there's no way in the world that there's ever an excuse, a justification, or a rationalization that is valid enough for you to have a drink once you've made that commitment for Permanent Alcohol and life recovery.

Does this surprise you? It should not.

And the great news is, that you're not going to have to try to figure out your options of what to do instead of having a drink.

Through this program, we will teach you 150 tools that you can use, whenever you want to have a drink, crave to have a drink, but choose not to.

In all of those blank spaces above, I will give you the specific tools to use when you have a craving, when your confidence is low and peer pressure is pushing you to have a drink. We have solutions for every situation you could ever face in life so you'll never be alone, you will never feel you're out on a limb by yourself, willpower is great but it will only last so long until you need actual tools to use, to substitute, for any type of alcoholic drink whatsoever.

I want you to feel fully supported. I want you to know that there's someone in your corner that has answers, solutions, techniques that can help us move away from the desire for alcohol, the need for alcohol, to complete freedom.

And complete freedom is one of the most beautiful things that you will ever find in your life as an executive, entrepreneur or small business owner.

And remember what I said above, about everything being top down?

Now is your chance to become the true leader you've always meant to be. When you are alcohol free, you are now a leader for everyone to look up to. You're someone that we can all trust.

You're someone that we can look up to, and aspire to be just like you. Alcohol free. No more emotional rants. No more irrational anger. No more over indulging to escape boredom or challenges at home or challenges with your kids or challenges with employees or challenges with the board.

There's no more excuses because life has become too beautiful, to screw it up with another evening with alcohol.

I'm excited that you're with me so far, and I'm thrilled that you're willing to be so open minded, so humble and so vulnerable to join us on this journey that you will never regret."

## *Alcohol Is Not The Problem... In Alcoholism!*



*By David Essel, M.S., O.M.*

“ALCOHOL Is Not The Problem...In Alcoholism!”

Look at that title!

Does it shock you? Surprise you? Does it make you angry? Does it make you frustrated that someone would make this type of statement?

Well the truth is, alcohol is not the real problem with alcoholism. Just like food is not the real problem with food addiction.

Just like sex is not the real problem with sex addiction.

Just like video games are not the problem with video game addiction.

Just like television is not the problem with television addiction.

Just like social media is not the problem with social media addiction.

Does this make sense? Or are you super confused?

If you're confused that would be normal! That would be expected!

Why?

Because we've been sold a lie for years upon years upon years... That alcohol is the problem with alcoholism.

But it is not!

No one is born an alcoholic, so how do we become alcoholics?

Personally, I was an alcoholic for 30 years, and in the beginning, I used to think that alcohol was the problem... “If I just got rid of alcohol, I'd be fine!”

But that would be a lie as well!

Do you know why?

Because the only reason we use alcohol is to escape reality! To escape boredom, anger, rage, insecurity, loneliness, frustration, anxiety, depression, PTSD, suicidal ideation... Do you get the picture?

So, alcohol is not the problem... But what is the problem?

Our problem that leads to alcoholism is our inability to deal with life, life's challenges, life's emotions, that's the real problem!

As an example, in our "permanent alcohol/addiction recovery program", we spend so much time teaching emotional coping skills for depression, anxiety, frustration, fear, grief, low self-esteem, low self-confidence, peer pressure... We cover it all in our program because these are the issues that create the desire for an individual to reach out and numb themselves!

This might be one of the most important articles I've ever written in the world of addiction, because I've been helping people get sober for over 30 years, and in every case, they think that alcohol is the problem. But once we do the work, we realize that our inability to deal with life is the real problem!

And that inability to deal with life makes us turn to look for substances like alcohol, sugar, nicotine, drugs in order to zone out, in order to numb out, in order to avoid life.

Yes, my family has the gene for alcoholism. I've had family members die of alcoholism. I've had many others who have struggled within our family for years with alcohol, so do we all have the gene for alcoholism?

Undoubtedly yes! But a gene doesn't reach out and pour a glass of wine down my throat, or take over the steering wheel and pull me into a bar or pull me into a supermarket to buy beer or wine or whatever.

What creates that desire to numb out is what I mentioned above: our inability to deal with life or to know how to cope emotionally with the various challenges life throws at us for our entire lives.

There is hope. I never thought I would get sober. Then, many, many years ago I did, and my life has been radically changed ever since.

I want the same to happen to you. But in order for that to happen we must realize that alcohol is not the problem, we are the problem!

Join me at my website <http://www.davidessel.com> and take a look at our permanent alcohol and addiction recovery program, or text me directly 941.266.7676 and I will help you accomplish what I couldn't do on my own either.

You are never alone.

Love David.

**Number one.** What was covered in this chapter in great detail?

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**Number two.** Of all the topics covered, which one was of most interest or of most importance to you?

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**Number three.** What are the action steps that you will take over the next seven days as you evaluate the role that alcohol is playing in your life right now?

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## CHAPTER 5

### *The Power of the Mind, in Permanent Alcohol and Life Recovery*

I love to write about the power of the mind, but I also want to give you a word of caution: the mind is incredibly powerful but it's not enough on its own to think yourself clean, to think yourself sober, to think yourself into full recovery.

Some of the programs that have been popular over the years, some that I actually used to teach myself in the 1980s, like the law of attraction, may lure you into thinking that you can create vision boards to get sober. Or you can create powerful affirmations to get sober. I can tell you from personal experience, if it happens it's purely a miracle. Absolute miracle.

Let me tell you why I feel so strongly about this, but don't get confused, I love the power of the mind, I love positive thinking but we're going to go into some detail here about how it can be extremely misleading as well.

Let's take the law of attraction.

Beginning in 1980, I taught the law of attraction, that goes something along these very incredibly simplistic terms... "The law of attraction states that whatever you put out into the universe, whatever great goal you put out into the universe, whatever you want to come into your life that you put into the universe, must return as you have now imprinted your desires into this "Universe".

Wow, doesn't that sound incredibly attractive! That all you have to do is think good thoughts, toss it out into the so-called "universe", and you're going to be rewarded with complete recovery? Complete sobriety?

When I first started teaching this ridiculous formula as an attempt to be more successful in life, I was simply following my "gurus", my teachers who I had immense respect for, that were teaching this very same thing.

For all of those years, I would tell audiences all over the world, as I traveled 40 weeks as a speaker, that as long as you have a positive affirmation and repeat it over and over again the universe must respond to that positive affirmation and give you exactly what you desire.

As I look back at this teaching that I have to call myself out on, I have never met a multimillionaire that became that way via vision boards or affirmations. I never have met a brain surgeon or interviewed a brain surgeon, and I've interviewed many, that have told me that they became a brain surgeon via vision boards and affirmations and prayers that they sent out to the universe.

I've never interviewed a bodybuilder that told me that they were on stage with metals around their neck in their minds eye, practicing deep visualization along with powerful affirmations, and all the sudden they won the heavyweight division of the bodybuilding competition, without ever stepping foot in the gym!



Now literally, this is the way it was taught to me in the 1980s, and when I finally dropped this ridiculous, kindergarten way of thinking, and started teaching the reality of success, not only did my life change but the thousands upon thousands of people that I have counseled and coached over the years began to see dramatic changes in their life as well.

And as I've said for years on thousands of podcasts, radio interviews and television shows that I still am a part of today, I am so sorry for teaching such a ridiculous form of goal achievement.

And I'm very serious. If I mislead anyone over those years, like I misled myself by trying to practice the stuff I was preaching, I truly apologize.

These concepts never worked for me during those years of teaching it, but I kept teaching it because once again, peer pressure. If my teachers were still teaching this for years it must work right? Then why didn't it ever work for me or anyone I've interviewed or anyone I've ever worked with?

Let me get really personal now.

From 1980 until the early 1990's my most favorite affirmation, part of the fabulous law of attraction formula, was this:

"I am David Essel, a child of God, happy healthy and sober today."

Sounds nice doesn't it? Kind of cute isn't it? Maybe even a little pretty, isn't it?

And it was nonsensical. It was ridiculous. It allowed me to wake up every day thinking that I was a sober person but by 8 PM that night I was drinking again for those years.

And I love affirmations! I say them every day! But I teach my clients how to do them in a realistic way, I teach them how to do it in a way that is self-serving, not some fantastic mumbo-jumbo nonsense, that we think we're going to accomplish great things without putting any effort into the work at all.

And so by following this affirmation for all of those years, I never came close to getting sober. I never came close to even cutting back enough to say that I was a social drinker.

I used that affirmation as a way to make me feel good every morning, but it was absolute nonsense. There was no truth to it. Because there was no action behind it. There was nothing I was doing to eliminate my drinking, or try to even cut it down other than saying this ridiculous affirmation, that brought me nothing at all from a positive point of view .

Now fast forward.

I had a chance to interview one of the most amazing teachers in this world who is no longer with us, the founder of transcendental meditation, none other than Maharishi Mahesh Yogi.

If you've never heard of him, Google him, he was and still is an incredible force in my life because I still use the principles of transcendental meditation every day. This is part of what I do in order to keep myself grounded, and yes totally sober, totally in recovery. Just one of the many tools I use.

So here I am interviewing him, and he is absolutely amazing, blowing my mind with his intelligence, his creativity and his awesome sense of humor when he asked me this question:

"David, you seem to be a huge fan of positive thinking. And you also seem to be a huge fan of affirmations. Would you mind sharing with me your favorite affirmation?"

I couldn't wait to tell him, oh my Lord I was so excited to tell him.

“Maharishi, here it is: I am David Essel, a child of God, happy healthy and sober today.”

The next words out of his mouth, shook me to my core, and brought me back to reality.

“David those words sound beautiful, now I have a question for you, are they true?”

I was caught. Stuck. If I said it was true, then that must mean that I’m sober.

But then the reality was I wasn’t sober, so I would be lying to him.

I chose to lie. Yes, just like many other alcoholics and addicts in this world, I didn’t want to face the reality of the truth with my current situation and my current addictions that have been going on for years.

So I told him yes, it’s true. And then he simply responded that he was happy that it was true, and that just for me to remember, that any affirmations I create in the future must be based in some sort of reality or we are out of integrity.

As he went on to say, using affirmations that are nowhere near the truth, shatters our own integrity because we’re simply lying to ourselves. That really woke me up !

The rest of the interview went incredibly well, but I knew I had lied to one of the greatest teachers I’ve ever met.

His meditation technique had radically changed my life, in so many different ways, and here I am lying to a great teacher because I didn’t want to be vulnerable and tell him the truth, that the affirmations I was saying never worked because I never put any work behind them.

In recovery, in sobriety, we have to be very careful of the different techniques we look for to try to help ourselves get sober, because most of us simply want to find the quickest, easiest, way to get out of the environment we’re in. To get out of the Addiction that we’re in. And, if there was a pill that we could take to get completely sober trust me , that company would be making trillions and trillions of dollars a year.

But as I mentioned earlier, to this very date there’s no medical intervention that can heal an individual struggling with alcoholism.

We need to stay in reality. And this conversation with Maharishi, snapped me into reality, and I realized at that point in time I had to make some major changes, because I’d been lying to myself. At the same time, I realized I was lying to the world as well, as during all of my lectures I went through the same routine, the same nonsensical statements about how you can radically change your life simply by changing your thoughts.

I wish it was true. But remember, if this does happen to you it’s a miracle! Accept it! Be super excited!

But just don’t ever think that for most of us, an affirmation or vision board is going to do very much at all when it comes to long-term recovery.

The mind is powerful, if we use it in the correct way.

### ***The conscious versus the subconscious mind***

This is a crucial part of any type of life change, and it’s something that we have built our business around for over 40 years now. We help people understand the difference between the conscious and subconscious mind and how to turn the subconscious mind from a saboteur to an ally.

The conscious mind is the mind of intent. You make a goal, you're going to call David Essel for your weekly session at 9 AM on Tuesday morning. It's a conscious decision. You set your alarm on your phone at five minutes before 9 AM to remind yourself to make the call.

This is all consciousness. This is all the mind of intent.

And it works as long as you follow your words, and if you need a reminder on your phone put the reminder there, and this is all about being conscious. Living in the moment. It's beautiful.

But when it comes to recovery from any addiction like alcohol, when it comes to a permanent alcohol and life recovery program, once you sign up the problem will not be with the conscious mind, but rather it will lie in the subconscious pattern, created by drinking alcohol for the last number of years.

Recently I worked with an attorney from another country, who had an incredibly deep desire to get sober or he was going to lose his marriage. His wife had been telling him for years that he's over drinking, and he admits that he drank too much on a regular basis. It was interfering with their love life, their communication skills, and even their goals in life.

And she was right on. She knew what she was talking about.

So he joins our permanent alcohol and life recovery program for executives, and he's full in. He can't wait to get the manual, he can't wait to get the books, he can't wait to start watching these short videos on recovery... as well as on the phone, setting up his first session, his enthusiasm was through the roof!

And the first few weeks he did fantastic. He had gone from having multiple drinks a day down to one drink every three days, and then we got him down to 1/2 glass of wine on a Friday night. Huge success!

His wife was thrilled! He was super thrilled! His children were outrageously happy!

And then came a trigger. And the trigger was a meeting of other attorneys during a weekend conference, that he used to drink with on a regular basis.

We had talked about the different things he could say going into this weekend workshop: he was on medication from his Doctor and he wasn't allowed to drink. We had it all planned out to give him an escape route until he was firm enough in his recovery program to simply say, "no thanks I'm not going to have a drink today, but thank you anyway."

That last statement is where all of my people in this program eventually reach!

We don't make excuses. We're not embarrassed that we don't drink, we don't have shame built around the fact that we don't drink. We love the fact that we have freed ourselves from an addiction that has created chaos in many different parts of our life.

But until we get to that point, I have no problem with encouraging my clients to make statements like the one above, "my doctor prescribed a medication that I cannot combine with alcohol, but thanks so much for offering me a drink."

That's all we have to say. No more explanations. No more excuses other than this one simple one.

And we keep repeating that line over and over and over again, when we're out at an event where people are drinking on a regular basis.

So he goes to the event, and one of his best friends of 30 years comes up to him with his favorite drink in his hand and says "so glad that you could make this event, I knew you'd want this double bourbon shot so I got it for you. It's time to toast each other and have a phenomenal time."

The moment of decision has arrived. Is he going to stay strong with his early attempt at sobriety and recovery? Is he going to buckle under the peer pressure of people that he used to drink with, and take that drink and maybe even have more?

And this is where the power of the subconscious mind comes in and this is where the power of peer pressure comes in. Two aspects that are so crucial in recovery that we go very deep in detail within our recovery program.

In that moment, his knees buckled and he accepted the drink.

As they toasted and he took the first sip, he was filled with shame and guilt. But he drank it anyway. And then another one. And then another One, until he had had enough where he could mute the shame and guilt.

He could submerge the shame and guilt under the influence of alcohol and not feel bad at all... Until the very next morning.

His subconscious mind had been trained over the years that when someone offers him a drink, he says yes.

His subconscious mind, which he had trained himself, to drink on a regular basis, was alive and well at this conference.

He had trained the subconscious mind on his own, that drinking was what you did to build business, that alcohol was what we used to relax after long days, that meeting old friends meant having drinks... These are all thoughts imbedded in the subconscious by this very same man!

And he was just like me! I used the same excuses that he used to have drinks when I knew it was time for me to get sober and into a full recovery program.

The triggers are based on the subconscious patterns that we create over the years regarding alcohol, when we don't have that high level of self confidence that you will get at the end of our program. Many of us will buckle under the pressure of peers , Even if we think we are filled with confidence. And it has nothing to do with how successful you are in life.

You could be earning \$100,000 a year or \$100 million a year, the subconscious mind couldn't care less, because all it's doing is following a pattern that you have fed it.

The subconscious mind works off what we call "the known", patterns that we feed it on a daily basis.

And this goes across all areas of life! People that struggle with eating sugar at night, have had that same pattern that they have imprinted upon their subconscious mind, that after "8 PM it's time for me to relax with my favorite snacks filled with sugar."

As usual, they reach 10 o'clock, and they're ready to go to bed, and they can't believe there's no more Oreo Cookies left!

And that was the same reaction I would have, at midnight when I was an alcoholic. I'd be looking around for the bottle of wine, and it was empty, and I thought what the heck is that all about, and I had to go and open another bottle of wine.

I knew I had had plenty to drink, the person who is eating sugar at night, there's a darn good chance they're overweight. They know that eating more sugar is going to create more havoc with their health as well as their self-confidence and self-esteem.

Wow, the subconscious mind is in control, until it isn't.

In our program, we will teach you all the tools necessary to turn that subconscious mind into an ally, versus a saboteur.

Every person that leaves this program, will have the same tools. If you apply yourself like I will ask you to, you will be using the same logic that I used after my parents died. There was no need to cover up the pain of grief. There was no need to cover up the pain of loss. I knew that if I dealt with the pain of grief and the pain of loss that they would eventually minimize, and I will gain the confidence and the self-esteem necessary to move through any other challenge of life without ever going back and relying on alcohol again.

We turn the subconscious mind into an ally via daily repetitive tools that I will give you, personally designed to help you turn your own subconscious mind around in a way that you will once again, be free from the addiction that we've struggled with for so long.

***Emotional Regulation: What We Needed To Learn As Kids,  
Can Become A Massive Tool For Recovery For Life.***

Emotional regulation sounds like a fancy term but it's really easy to describe: when we are emotionally regulated, and a trigger hits us that normally would respond with irritability or anger, or a trigger hits us and we normally would respond by having a drink, or a trigger hits us and we would normally respond with giving someone the finger in traffic... When we are emotionally regulated we are able to take a pause, step back even for a second, and make a decision on what is the best choice for us to make right now in life.

I know you can already see the power of using emotional regulation in our permanent alcohol and life recovery program. It's a huge piece of the puzzle! My Lord, when you can emotionally regulate yourself in traffic, when you're normally a fast driver, or maybe you're someone struggling with road rage, you regain control of your life.

When you can emotionally regulate, and look ahead to a meeting that you're going to attend with people that drink on a regular basis, you can take a big breath and know that you have all kinds of tools to use to not fall back into your old pattern of drinking.

When we learn emotional regulation, we can step back from an argument with our partner, and say something really powerful like this:

"Honey, I love you very much. If we continue down this road of arguing, it's going to turn nasty, and I might say something that is really hurtful that I'll never be able to take back. So I'm going to go for a one hour walk to try to cool down, and when I come back can we try to have this discussion again?"

"Or honey, when I come back, do you want to let this topic lie still for a little while and talk about it again tomorrow at 5 PM?"

Now that, is a powerful example of emotional regulation.

We stop. We think. Before we automatically react, we learn how to control our emotional response to the world, and the world responds so incredibly differently.

We teach a form of emotion regulation that's so easy to pick up, and through daily repetition before you even realize it, you've adopted it as a serious part of your life. Everyone around you will start to recognize it.

Slow down. Take a big breath. Disengage. Now you have mastered the art of emotional regulation. Now, the chances of going back and picking up a drink because you're stressed out or angry, or because you're seeing best friends that you haven't seen for years, disappears into the mist.

You've taken back control of your life, and you will never be same. You will be 1 million times better as a person, as a partner, as a mother or father, as a executive or entrepreneur or small business owner... Or whatever you do in life, emotional regulation will be one of the keys to inner peace, freedom, and success.

That's why it's such a huge part of our program.

### *Using The Power of Surrender to Heal.*

It might sound strange when you read that one of the most important components of any recovery program is the willingness of the client to surrender to the program in front of them.

When I was in the treatment center, I struggled at first when the counselors were trying to tell me that I needed to go to 12 step meetings, or I need to go to an art therapy class for recovery... I told him I knew better than that. I didn't need that kind of help.

I didn't need meetings, I didn't need art therapy.

On one day, six of them lined up in front of my little room in the treatment center, my tiny bedroom, and told me that regardless of what I thought about meetings, regardless of what I thought about their art therapy program, that I was going to be committed 100% to the program, and that is the only way I would ever heal.

We got into a very serious argument, me versus all these other counselors, about how I knew better and I know myself better than you do, I know what I need, you don't know what I need and blah blah blah blah blah.

And then the smartest of the counselors took a step forward told everyone to be quiet, looked me dead in the eye and said this:

"Essel, your best thinking got you into a damn treatment center, quit thinking and do exactly as we tell you from this moment on."

That could've easily turn into a physical brawl. I was adamant I was not going to do those two things they wanted me to do.

But, something clicked in my brain. I have no idea what it is or what it was, but something clicked and I just looked at him dead in the eyes and said one word, "OK."

With that one word I surrendered to their program. With that one word I went to the art therapy class, and it was actually quite fun!

With that one word I went to my first 12 step meeting, and while I hesitate with saying I endorse these meetings for all the reasons I mentioned earlier in the book, I will also tell you I did learn the power of vulnerability by walking into a room and admitting I had a problem.



I found the power of surrender, to someone else's program, to be a crucial part of recovery!

And that's why I'm taking the time right now to put this part in the book. I ask all my clients to become humble. To become vulnerable. We have 43 years experience in the world of personal growth and 30 years experience in teaching our permanent alcohol and life recovery program, and I'm just going to ask you to trust the process. Trust every part of the process, and if you do you will end up like so many of my clients who become completely sober and recovered for the rest of their life.

It takes a strong person to surrender. It takes a person willing to back their thoughts and words with actions to surrender.

The most beautiful thing about surrendering to someone else's program, is that there's going to be so many different surprises that happen along the way that will make the journey incredibly educational and inspirational at the same time!

I've had many executives, entrepreneurs, small business owners and others who tell me things in our very first session like this... "David I really don't like to write... But I really don't like to read books... David I really don't like to watch YouTube videos... David I'm really not into exercise even though you tell me it's going to release all these positive endorphins in the brain and help my recovery I'm just really not into exercise... David you want me to actually do deep breathing exercises? Relaxation techniques? You might even want me to learn the beautiful art of meditation? Those things aren't for me David, those are way too out there that would never work for me..."

And then the truth hits. Every time any of the excuses above are used, or any of the pushback is used, and then that person actually follows through with the program, they are absolutely shocked out of their mind that it works!

And we can be flexible in our program in helping people, an example I'll give you right now.

An executive recently told me that he hates to write, that he was forced to journal in college, he was forced when he was going to become an attorney to write extremely long papers, and ever since he's opened his own business, he has people to do the writing for him.

And I totally get it! I understand that some people love to write and some people don't love to write.

And so I asked him to come back with an alternative to him writing. I told him I would help him find a way but we are going to put words on paper. I wanted him to come back and share with me that if he was going to do this, how he might handle the writing portion, without allowing his negative belief systems from the past to stop him in his recovery process.

And his answer was brilliant. "David, if I can just do this homework assignment in bullet points I'd be extremely happy. I can do bullet points. I just don't want to do paragraphs."

You got a deal brother! That was my response as I sit here laughing, remembering that day like it was yesterday.

And we do the same thing with all of the components of this program. This is not a cookie cutter approach that we have used over the last 30 years getting thousands of people clean, sober and in full-time recovery.

We individualize it so that when you surrender to the program, and there's a part of it that you've never done before that feels a little uncomfortable, we will massage that portion of the program to fit your

needs, to fit your personality. I want to work hand-in-hand with my clients and there's so many ways that we can be flexible, using all the tools that we have, to help you reach the ultimate goal of freedom from alcohol.

Surrendering to the process is one of the most powerful concepts you could ever grasp in life.

***All you need, is a 10% desire to heal.***

This statement shocks so many people. What do you mean? A 10% desire to heal doesn't sound like much of a commitment.

And I love it that way. Because you really don't need to have anything more than a 10% desire to get sober or 10% desire for a complete recovery in order to reach sobriety and complete recovery.

Isn't that awesome? And it goes hand-in-hand with the above statement about surrendering to the process.

If you come into our program with only a 10% desire to heal, but willingly follow what we ask you to do, you will heal! We have never in 30 years, ever had a person come into the program and do everything we ask them to do, the same steps that I took years ago to be completely clean and recovered, and not completely recover!

We've never seen that happen! And this is really great news!

I remember when I was being driven to the treatment center years ago, I was hysterically crying for the 2 1/2 hour drive... I didn't want to surrender! I didn't want to give up my best friend! Alcohol had become my best friend... As it has for millions upon millions of people.

Alcohol was always there for me when I was feeling down. Or excited about life! Or feeling insecure. Or feeling shame or guilt. Or struggling financially. Or struggling in a relationship. No matter how deep the struggle or how exciting the high, alcohol was always there for me as my buddy, as my best friend, as my confidant!

I mean seriously, who wants to give up something like that, that can soothe your nerves when you're upset, or make you feel even more excited when you're happy! Who wants to give up such a brilliant substance?

And yet, when we look at the downside, there are 1 million reasons why this is the right move for you right now.

You might find the reasons written in this book, or you may not, but you know that you did not pick up a book on complete alcohol and life recovery unless there was an issue.

So let's look in the mirror, and accept that we have an issue. Let's raise our hand and ask for help.

And with that 10% desire to change, married with the ability to completely surrender to the program at hand, you will succeed. You will win. And then, one of the most beautiful things could happen in your life. Some very important people that you know who also struggle with alcohol, may just need you as their role model, to get them saving their own life, their own relationship, or even their own business.

The power of the mind is incredible, when used correctly, for permanent alcohol and life recovery.

Let's do it together.





## *Why Is Sobriety So Hard?*



*By David Essel, M.S., O.M.*

So why is getting sober and staying sober so hard for millions of Americans every year?

Depending on the statistics you look at or the studies that have been compiled, approximately 30% of Americans struggle with alcohol on a regular basis.

They may have been former social drinkers who have had a tendency to increase the amount they drink on a daily, weekly or monthly basis.

Or maybe they're retired, bored, and turned to alcohol as a way to try to deal with boredom or loneliness.

I was one of the statistics. For over 25 years I was a raging alcoholic and cocaine addict, even holding professional positions as I do today as a counselor, executive coach, author, and minister.

I never allowed my alcohol to seep into my daily work, but at 8:01 PM I would begin to drink. And I never thought that I would ever get sober. It was too hard. And anyway, would it really be worth it?

And I know millions of Americans feel the same way. Why should I get sober? I haven't gotten a DUI. I haven't been fired from work. I haven't lost my marriage, yet. So why would I get sober?

And to make it even more saddening, the average success rate of the addiction recovery programs in the United States is about 10%, which means most of our programs have a 90% failure rate.

And why is that?

Well, it's pretty simple. Many of the programs are working off of philosophies that were created 80 years ago but never updated!

Even with all that we know about the power of the mind, the subconscious mind, brain chemistry supplementation, lifestyle changes and more, organizations formed years ago, have never taken the time

to update what they share with their members. And, what we knew 80 years ago is totally different than what we know today.

Another reason why it's hard to get and stay sober is because of the power of the subconscious mind.

In our number one bestselling book, *Focus! Slay Your Goals*, we talk about how the subconscious mind, once we feed it a pattern of let's say drinking on a regular basis, or binge drinking even once a month, the subconscious mind is so powerful that it will use anything like rationalization, justification or denial to keep the habit of drinking going.

In the book we share a story about Tom, an opiate addict and alcoholic for 30 years who had tried every recovery program known to man. He had been into multiple treatment centers, with the same end result: relapse.

In our addiction recovery program, he became one of our shining stars! He shares in the book that he feels that one of the most important things that we do differently than all other recovery programs in the USA, is brain chemistry supplementation.

I was introduced to amino acid therapy for brain chemistry in 1990, by a former pharmacist named Stan Meyerson who thoroughly believed that all addictions could be eradicated if we made major lifestyle changes and utilized brain chemistry supplementation like amino acid therapy.

The client mentioned above has been clean now for a couple of years. Myself? Clean for many, many years.

Is it easy? Not necessarily.

For some people, it might be easier because they have surrounded themselves with exceptional teachers, counselors, and coaches and they have the support needed to stay sober.

I don't care how long you've been an alcoholic or addict, if you get in the right program, and do the work necessary, anyone, and I mean anyone can heal.

But we are up against some pretty difficult odds, and some of those odds come from the very programs that are supposed to help people get sober.

One of my clients came in the other day after attending a meeting for sobriety, and told me that they were very confused because during the meeting several people were saying "everyone in this room is an alcoholic today, and you'll be an alcoholic until the day you die."

That to me is insanity. Who the hell wants to hear that and get excited about recovery?

I remember when I was in the rooms years ago and I heard that kind of statement, I wanted to vomit.

I teach my clients how to attend these types of meetings without buying into the nonsense. You're not an alcoholic for life, no one is an alcoholic for life.

I'm writing this article as proof that I used to be an alcoholic but now I am David Essel, totally free, totally sober, and I don't even like to use labels on myself or others who have beaten any addiction in the world.

So who am I really? Am I David Essel a recovering alcoholic? Hell no! I'm simply David Essel. No labels are necessary.

I don't even think it's healthy to brag about how many years people are sober, because the year's someone is sober has nothing to do with if they're happy, if they are a decent person, or if they're just a jerk who doesn't drink anymore.

I've worked with many people that have not drank or done drugs for 10, 15 or 20 years who are completely self-centered. And I say that with love.

They just never got the memo that not using alcohol or drugs isn't enough. We need to go into the deep emotional work to be able to learn how to deal with life, and all of life's ups and downs without needing food, alcohol or drugs as a crutch to lean on.

As you read this right now, maybe you're in a position of struggling with a substance or behavior that is holding you back in life.

Let's take a look at just a few simple steps to follow:

**Number One.** Anyone, anyone, anyone can get sober regardless of how deep the addiction is.

**Number Two.** I recommend that you find a program that has been updated, and surrender to this new program.

**Number Three.** Work with an addiction specialist at least once a week if you're attending meetings, or maybe twice a week if you're not attending any type of meetings whatsoever.

**Number Four.** Brain chemistry supplementation is a must! Contact me, or anyone else in the world of addiction recovery who is familiar with amino acid therapy and give yourself a leg up on recovery. It makes a huge difference.

**Number Five.** Commit to getting sober for life. Not one day at a time, but make the damn commitment to getting sober for life. Most of us have years upon years upon years proving we don't know how, or can't socially drink. We've proven that we don't know how to handle happiness without drinking, sadness without drinking, anger without drinking, boredom without drinking... It's time to learn all of the different options that we can do to learn to deal with our emotions without substances or behaviors that we become addicted to.

I'm a firm believer that if we let go of the old programs and create new programs based on all of the information that we have in 2023, we can make a radical dent in the number of people struggling with alcohol, drugs, and food. And at the same time we can potentially start to help to save thousands of families that are being destroyed by one parent or the other struggling with addiction.

Let's all wake up. Let's get sober. The benefits are so worth it. Is there an effort? Hell yes. And, worth every second that you put into self-love, another name for sobriety."

**Number one.** What was covered in this chapter in great detail?

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**Number two.** Of all the topics covered, which one was of most interest or of most importance to you?

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**Number three.** What are the action steps that you will take over the next seven days as you evaluate the role that alcohol is playing in your life right now?

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## CHAPTER 6

### *Sobriety is Only 10% of Recovery?*

This statement blows so many peoples minds!

“David, what do you mean sobriety is only 10% recovery, I thought being sober was the end result of all of the work I’m planning on doing?”

I know it seems bizarre, but let me try to explain what I mean here and I think you’ll find the importance of this statement.

When someone is struggling with alcohol, the most important initial step, is to work on your sobriety.

That can come in many different forms: cold turkey for the right individual, with their doctors OK could be the best step for some people.

For others, it’s titrating down, deciding how much someone is going to drink, how many days per week, recording it with complete honesty, is another way to get someone into the sober mindset leading to sobriety.

Sobriety absolutely means, that we consume zero amount of the substance. With this book, we’re talking purely about alcohol, and once we do that we are considered a sober person.

And that’s a huge accomplishment! Don’t get me wrong this is massive for many of us!

But in all reality, it’s simply the first step in the beginning of the process to hit full blown recovery.

In the beginning, the most important thing is to create a plan of how we are going to get sober, how we are going to cut back on drinking, and then how we will reach drinking zero alcohol at all.

We work with people in our program to help them set up a plan for sobriety. But it doesn’t stop there.

As a matter of fact, sobriety is simply the beginning!

Now, once you’ve hit sobriety, that equals only 10% of our complete recovery program! We have to get sober at some point during this program, and then we have to take the next leap of faith to enter the world of complete recovery.

And when we say complete recovery, that’s why the word “life”, is in the title of this book.

Recovery is a lifestyle change. Recovery becomes a new way of living. Recovery becomes a new way of thinking. Recovery becomes a new way of communicating. Recovery becomes a new way of everything!

So while we want to start with the goal of sobriety, we want to end with the goal of complete recovery.

In our program, when a client reaches 365 days in a row of sobriety, with no cross addictions, we say “Welcome to the World of Recovery!”

Let me give you an example of a client that came into my office who was sober for 20 years, but it really didn’t mean a thing. I know that sounds strange. But in the reality of his life, not drinking was not the issue, the issue was that his sobriety was really simply termed, “being a dry drunk.”

I received an email from his wife telling me that her husband has been sober for 20 years but he was the angriest man that she had ever met. She was going to divorce him if he didn't get into recovery not just bragging about 20 years of not drinking.

She told me in the email that he was coming in reluctantly, and the only reason he was coming in was to try to stay married, not because he wanted to.

I knew that this would be a challenge right away, but heck I've had all kinds of challenges with different types of personalities, and I feel very proficient in dealing with different personalities. Everyone from major-league athletes to fortune 500 executives to stay at home moms to stay at home dad's to veterans of war to first responders... I mean I have dealt with so many different types of personalities, helping them find their way to full recovery.

But this guy, he was going to be a bigger challenge than I could imagine.

Upon our first meeting he opened it like this: "David, I don't need to be here, my Lord I haven't had a drink in 20 years, my wife is simply a pain in the ass. She thinks because I yell at my kids every once in a while or yell at her every once in a while that I have some kind of serious problem, and I keep telling her that who else does she know that's been sober for 20 years? All of her friends drank. So I am way ahead of everyone because I hadn't had a drink in 20 years."

So he's bragging to me about the 20 years and then I start talking to him about personality quirks, about being a dry drunk, and some of the other terms he was very familiar with.

He pushed back on everything I said. He had no need to write. He had no need to read any books or go through any of my manuals on recovery. He was going to sit in my office for eight straight weeks for one hour a day and read a book or do something but he was not going to do my program.

These are powerful examples of what it looks like to be a dry drunk. Not drinking, but with an array of personality defects that create hell in peoples lives.

After the second session, I had a check in my hand for reimbursement, of the sessions he had not yet completed.

I looked at him and said very calmly, "I understand that you have no interest in going into full-blown recovery. I also understand that you're very proud of your sobriety and I'm very proud of your sobriety as well. But the attitude that you have and the anger that you've shown in this office and the anger I've heard you on the phone screaming at your wife as you leave my office tells me that this program will never work for you. Not because the program isn't incredibly powerful, but because it needs the participant to do the work in order to be successful.

Here's a check made out to your wife, please give it to her and tell her thank you so much for her attempt in helping you reach full recovery. And I will also share this with you, if you ever decide to go into full recovery, not just sobriety, you will be amazed at how your relationship with your children and your wife will dramatically change. You've told me for the last several weeks that your kids are a pain in the ass and your wife is a pain in the ass and there's a central theme here: you've got to look in the mirror and wonder why you're not willing to completely heal."

With that he grabbed the check, gave me a snarl, walked out the door and I've never heard from him again.

You see sobriety is not enough. Just not drinking is not enough nor will it ever be enough for you to reach your full potential in life, and love, with your business and anything else that you're looking to do in life.

We need to go way past sobriety and that's the power of this program.

Recovery is a life change. Recovery is a brand new lifestyle. And it's exciting as hell for me to introduce this new way of living to people because it really does work! Overtime it becomes phenomenal! Overtime we start to learn how to respect ourselves more, because drinking on a regular basis is one of the most disrespectful ways to treat ourselves as a human being.

When we enter our recovery program, we look at things like who we hang out with... Are they a positive or a negative influence? What are we watching, listening to and reading... Are they a positive influence in recovery or not?

How do we start our day, every day? In our recovery program we will give you tools to begin every day with, to start the day off on the most positive note ever, to start the day off with complete gratitude for our work that has helped us reach this amazing level of recovery in life.

In recovery we may find time for hobbies, that we never had in the past because that time that could've been used for a hobby, was used for drinking.

Or we might end up leading other individuals down the pathway to sobriety and recovery just as role models not even as professionals in the field of recovery, but it's amazing how many different things happen when you really do enter a full-blown recovery program.

In the next chapter, I'm going to be going over a lot of different tools that we will share with you that you will actually get a chance to work with when you enter the program. You will have this massive support behind you at all times to work through any type of challenge of life... And stay recovered at the same time.

Recovery equals sobriety plus a brand new lifestyle. In my own recovery program, I was never a morning person until I became fully recovered.

And then when my mom got really sick, I used two hours every morning to start my day as a way to process the grieving that was already starting with her extremely deep illness with dementia.

I grieved deeply before she died, and I used that morning time to grieve her after her death. But in recovery, we don't stay stuck in grieving. I will actually teach you how to go from the grief of loss and sadness and mourning... To a feeling of love and respect for The loved one who has passed on. And to eliminate relapse, we also teach grief recovery, which is a form of emotional regulation, for the loss of a job, home, pet, income and more!

We use all of the tools of recovery, not only to make sure we don't relapse, but to deal with the emotions that are so deep when we lose someone we love. We use recovery and the tools given to turn the grieving process from complete despair and devastation, to respect and ultimately believe it or not, unconditional love for the person who has left us.

Recovery as they say, is a many splendored thing. It's a gift that keeps on giving. It's a gift that'll give you confidence and control and contentment and compassion for others that you may have never had, without going through the full program.



I look at my own life, and I'm not different than many of other people that have gone through this program, and cannot believe the man that I've become. I don't say that with any bragging rights, but almost a little surprised in a way !

To see my reaction in traffic being so different than it was 25+ years ago. To see my reactions when a contract does not come through is so different than many many years ago.

To watch myself deal with massive challenges and not feel the need to reach out and cover them up is something I'm incredibly proud of... And you will be just as proud of yourself as well!

Let's look at this from the concept that recovery is a new beginning in life! It's a rebirth! It's being reborn! It's finding strength and courage and vulnerability and honesty that we may have never thought was a part of our existence!

Yes, as you can tell, I'm over the moon about recovery! Not only because of the differences it's made in my life up to this very second of writing this book, but because of the many other people who I have helped to change their life, in one of the most beautiful ways I could ever imagine.

Join me on this journey. You will never regret it. Instead, you will become everything you would always hoped to be... And even more.

## ***Shocking Alert!!! Every Addiction in the World is Caused by Our Inability to Deal with Life***



*By David Essel, M.S., O.M.*

The cravings will begin today for millions of people. For sugar, alcohol, opiates, nicotine... spending... sex... But where do they originate from?

My philosophies in regard to the cause and the healing of these addictions, are outside of main stream thinking.

“When I was about eight years old I truly found out about the power of sugar addiction in regard to dealing with life. I was living in Syracuse, New York. My mother was an amazing baker and actually canned her own jellies and jams and when I was feeling frustrated, I would go downstairs grab a bottle of homemade jam and eat half of it without anyone knowing it. Within about a minute and a half I felt better.

Sugar has this incredible ability to numb emotions. Emotions like anger, rage, insecurity and more.

Just like alcohol.

Just like nicotine.

Just like sex.

Just like opiates.

Just like spending.

Just like gambling.

What is this all saying about the cause of addiction? The cause of every damn addiction in the world is our inability to deal with life.

When I was eight years of age I didn't know how to deal with my anger at my brother and sister, my anger at my mom and dad, but I found pretty quickly that sugar would take care of that momentarily.

At 12 I was introduced to alcohol which did the same thing in my brain.

And then, to go "full circle", when I got sober from alcohol and drugs a number of years ago, do you know what I went to lean on heavily for the first two years of my recovery?

You guessed right, sugar!

It's a powerful drug. But like all other addictive behaviors and substances, the real cause of our addictions is our inability to deal with life.

I know, I know, you can go on the Internet right now and find some incredible story or study that's going to tell you genetics causes addiction... It's not true.

And how do I know it's not true? Because if genetics was the cause of any addiction at all, the only cure would be genetic manipulation, drugs and/or surgery.

And guess what? I got sober from all addictions just like millions of people before me... Without one damn drug, surgery or genetic manipulation of my body and or brain.

I have just proven that the cause of all addictions has nothing to do with genetics. I have just proven that the cause of all addictions is our desire to escape from the reality of life.

Ten years ago, I worked with a sex addict, a woman, who would actually show up late for work several days a week because she needed to get multiple orgasms in before she left the house. She didn't like her job, was frustrated that she wasn't in a relationship, still had anger and resentment against her father for a strict religious upbringing, in which sex was looked at as dirty, unwelcome, and nasty.

She wanted to escape life, the life she was not enjoying, and she found that through multiple orgasms a day she could at least get through this thing called life. Her sex addiction was used because she didn't know how to deal with life. Because of her inability to deal with emotions in life.

Last year I helped an opiate addict get clean and when I had him do writing exercises of why he used heroin every day. The number one reason was boredom.

Can you believe that?

But it's true. So many people use television, food at night in order to avoid the boredom of their lives.

Walking away from any addiction is not easy. It takes determination. It takes willpower and it takes a team of professionals to help us get sober for the rest of our life.

I just can't stand statements like "relapse is part of recovery... It's not your fault that you're an alcoholic, you have the disease..." And all the other crap statements to keep people in the cycle of addiction.

If our professionals, people like me as well as medical doctors, really want to put an end to addiction in our country, they will start telling people the truth: your addiction is caused by your own choice. Your addiction is caused because you do not want to learn how to deal with anger, shame, boredom, guilt, rage, insecurity... or past trauma.

Every addiction is caused by our inability to deal with life and the emotions that we experience during life.

So many single people that I work with that are craving a love relationship, will fill that void on weekends with alcohol, or food, or nicotine or drugs. OR SEX.

When I was first getting sober, I was outrageously anxious every evening around 8 o'clock because that's the time I used to begin to numb myself with alcohol and/or drugs.

Several years ago, I worked with a woman who actually lost custody of her two children because of her various addictions. When I told her that the length of time a craving would happen for a cigarette or an alcoholic drink could be anywhere from 2 to 3 minutes, she didn't believe me. When I had her use a stopwatch to see how long the craving lasted for a cigarette and/ or a drink, it was exactly 3 minutes.

Through a series of writing exercises that I gave her, as well as amino acid supplementation to help with brain chemistry, she found out over the period of about a year that she could actually walk away from any addiction in her life if she was willing to do the work while the craving hit.

If she was willing to write about all the triggers that made her want to smoke and/or drink, and then to fill in those triggers with healthy coping mechanisms versus alcohol and/or drugs, she would absolutely heal. It worked. Unfortunately, it took us longer than we had thought because she had been in multiple treatment centers that had convinced her that "she had a disease, it wasn't her fault." What a bunch of nonsense.

Cancer is a disease... Alcoholism is a choice. Cystic fibrosis is a disease... Drug addiction is a choice.

And why do I know this to be true? Let me repeat for those naysayers what I said above: millions upon millions of people recover completely from any and all addictions every year without the use of drugs, surgery or genetic manipulation.

It's time for this country to wake up. And when we do? The number of people who are addicted to heroin, opiates, sex, sugar, nicotine, alcohol and more will plummet. Absolutely plummet. Of course now there's going to be less of a need for treatment centers, addiction specialists like myself, doctors that specialize in "addiction recovery", which many of them keep their patients addicted by switching from one drug to another... This is a wake up call.

The above article gives us everything we need to create a nation free of addiction... But do we have the balls to follow this simple and effective advice? We shall see."

**Number one.** What was covered in this chapter in great detail?

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**Number two.** Of all the topics covered, which one was of most interest or of most importance to you?

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**Number three.** What are the action steps that you will take over the next seven days as you evaluate the role that alcohol is playing in your life right now?

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## CHAPTER 7

### *The Tools Needed for Permanent Alcohol and Life Recovery!*

Any major change that we make in life, needs to be preceded by understanding about how important it is to have the tools necessary to shift our old responses in life that did not serve us at the level that we desired, to the new responses in life that will give us everything we desire.

These tools are crucial, and it doesn't matter if you're working on becoming a better basketball player, working on your recovery, or looking for ways to double your income... Every goal in life needs to be preceded by learning about the tools necessary to assist you along the way.

Let's be honest, if you're reading this book intently, the chances are that the use of alcohol, the dependency or the Addiction wherever you stand, has been going on for quite a long time.

I rarely have people contact me that have been struggling with alcohol for seven or 14 days. I'm not joking, it's just the truth. Most people that reach out to me, it's been a number of years, if not many many years, that they've leaned on alcohol as a crutch, they leaned on alcohol to not deal with reality.

The tools I'm going to share for working on your recovery, or looking for ways to double your income... Every goal in life needs to be preceded by learning about the tools necessary to assist you along the way.

The tools I'm going to share here will help us deal with the reality, that in the past we either didn't want to deal with or didn't know how to.

So let's look at all the different tools that we have, and there's many more that you'll find once you join the program, to give you an idea of how complete this program truly is.

**Number one.** The need to have a 10% desire to become sober and completely recovered. Most people come into the plate with that 10% desire, and we're off to the races. But this is the first place to begin. Other people come in with a 90% desire to become sober and fully recovered, and as long as the program is followed as it's laid out, we can help everyone.

**Number two.** How to deal with triggers and relapse. We go into great detail in our program describing or helping people describe what their triggers are before they grab a drink. And what to do if they slip and hit a relapse for a day or two, or even a week of relapse.

We are extremely realistic and we understand when people enter this program there's going to be triggers they've never identified. With some people it could be an argument with a spouse, with someone else it could be a meeting at work that went badly, with someone else it could be boredom with someone else it could be... Fill in the blank. We will look and work with your individual triggers, in order to customize this program so it's the most effective system you could ever find.

And if there is a relapse? It does happen from time to time in any program. We can't go into denial and say it will never happen, but one of the greatest tools that we use from my perspective with my clients

if there happens to be a relapse, is complete acceptance on my part. Complete compassion. Complete understanding. And through my compassion and understanding, I can help individuals regain their confidence to get back on the road to recovery in a heartbeat.

And then, we also will look at if someone does relapse, what the trigger was, how to be proactively prepared for the next time that trigger comes, and are there any other triggers that are starting to come to the surface that we haven't dealt with in the past? Well guess what, we will deal with them right now.

**Number three.** Codependency. We will teach you in great detail how powerful the “addiction of codependency can be”, in anyone's attempt to recover. In codependency, some people are afraid to rock the boat, so peer pressure is something they're never prepared for. With peer pressure, if they say no to their friends, they may have to take some kidding or maybe their friends will start pushing them really hard to drink. If we say yes, we are codependent in nature. So in our program we bring this right to the surface and teach you how to be independent in your recovery program versus codependent.

And the other most important thing I can tell you about codependency, you will never hear me in a session, or in this book, or on a radio Or TV interview, that the only way for you to stay sober and fully recovered is to continue to keep coming back to me for life.

That's called codependency. Any counselor or group that says the only way you're going to stay sober, the only way you're going to be fully recovered, is if you keep returning to their program or their office is training you to be codependent with them.

That is something I completely dislike! I want you to be free. After you're done with this program, if you need help from time to time of course come on back! I would love to not only talk to you, but I would love to make sure that your program is still going strong if I can help you in anyway.

But I will never, ever, ever tell you that the only way you're going to be recovered, or the only way you're going to stay sober, is if you keep working with me for the rest of your life.

Nonsense. I want you free. I want you to have these tools, so you can button down before you leave the program. That way, you don't need me other than to touch base once in a while and to tell me how great you're doing!

Or if another issue in life comes up other than recovery, sure come on back. That's not being codependent, that's just saying “hey David I've got something else I'd like to work with you on.”

No problem there, but just don't ever enter a program where they tell you that you've got to keep returning in order to stay recovered. It's not necessary. Plus that type of thinking destroys your self-confidence and self-esteem. It's not needed. Believe me. I'm telling you the truth.

**Number four.** Healing our traumas, grief, and wounds. We firmly believe in the world of addiction, that addictions begin because of unhealed wounds, unhealed grief, and unhealed trauma. The trauma or the grief or the wounds could come from childhood or high school or college or in the workplace or in relationships in your 40s 50s 60s or 70s!

We know that the underlying cause of addiction, is to escape our current reality. And sometimes, these traumas or wounds and grief are so hidden in the subconscious, that you might even not realize that they

are driving your desire to escape dealing with this unresolved pain.

Alcohol, and any other addiction, can work perfectly well for a short period of time to submerge the pain of the wounds, to submerge the pain of the grief, to submerge the pain of the trauma that you've experienced in life. But, it's always coming back. And the longer we suppress it, the more powerful the addiction can grip us.

Trauma, wounds and grief can begin in childhood by being bullied. Or, it could be that you didn't make the cheerleading squad and your mom and dad had no compassion whatsoever and blamed you for not making it. Grief can be losing a best friend, or losing a boyfriend or girlfriend or husband or wife to someone else! You see all of these things that can happen, even being fired from a job, can create such deep pain, that if we don't deal with that pain, we're going to continue to look for a way to escape from it.

Our permanent alcohol and life recovery program is based on helping to clear up these wounds, to clear up this grief, to clear up the trauma, so that you can be free, finally free in life.

**Number five.** Eliminating cross addiction. This can be a real challenge. When the brain's pleasure center is used to a regular influx of alcohol, and we take that alcohol away, that pleasure center of the brain is going to start looking around for something else to give us that same type of feeling. Maybe it's the dopamine rush we're looking for. Or that really smooth even feeling of serotonin racing to our brain.

So alcohol, that plays an amazing part of helping us escape reality, also plays an amazing role in helping us temporarily "feel better."

So we take that alcohol away, and the brain is going to look for a substitute. Sugar. Caffeine. Nicotine. Sex. Masturbation with porn. Emotional spending. Anything that can tickle that pleasure center, can become a cross addiction, and before we know it we've just released one addiction and took another one on.

I'm a classic example of someone with a cross addiction, and I didn't even realize it was happening when I got sober. And remember, I'm a professional in this field, that's how tricky cross addiction can be!

Within 60 days of being sober, I was starting to consume huge amounts of sugar at night. I found this within myself and so many of the clients I work with, sugar initially in the evening, in the adult brain, can bring about a powerful relaxation effect. Sugar, when it hits the pleasure center of the brain, can actually numb feelings of grief, anger, resentment, rage, insecurity, boredom, and so many more different emotions.

So I started buying cakes at a local grocery store and I would consume about 1/2 of a cake every evening while I watched sports or answered emails.

1/2 of a cake every evening!

One day a friend was visiting and she opened the refrigerator and looked at me and said "oh my Lord David are you having a party? I see this huge cake in here, or did you already have a party because half of it is gone?"

I looked at her shaking my head and I started laughing. "Oh my Lord I said, you just brought to my attention how much sugar I've been eating over the last six months!" I didn't realize it, I know this sounds ignorant, but I did not realize I had crossed addicted until someone brought it to my attention.



It's that easy to have happen. I've had other clients that have cross addicted to energy drinks, and other clients that have cross addicted to fast food that can directly hit that same pleasure center of the brain.

So we will help you, recognize any cross addiction tendencies and give you powerful and positive tools, to help eliminate that desire to move into a secondary addiction.

**Number six.** Your addiction story. Everyone's addiction story is different, but we want to know what yours is. And we can do this in a really quick writing exercises, bullet points or paragraphs whatever you desire.

When did your addiction begin? How did it begin? Why did it begin? Who were your role models that possibly introduced you to this Addiction?

These are just a few of the different questions we ask when you write out your addiction story and there's a very powerful reason why this is such an important part of recovery.

Through the written exercise of your addiction story, you're going to find out logically, how, why and when the addiction began. With this logical information, it gives us immense amount of power to help us heal once we understand the how's and the why's that we got ourselves into this place in the beginning.

It is an incredibly important and powerful tool in recovery.

**Number seven** amino acid therapy. Here I have to give great credit to two individuals that have had a massive impact on my work in addiction recovery.

The first one is Dr. Stan Meyerson. Rest in peace Stan I love you very much. Stan reached out to me in 1990 after listening to my nationally syndicated radio show on Westwood one, to talk to me about his beliefs about recovery after listening to a show that I did covering recovery principles back at that time.

I had no idea when I was about to talk to Dr. Stan, that he was a pharmacist turned holistic pharmacist, and one of his specialties was addiction and alcohol recovery!

When we got on the phone, I was incredibly surprised when he asked me if I was still struggling with alcohol, and this was the first time I had ever talked to him!

I asked him what he meant, and he went on to say that he just picked up a vibe during the radio show that I may have struggled at one time in my life with alcohol, and if it was still a problem he would love to help me.

I didn't know what to say, so I just said the truth. I told him yes, I do struggle with alcohol and I would love any feedback he could give me.

And that's when he introduced me to this incredible world of amino acid therapy. Everything from DL PA to tyrosine to velvet bean extract, which interact with the dopamine system in our brain, to tryptophan that interacts with the serotonin in the body ... He was talking about over-the-counter supplements that had a powerful affect on brain chemistry!

I learned so much from him, that as of today, I am still taking every day amino acid supplements he recommended in 1990, and I have so many of my clients on several of these supplements as well. The results are simply phenomenal.

Now if you are on any type of psychiatric drugs, drugs for depression or anxiety or sleep or PTSD... I will have you reach out to your doctor and make sure there's no contraindication with the medication's you are taking with the amino acid program that we have seen such immense success with.

Over the past 30+ years I've actually spoken with many physicians, talking to them about the type of program I'm recommending for their client and getting their feedback. I want their expertise, to see if there would be any contraindication with the medicines that they have their clients on.

Most physicians have been incredible! Very open minded, and some have even asked me to explain to them what my favorite supplements are and what some of the end results would be.

With DLPA, I felt an almost immediate boost in my dopamine receptors in my brain, as within an hour of taking it I was highly focused, highly alert, much more so, than even after several cups of coffee!

I was sold. I became a fan. And I still am today.

But remember, please do not take any supplements whatsoever that are related to brain chemistry if you're on any pharmaceutical or psychiatric drugs.

Another person that helped me immensely in the field of amino acid therapy is Dr. Hyla Cass, a highly respected psychiatrist out of Los Angeles California. I had Dr. Cass on my nationally syndicated radio show multiple times, as she would tell me the incredible powerful effects of the amino acid glutamine has had with her clients struggling with alcohol.

Once again, I adopted this supplement for myself and the results were fantastic, not only decreasing my cravings for alcohol but also decreasing my cravings for sugar as well.

It's people like the former Dr. Stan Meyerson and Dr. Cass, as well as someone I mentioned before, Dr. Gabor Mate, that continue to inspire me down this path of holistic healing that has been working so incredibly well for over 30 years.

Now to be honest, amino acid therapy isn't a silver bullet! There's no silver bullet that we've ever found in the world recovery... But these are tools that help us, to manage our emotions, manage our moods, and move away from addiction into the world of complete recovery.

**Number eight.** Forgiveness. This is a shocker for many when we go down the road of forgiveness. Sometimes, our submerged anger, or resentments against someone from the past, can continue to fuel that miss-regulated emotional feeling, and so we reach for something like alcohol to try to not remember the past. To submerge those resentments like anger or rage.

And yet, when we go through our four step forgiveness program, it's amazing how many times people come out of it filled with compassion not only for the other person that they're upset with, but also compassion for themselves!

They had no idea that holding onto resentments could also be one of the factors that's keeping them stuck in addiction!

And then we get to look in the mirror. Do we need to forgive ourselves for anything that we've done to others while under the influence or the day after, that could be hurting our self-confidence and self-esteem.

Forgiving others is crucially important on the pathway to complete recovery, and I know myself personally, when I went into full recovery, there were numerous people I had to forgive. Numerous people that I had to let go of. And, by letting go of my anger or rage at these people from the past, I found complete emotional freedom.

We forgive people for our own sanity, not to let them off the hook, but we do it for ourselves first. And in the world of recovery, this is a beautiful exercise to go through, to release the anger and rage at others, or maybe the anger and rage at ourselves, and also to have compassion for ourselves for the errors we made. And then, compassion for others for the errors that they made.

Forgiveness work might sound like very soft material when we're talking about something as brutal as addiction recovery, but trust me, it's not soft material. It's serious stuff. And it really works.

**Number nine.** Food and recovery? Here's something that surprises a lot of people that we found to be another very important part of recovery process.

When our blood sugar levels are low, we can start to feel a little irritable, may be a little impatient. With low blood sugar levels the quickest way to feel better believe it or not, is either to have a fast digesting carbohydrate like sugar, or guess what... Alcohol!

So in our program we teach people what we believe is one of the most powerful ways to eat, to keep our blood sugar levels normalized, which also helps to keep our attitude and our moods more normalized as well.

We will teach you how to follow our program of eating multiple times a day, with small meals, to keep your blood sugar levels regulated. Normalized.

For some it could be a major shift, and if it's a major shift trust me it will give you major benefits as well.

**Number ten.** Exercise. Hey don't turn the page yet! I'm laughing as I say this because so few people in this country exercise on a regular basis. Exercise is another really important key to help release positive feel good endorphins in the brain that will help us on our pathway of recovery.

But it doesn't mean you have to become a bodybuilder. It doesn't even mean you have to join a gym, although I recommend gyms are great because if the weather sucks you don't have an excuse that you can't work out LOL.

But exercise can be 6/10 minute walks over the course of a day! Exercise can be a 30 minute walk with a friend around the neighborhood. Exercise can be joining a CrossFit gym. Exercise could be joining aerobic exercise classes either from YouTube or your local gym.

But the beautiful thing is, is that exercise is one of the greatest stress reducers that we know of, when it's used on a regular basis.

So don't let this part scare you away. Once again, because these are all individualized programs, we will find out the type of exercise that you will do, the length of time, and the number of days per week, so that the program fits your needs and your wishes as well as offering all of the benefits we're discussing in this book.

**Number eleven.** Relaxation techniques and meditation. The brain of the alcoholic is like haywire. Thoughts jumping from one side to the next constantly throughout the day, even if we don't notice it.

I remember in my years of addiction, throughout the day I would ask myself questions like, "I wonder if I have enough wine at home for tonight, let's see tomorrow night I'm going to be at this event so I better get it tonight, so I have enough for tonight and tomorrow after I come home from that event."

Oh my Lord! My brain Was constantly jumping back-and-forth between should I have another glass or should I try to take tonight off. I didn't want anyone to know I drank as much as I did so instead of putting my wine bottles in the recycling bins, I would just hide them in the garbage bags.

But you see, this takes constant thinking doesn't it? This takes always wondering, is someone going to see how much you're drinking? Or if you're out at an event as an executive or a business owner, did you have a little bit too much to drink? The next day you may wake up wondering if anyone saw you, that you might know, at that event in that state of drinking?

And the thoughts go on and on and on 24/7, if not in the conscious mind, definitely in the subconscious.

We have found that the introduction of daily relaxation techniques, daily deep breathing techniques or daily short meditation techniques, can start to help calm the thinking process of the brain down. Slow the activity of the brain down. So that we can be more logical in our decision making. So we don't fly off the handle in traffic or at our children or at our partner or at an associate for something that really isn't that important.

A calmer brain is crucial in the world of recovery and we have many different tools to use to help you release and relax the activity in your brain.

**Number twelve.** Spirituality, your higher power, universal energy, God.

It doesn't matter what term you use, it doesn't matter which of the words above you're more attracted to, we have found in our program that when people do have some type of a spiritual foundation, it might be walking in nature helps them to feel more grounded or being by water, or maybe morning prayers or morning readings from a spiritual book, will help them stay grounded in recovery.

I don't believe you have to be a deeply spiritual person or a deeply religious person or even believe in God to be able to be successful in our permanent alcohol and life recovery program, but if you choose to go down one of these pathways, we are right there with you!

We will recommend different books, different breathing and meditation techniques to bring you closer to your source, we will introduce audio and video programs that can help you go deeper in this process as well... If you choose to.

But if you choose to join this program, and you have no interest in this component, all you have to do is let us know because once again remember this: every person is going to be working with an individualized program designed for their needs, and their beliefs in order to help them reach the deepest level of recovery possible.

And if you want to go really deep into the world of spiritual practices, conversations with God, or any other thing that you believe is crucial to your recovery from a spiritual perspective? We will join you 100%!

**Number thirteen.** The power of the written word.

Talk therapy is great, but it's not enough for permanent recovery.

Sitting in meetings is great, but it's never enough for permanent recovery.

There's got to be action, serious action on a daily basis, and then permanent Alcohol Recovery becomes a part of your life, it becomes part of your life recovery system!

Whether you write in bullet forms or paragraphs or poetry, it really doesn't matter as long as you're putting words on paper every day.

In our permanent alcohol and life recovery program we teach people the "4 x 4 journaling technique", which allows individuals to get a boost of self-confidence and self-esteem every day with phase 1, and in phase 2 they get a chance to look at what might need to be addressed or changed in the next session with me.

We created this journaling technique years ago, as sort of a "Yin and yang" approach to the written word, so that you're not just excited about all the positives of what you're doing as you're in recovery, but you're also writing down any potential triggers, or slips that might occur if you don't make some changes now.

To help people stay extremely focused and organized with our 4 x 4 journaling technique, we highly recommend that you grab our top-selling book, "The Ultimate Gratitude Journal: 52 Weeks To A New You! Learn David's unique journaling method to help you overcome life's uncertainties." You can get this book today as another tool to help you stay focused at Amazon.com, simply go directly to this link... <https://www.amazon.com/Helping-Americans-Heal-Ultimate-Challenging/dp/B09V52MVVS>

**Number fourteen.** Support in your recovery program five days per week. In our program I will work with you one on one, one day per week for one hour, but after that, to give you unparalleled accountability and support, you will have access to me five days a week, Monday through Friday from 9 AM until 5 PM Eastern standard time, via text-messaging.

We have so many people in our program, that will reach out to me just to let me know that they've accomplished everything that they planned for the day. That they did not drink. Or if they're titrating down, they stood with their schedule of having one 4 ounce glass of wine after dinner, and they're proud that it's been 14 days in a row that they've done this and they sent me a text to let me know.

Or maybe, someone might have a really quick question, but they don't want to wait five more days until we have our session again to ask the question, so they send a quick text and usually within 12 to 18 hours I personally will respond to every text we receive.

And that way you feel fully supported. You're not out on a limb on your own. If something really important comes up and you need me for a couple minutes we will find a way to make it happen. This kind of ongoing support is crucial for your recovery.

**Number fifteen.** Sleep routines. We know in the world recovery, they getting adequate amount of sleep on a daily basis is crucial to help reset brain chemistry, reduce stress that we all carry on a daily basis and so many more benefits, that come from having a good nights sleep.

So we will give you tools to help you, if you struggle with getting enough sleep. We will recommend specific supplements, we will recommend certain times of the day to make sure you're away from all electronic devices, because they can destroy your sleep benefits.

We will also help you create a "sleep hygiene schedule for the evening", so that we can get into a regular pattern of going to bed at the same time when possible and getting up at the same time when possible.

Now, with people who travel, we will create a specified program for you as well, that may not be the same time and day every night, but there's different ways that we can help manipulate your daily schedule to make sure that we are allowing the brain to get the rest necessary so that you can go full force into your beautiful new, life long recovery program.

**Number sixteen.** Essential oils, additional supplements, for lifelong recovery.

The essential oil of lavender is an incredible relaxant, that we have many people in our program using throughout the day if anxiety starts to arise, or even depression. We will teach them how to use essential oils like lavender to relax the brain, so necessary in the world of recovery.

And then there are stimulants like lemongrass, when we're feeling fatigued, and we know it's not blood sugar levels because we've eaten recently, we just may have you start to use the essential oil of lemon grass for focus And clarity.

We will recommend basic nutritional supplements, that would include supplementation for liver healing and protection, as well as some of the most important supplements that we don't pay attention to enough, supplements for good gut health.

The micro biome, in the intestines, is one of the most crucial areas of the body when we're looking for optimal health and recovery.

An overgrowth of "unhealthy bacteria", can create havoc in the gut but that also can create havoc in the brain.

Studies have shown that about 70% of our serotonin levels, feel good endorphins that we normally think are centered in the brain, are actually centered in the digestive track of our body!

So if we are on a pathway of eating junk food or convenience food, we are throwing the healthy bacteria in the gut way off track, disturbing the vital component of serotonin at the same time.

So we will recommend a series of digestive enzymes, probiotics and more as well as specific forms of fiber so that bowel movements are regular and help with the health of the intestinal system and the complete body as well.

**Number seventeen.** No recovery program can be complete unless we also cover the most important relationships in your life. Recovery many times demands a complete and deep look at our intimate relationships which might mean our partners, our parents, our siblings, our children, our best friends and even our coworkers to make sure that we're doing everything in our power to have the healthiest relationships as possible, as we go into this complete life changing program.

It might mean that we start spending more time with certain people in our life, while it also might mean that we spend less time with other people in our life.



But The power of relationships in regard to a smooth running recovery program or a rough running recovery program cannot be emphasized enough.

And we can help you manage these relationships and give you ideas on how to manage them so that you're getting the most out of the people around you, while giving them the best that you have to offer at the same time.

**Number eighteen.** Alternative healing options such as Reiki, acupuncture, massage therapy and more.

All of the above treatments can have a beneficial effect on your recovery program, and we are extremely open minded to find the right program that will fit not only your personality but also your needs at the same time.

These alternative healing techniques have been around for thousands of years, and while they may not work for everyone perfectly the same way, there are benefits to reaching out through our program to professionals in these fields so that you are surrounded with the most important and deepest support possible.

**Number nineteen.** Other support materials for your permanent recovery program. We also will offer over 2000 videos that you can use in regard to your recovery program as part of helping you go full-blown into recovery. You'll be receiving a manual, and several of our books that will be guidelines to help you stay on path, and allow you to see the power that you have by following the program designed within this book.

These videos, these manuals and these books are all part of the "tools of recovery", that everyone needs these days in order to stay on track and reach the goal that you have in mind, which is the identical goal that I have for you: Permanent Alcohol and life recovery.

The above tools are just several of the many we have available, but I wanted to give you an idea so that you can see that this is a full-blown, "holistic life recovery program".

I think those are the most important words I can share with you right now, that we look at the complete person, from the past to the present, we look at the stressors that you've gone through, the traumas you've gone through, the wounds you still may be carrying, the frustrations that you have ... and we are here to offer support in every area of your life.

Remember, this is a "life recovery program" and you will have the tools needed to transform your life forever.

Now is the time to reach out, not tomorrow, but today. This opportunity will be presented to you in a way that you can start seeing changes almost immediately, and all you have to do is follow the individualized, customized program that we create for you on a daily basis.

The new YOU is going to be amazing! And the new YOU is going to amaze others. Let's go!

## *My Alcoholism: What Was the Cause? What Was the Final Cure?*



*By David Essel, M.S., O.M.*

Alcoholics living underneath a bridge, are the ones most of society calls “the true alcoholics.”

But it’s not true. There are millions upon millions of “functioning alcoholics”, that slip underneath the radar... Even though they have serious issues.

My periodic drinking began when I started high school. In my freshman year, the older students, who were athletes at the school, invited me out on the train tracks behind the school to drink with them.

Bishop Grimes high school, a Catholic high school in Syracuse New York was the beginning of my downfall, the real downfall with alcohol.

On that night, as a freshman, I remember guzzling screwdrivers, vodka and orange juice, to try to I keep up with the juniors and seniors that were encouraging me to drink with them.

There was something about alcohol that brought me into another world. I was a very angry young man, frustrated with life, frustrated with my family, hating to be in a Catholic school where I had to wear a damn shirt and tie every day... And here was my relief from life. When we think about peer pressure, really what it is, is a sign of low self-confidence and low self-esteem.

If you have high confidence and high self-esteem, you’re not going to bow down to guys calling you names, that you’re a “pussy” when you’re not willing to drink with them.

Obviously, my self-confidence and self-esteem were never as high as I projected them to be. Through the rest of high school, I was introduced to pot, acid, cocaine, Quaaludes, speed and more. And that’s just high school.

In college I was introduced to LSD, mushrooms... And of course cocaine, pot, alcohol... The list goes on and on .



Peer pressure... Again, again and again.

As I go through life, graduate from college, traveling the world as a motivational speaker in the world of fitness to begin with, everywhere I traveled I packed bottles of wine with me.

So that when I got to the hotel in the city, wherever I was traveling all over the world, I never had to worry about trying to find a liquor store. I was my own traveling liquor store.

My alcoholism continued to get worse. Drinking a bottle a day was effortless, and soon it went to a bottle and a half of wine and ultimately two bottles of wine seven days a week.

I couldn't break the addiction. Multiple hangovers. I always told people back then, that alcohol never interfered with my work. And I really don't think it did. At least, that's what I had convinced myself.

I would drink late at night, get up in the morning... Give myself a space of three hours before I started my counseling and coaching work, and I was good to go.

Every afternoon, regardless of how much I drank the night before, I was in the gym lifting weights with bodybuilders.

My discipline was incredible... Unless it came to alcohol. And all this time I used the 4 major tools to stay in my Addiction: justification, rationalization, peer pressure and denial.

Those tools will keep anyone and everyone addicted to food, drugs, alcohol, spending... You name it, those tools are amazingly powerful.

I decided to break the habit once and forever, and finally entered a treatment center.

While I was in the center, the medical director told us that only 10% of the people in the center at that time would be sober in 12 months.

Somehow, this woke me up. When I came home from the center I devoted 365 days in a row to my recovery. I went to 12 step meetings for 120 days in a row, and after getting everything I could out of the meetings, I quit going.

Then I picked up a counselor, then another counselor, then another counselor and for the next number of months worked seven days a week on my recovery.

I decided never to go to a restaurant that sold alcohol for 365 days in a row. I decided to not attend any wedding, funeral or party of any type for 365 days in a row. Through all of what I learned at the center, in the meetings, and with my addiction counselors, I knew that I was going to be one of the 10% of people that stayed sober for at least 365 days in a row,

I had to put an all out effort into it. I researched, deeply researched the power of amino acid supplements to help change brain chemistry.

I kept up with my morning rituals of prayer, meditation, exercise... And started to even eat more cleanly than I had in the past. In other words, I took the best of everything I could find that was available in the world of recovery, and created my own program.

For years now, I've never had a craving to drink no matter how shitty my life became, no matter how much stress I was under... And I owe it all to the program that I created, that was a mix match of all the other programs out there in the world.

At one point, I never, ever believed I would live a sober life. I was having fun. Making a lot of money. I had great girlfriends. I traveled all over the world. Super successful in my chosen career.

There's no reason to stop.

To think now, that I'm telling you, that the cause of my addiction was my inability to deal with emotions in like life like low self-esteem, low self-confidence, peer pressure, boredom, anger, rage, resentments... You see those emotions, and our inability to deal with them, is the cause of every addiction in the world.

The great news? Even though I have a strong genetic link to alcoholism, many, many alcoholics in my family tree... That's not the reason I started drinking and I wasn't going to use it as a reason I could never get sober.

If you think that you would like to try a life of Sobriety start today. Reach out to someone. Join our holistic addiction recovery program, because it is one of the most unique experiences you will ever have in life.

Our success rate speaks for itself. My personal success rate is all I need to know, that shattering the addiction of alcoholism is possible for anyone in the world, regardless of your current circumstances and regardless of your family history, regardless of your heredity.

Let me help you, reach out today. Not tomorrow. Not next month Not when the kids graduate. Today!"

**Number one.** What was covered in this chapter in great detail?

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**Number two.** Of all the topics covered, which one was of most interest or of most importance to you?

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**Number three.** What are the action steps that you will take over the next seven days as you evaluate the role that alcohol is playing in your life right now?

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## CHAPTER 8

### *Client Stories... From Their Perspective*

Here are just a few of the many client stories that we have received over the past 30 years, with people that have gone through our permanent alcohol and life recovery program.

We're only going to post a few here, to give you an idea other powerful the fact this program has had on others, and the same power full of fact will be received by you.

My former client Kenny, below, started out in the world of addiction at 15 years of age and was in and out of several different types of addictions, mainly alcohol, for 20 years.

Now, completely free completely recovered, and the changes were dramatic.

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Kenny Chapman, author of *Blue Collar Success Laws: Your No-Nonsense Guide To Problem-Solving, Productivity, & Profit*

*“David Essel’s program helped radically improve my life forever. I met David through a mutual friend when I was addicted to drugs and alcohol. I wanted help and he was the right person with the right program to help me. I was a high functioning addict and had built what the world thought was a very successful life. After many years of my own personal development work I was an accomplished author, a professional speaker, ran a successful business, and had both time and money freedom.*

*However, I was in tremendous pain, I didn’t like, much less, love myself, and I was on a surefire path of destruction. David had so much love and compassion for me and where I was in my life situation. As a previous addict himself, he was able to relate with me and help me find the necessary confidence I needed to address the deep seated trauma and pain I had locked away for so many years.*

*David taught me early on that when you’re drinking, quitting drinking is 100% of recovery. As soon as you quit drinking, that action only represents 10% of recovery, and the 90% of real recovery work is ready to begin.*

*Through his guidance and his program, I was able to take a deep dive into the exercises he assigned, which ultimately changed my life and helped me create a new life which I had always dreamed of.”*

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Samantha S, Silicon Valley, VP

*"I had heard about David Essel's work in the world of addiction recovery for several years, I knew I had some problems but I didn't think they were that bad so I continued to hear my friends say things like "you should actually contact David and see what he thinks about helping you with your alcohol issue, or if you don't contact David contact someone else. But you really need some help."*

*I had heard those comments so many times they just became background noise, I really didn't think I had a problem.*

*Sure, four days a week or so I'd wake up with a little slow head, but then I would always justify it that "if you want to be in the big boys club you've got to drink like the big boys."*

*I know that might sound strange coming from a highly educated female executive, but back then my self-confidence and self-esteem were not that high, peer pressure was extremely high and the work hours were ridiculously long.*

*So at the end of a 12 hour day when one of the other male executives would say we're all going down to this restaurant to have dinner, what he really meant was we're going down to this restaurant to let off steam to gossip and especially to drink!*

*I fell into the trap. I wanted to be accepted. I was making More money than I ever had in my life, I had a huge position of esteem, a title they gave me a massive identity in the world of Internet technology, and I was riding on my high horse.*

*And then one of my friends started mentioning about how all of my relationships are ending in chaos and drama, and that got my attention!*

*That's why I finally reached out to work with David, and the result has been absolutely incredible. I never thought I could go a day or two without alcohol, and here he was on the first day saying that he firmly believes that at some point within the next couple weeks we will start talking about Permanent Alcohol Recovery, meaning I would never have a drink for the rest of my life.*

*So I did what a lot of people do, I started the program, told him I was gonna be traveling for three or four weeks and I would begin again when I came back. His response was really in my face. "That is absolutely fine but you're probably going to have to find another counselor to work with, because working with you once and then not working at all for a month, will never bring you what you want, it will be an absolute waste of your time and money, and I don't want you to throw money away like this. When you get back from your trip if you want to even try to get sober, reach out to me again, but we can't do this once a month thing or even every other week, my program is very strong it's very solid and it's based on one day a week meetings. Now, if there was an emergency that came up and you had to miss a week here or there that's not a problem, but I could never work with someone Who only wanted to do a session once a month."*

*I got it. I don't know how and why. But his words rang true. What was I to expect with one time a month? And isn't that interesting that on the first day of doing the work I'm asking for 30 days off?*

*I could see right then I was very afraid, very scared to give up alcohol. But I'm gonna make the rest of the story short.*

*David's program works. There's no question in my mind at all. His program is absolutely phenomenal. It's been years now I've been sober, happy without any hangovers and my relationships have improved with men dramatically!*

*If any of this that I'm writing resonates with you reach out to David, or has he tells everyone, if you don't reach out to him. Reach out to someone... Because few if any of us ever find a life of recovery and happiness on our own. It's worth it."*

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Brent H, Attorney

*"David's direct, positive approach was the medicine I needed! I am an aging attorney who was on a downhill spiral....alcohol, marriage and family issues, etc. Began working with David and his "One Thing Theory" and my life has changed. Facing life sober with improved relationships things are improved and getting better!"*

---

Kristopher Rossman, Executive Sales Leader

*"Not using alcohol, and not using drugs is a game changer. Within two weeks of not using any substances, I began thinking differently, looking differently and acting differently.*

*Thinking with more clarity. People even began treating me differently.*

*Two weeks into sobriety, it was the weekend and time to wind down. I started to get this urge, "a couple lines of Coke and a couple Bourbons would be so great right now... To celebrate the good week I just had."*

*But, it's not an option! I need clarity. My subconscious may try to trick me into thinking the substances will give me clarity, but they won't.*

*If I want to be the next me, the better me, if I want to raise my career to the next level, I need to bring it! And drugs and alcohol cannot be an option for me anymore. There's no turning back. David's program has not only been a game changer for me, but it's been a complete life changer! This guy really knows what he's doing."*

---

Patty Palumbo, Health and Healing Expert

*"I was a social drinker in my 30s, but it progressed overtime, and in my 40s and for the next 10 years went from weekends to daily. At the end, I could not do anything without a drink.*

*I do believe you can permanently recover from alcoholism. For me it takes to remind myself it's a daily reprieve from alcohol. I have to keep spiritually fed, give my time to another alcoholic and keep myself connected to AA.*

*I know working with David, started keeping myself accountable, learning to acquire the tools I needed to stay sober and doing whatever it takes for as long as it takes to recover.*

*David's program gave me the confidence I needed and helped me reprogram my days, to focus on leaning on the good things, instead of alcohol. I know without David's coaching, that allowed me to be a success in AA, and to maintain my sobriety, would not have been possible.*

*Before that, AA was not enough to keep me sober. I was able to work one on one with David and he was able to help me get rid of resentments that were holding back my recovery. I would highly recommend David's coaching for anything you need to change in your life, it definitely work for me."*

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Susan, North Florida, Writer, President of a Personal Training Business

*"When I first heard about David Essel, it wasn't about alcohol or addiction recovery, I had heard about him through friends of mine they told me he was one of the top personal growth experts in the United States and he just happened to live in the same state as I did, Florida.*

*So I started following his work, he was writing articles for magazines, and then I had heard him as the host of his own nationally syndicated radio show and I was impressed by the work he was doing.*

*I happened to be in his area one time, had sent an email to his office saying that I was a listener of a show, and some of my friends in the fitness industry said I should sit down and talk with him, because I may wanted to work with him to continue to expand the various businesses I had started.*

*But the night before we were going to meet, I had been out doing my normal drinking, way to excess, and there was no way I could even look at him or anyone else in the state I was in. So I humbly canceled the meeting, and then asked him to reschedule at another time which he was willing to do.*

*I had been drinking since my teen years, and it progressed over and over again, but I was called a "functional alcoholic", because I was doing the work I loved, I was very successful with my work, and I thought I was getting away with something. I didn't think the Alcohol was really that big of a problem... Until I sat down with David.*

*After about 30 minutes, he looked at me and said "is there anything else on your mind, that you want to discuss today? I can see your mind racing in circles, and whatever you want to discuss it's always 100% confidential, but if I miss reading you let's continue talking about how do we expand your business."*

*I was shocked. Because he was reading right into my heart and soul. He knew I had a problem, at least I think he did, and I was never ready before this to ever admit to anyone that I struggled with alcohol.*

*Before I knew it, I was blurting out these words: "David, you are really talented. I have never told anyone this before, because I have a great body and a great business no one would ever expect that I'm an*



*alcoholic... But I literally have hangovers 2 to 3 days a week, which I know is destroying my health but it's also going to catch up with me either I'm gonna get a DUI, or lose a relationship, or something worse. I need help! David I need help right now!"*

*Within seven days we are working together in his permanent alcohol and life recovery program, and within 365 days I was a completely different person!*

*My mood swings were completely gone. My dependency on alcohol was obliterated. I was so excited about my new life, and before getting completely sober and into recovery I would complain regularly, tell my girlfriends about the puffiness in my face that couldn't get rid of, and even though I was an excellent shape I carried a thin layer of body fat that would just never leave.*

*At the end of the 365 days in his recovery program? The puffiness was gone. The extra body fat, that came from the alcohol, was gradually slipping away as well.*

*And I had never in my life had a solid relationship with a man! Any relationship I was in was always based on alcohol, which never helps our relationship because people always end up saying things they regret and doing things they regret as well.*

*In my second year of recovery after working with David, I met the man of my dreams, and we've been together for over 20 years now. This never would've happened if I did not meet and work with David Essel!*

*I had tried different programs that are very popular these days for alcohol recovery, but I never felt that they were meant for someone like me. I needed one on one work. I needed accountability. I needed someone who is ahead of the curve in addiction recovery not just someone who is repeating things from the past.*

*David introduced me to a recovery program that is life lasting! My joy returned! My relationship continues to go deeper! My business grew!*

*Could any of this have happened if I kept drinking? Hell no!*

*David told me the first day that if I was willing to do the work, I would be amazed at the person I would become in anywhere from 12 to 24 months. He was right.*

*If you're thinking you might have a problem, the odds are you do. And if you're thinking about working with someone to get clean, this is the only guy I would recommend: David Essel."*

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George W., CEO, New Home Construction Company, West Coast

*"I have been in the new home construction business for over 35 years, married for 40 years, never intended to retire, just working hard my whole life so that I can "enjoy the good life."*

*Things came to a halt when the pandemic hit, and as we're riding high on our horse all of a sudden we find ourselves on the ground stumbling around not knowing what to do.*

*We had a huge staff, that we knew we were going to have to start laying off or cutting back hours, which stressed myself out and my wife as well who has been a huge part of this business ever since we*



*started it together.*

*And then supplies became impossible to get. Or they were six months to nine months behind in their delivery schedule, which added additional stress.*

*So here we are, the market has slowed down our business to almost 0, supplies are really hard to get, and the work force that we were used to was just disappearing. No one wanted to seem to work anymore.*

*So after about the first nine months to a year of the pandemic, my wife and I looked at each other one day and said, "we need to just relax, have some fun, worrying about the business isn't going to help it so let's just wait for this pandemic to get over with."*

*So we started going fishing on a daily basis, of course that also meant bringing alcohol with us.*

*Then after dinner, when we normally would have a glass of wine and then go to bed, we ended up staying up and sharing bourbon one night, the next night an expensive bottle of wine, then who knows what the next night would be... I think you get the picture. We started to drink on a regular basis, so much so, that we thought it was just our new normal!*

*Another six months goes by, business is slowly coming back, but our alcohol intake had continued to increase until we are arguing 3 to 4 days a week over things that weren't even important at all.*

*We talked one night about maybe the marriage was over, that there was no way we could stay together, with the business slowly rebuilding, but not fast enough for us, and the alcohol flowing freely.*

*One of my mentors, told me that the business was going to come back, but that I needed to work with this guy call David Essel, who he believed was one of the top Alcohol Recovery experts in our country.*

*I had no interest in getting sober! My wife had no interest in getting sober! Until the very next day, when we had a drag out fight, that lasted six hours long... When the fight was over she looked at me and said "we have a serious problem with alcohol don't we?"*

*I agreed. We did. And then I remember my friend telling me about David. So I contacted him and within seven days we were enrolled in his permanent Alcohol and life recovery program, and one year later we are completely changed people!*

*The business Is coming back, but what's even better, is that we are now back! We have more respect for ourselves than we ever had in our entire marriage, there is no alcohol needed at parties, at dinners that we host at our house, or restaurants we go to.*

*His program is really unique. He doesn't believe in the "disease model", where alcohol is out of our hands and alcoholism is caused by our genetics... He doesn't believe that at all.*

*And we don't either! We found by following exactly what he told us to do, that we both became completely sober and then entered full recovery after one year, just by following what he asked us to do.*

*If you're in that situation, where you're not sure you have a problem, or you do know you have a problem, just at least talk to him. I'm one of those guys who is very old-school, I know I can pick up my bootstraps and overcome any challenge in the world! Well guess what, I was wrong.*

*Addictions and especially for us alcohol was something that no matter how smart we were or how successful we were we could not beat on our own.*

*I thank David in my mind, and my wife does as well, every day for not only helping us save our marriage, but completely turning our lives around. We could not of done it without him."*

Anthony R. Crissie

*My name is Anthony, I am 43 years old and permanently gave up drinking alcohol in 2021 after many years of considering it. I am the adult child of an alcoholic (ACoA) parent and surrounded by many heavy drinking friends and family members. I had never been a big drinker, I often participated but never really too excess. The times I would drink too much left me feeling sad, depressed, and I beat myself up. By the end of 2020 it had all become too much for me and I made the decision to quit and never look back.*

*The pandemic made for uncertain times for many, it unveiled new opportunities both healthy and not so healthy for me. I had always enjoyed drinking bourbon, and I had a modest simple collection of bottles - nothing special. When restaurants and bars shutdown, it forced some business owners to do things they would never have imagined to help stay solvent. OPPORTUNITY. A local neighborhood bar started selling the rarest and finest of bourbons out of their warehouse – stuff you would never see in a grocery store or liquor shop (Weller, Blanton's, Stagg Jr), and I seized the moment. I was friends with the bar owner and he sold me whatever I wanted and as much as I wanted – whenever he could. It became obsessive. My collections went from 5 bottles to 50 bottles overnight with the rarest and best bourbons you could find with few exceptions. I told myself I was helping the bar owner stay open and I was buying collectibles. By the end of the summer I had spent \$5,000 on bourbon and I felt nothing. I wasn't happy, I wasn't proud – I was numb.*

*Fast forward to September 2020, and I was at a low point. I was lacking connection with my wife, her drinking was at an all time high and I was at an all time low. I was depressed, I was stressed, and I didn't like the image that was being presented to our daughters (6 and 4 years old at the time). After a referral from a friend I met David Essel and began to work on addressing my pain. My focus was not about alcohol, but beneath the anxiety, codependency, and depression – I knew alcohol was not helping me.*

*As the holiday season neared, I began preparing to quit. My wife is from Arkansas, and for the Christmas holiday of 2020, our family would be making the trek to Arkansas from Illinois to spend time with her family.*

*I thought it would be nice if her and my daughters could fly down early, and skip the 10 hour car ride with me and the dogs – so I used points and got them tickets to fly down early. As I started packing the car for my drive down with the pups, I thought my brother in laws would really enjoy some of the bourbon I bought, so I packed about 10 bottles and had decided I would have one last round with the guys and I would leave the bottles in Arkansas as a gift for my brother in law. When I got to Arkansas, it was an eerie feeling. It just felt off. Keep in mind the vaccinations had not been made available for the general public, and there was still a lot of uncertainty about COVID. Not too long after being there my brother in laws and I began disengaging from stressful moments by drinking, and hanging out. It seemed like a*

*harmless remedy at the time but quickly led to drinking too much, feeling terrible, and me seeing that the end of drinking was now upon me. The trip ended up being filled with drama and lies as most of my in laws family was sick with COVID and didn't want to tell anyone. Needless to say after shlepping dogs, kids, and presents 10 hours to Arkansas – I was pissed. My brother in law was livid. We felt betrayed and the disruption that followed just compounded on a bad situation. Nearly everyone but me and my brother in law and my kids got sick. The kids missed almost a month of school when you combined their break with the quarantine. We all had to drive back to Illinois the day after Christmas and it was miserable. I made the conscious decision at this point that alcohol was not going to help me through this. I quit drinking and began 2021 with sobriety and personal health as my focus.*

#### *It Bothers You More Than it Bothers Me*

*This was a huge year for me – self care became my focus and as a result it made me feel better, made me more present with my kids, and surprisingly brought less connection with my wife. She told me she was jealous, and felt that I was better than her. I was losing weight and people were commenting and complimenting me consistently and it made her feel angry. We pushed through and by the summer my self care and sobriety started to wear off on her and others around me. In the beginning of the year, boy did it make for some awkward social interactions. People couldn't believe I was not drinking. They thought it was a phase, a moment in time – dry January or something. I enjoyed it. It empowered me. It was a new sense of discipline. If I felt any sense of pressure or I wanted to bond I would have a non-alcoholic beer now and again. They tasted great and my friends even started stocking them at their houses for when I would come over. I felt like an outsider looking in on one big party of drinkers. Everywhere I went people were drinking – and I wasn't, and I loved it. The mommy wine culture at kids soccer games, or the neighborhood pool, or early morning parades was blaring in my face on a daily basis and I despised it.*

*I came to realize me not drinking bothered my wife and others more than it bothered me. I didn't feel like I was missing out. I wasn't losing good friends, I was having a better nights sleep, and feeling great mentally and ultimately thats what mattered most to me. I had a break through moment when my 6 year old asked me... "How come you don't drink BEARD anymore? is it because you don't want to be fat like mom?" I said... WHAT?! I explained – I don't drink BEER not beard because its not good for me, and asked her what she was talking about regarding mom. My daughter told me that she overheard my wife talking to someone on the phone and she said when she drinks wine she ends up getting the munchies and eating all the kids snacks and feels fat. WOW. I was baffled and I really started to pay attention to what I was saying and doing as I knew my kids were watching and listening to us more than I had ever realized.*

#### *There's Always Going to Be Challenges*

*It hasn't all been easy and enlightening on this journey. I don't count the days, I don't give much thought to being sober like an alcoholic might – but I do journal daily and when I feel pressure or stress I get it all out on paper like I am doing right now. I have had moments where I think to myself, I will dip back in and see what this tastes like...or it's a special day with a friend I have not seen in a long time..and then I remember my low points, my depression, and what I want my kids to think of me. This took some time to feel OK with. My wife would often say...so you are going to go to Italy with me and yer NOT going to drink wine?? What about a champagne toast at our daughters wedding one day?? The reality to*

## PERMANENT ALCOHOL & LIFE RECOVERY!

*me is there are always going to be challenges, events, and people that make sobriety tricky, but I believe being permanently sober is more worthwhile than a glass of wine. I have to concerts and not drank, sporting events, huge parties, golf outings, and not had a drop and I am good with it. I was the COO for a large firm that entertained clients at some of the finest restaurants and my sobriety stayed strong. I am about to start a new career and will meet a and bond with a bunch of new people and know there will be moments to bond over alcoholic beverages and I am not worried. I am stronger, clearer, and happier without them. If there is any doubt in your mind if you too can have permanent sobriety – stay the course, you can do it. Give yourself this gift, it will be one of the greatest things you can ever do for yourself.*



## *Alcoholism: A Major Fall Out During the Pandemic*



*By David Essel, M.S., O.M.*

Depending on the statistics you look at on the internet, alcohol sales from one year ago have increased in some areas by over 1,100%!

And that says one thing: a new batch of alcoholics is already here. So, what do we do?

As a former alcoholic, I know how hard it is to deal with life, when life is not going our way.

If you look at the world today, I can't think of too many places where life is going along smoothly. It's more like an intense roller coaster ride that this world is on.

And as a counselor, it concerns me greatly not just for individuals, but for couples as well as children, to see the dramatic uptick in the amount of alcohol we are consuming, instead of learning how to deal with the ups and downs of life.

If you're concerned about yourself, or you're concerned about a loved one, think about the following tips that need to be followed today in order to put an end to the rise of alcoholism in our country:

**Number one:** Admit it. Admit that your drinking has increased or is out of control.

**Number two:** Start to jot down on a daily basis every drink you have, if it's a glass of wine it should be only 4 ounces, a beer should be 12 ounces, and if you're drinking hard liquor, it should be a 1 ounce shot, that's all.

**Number three:** Take a look at the number of arguments that are happening between you and your partner, you and your children, you and your brothers and sisters, you and your parents, you and your staff.

In my practice, we've recently seen a dramatic increase in the potential divorce rates amongst many couples. We've seen siblings at each other's throats, and it's not only due to the pressure of the pandemic, it's also due to the fact that they've gotten out of control with their alcohol intake.

You may have to go to meetings. You may have to hire a counselor. You may have to go to a treatment center... I'm not sure what the right path for you is, but I can tell you this... **There is hope.**

My client from Canada, overcame a 33-year addiction to Xanax. They persevered through the challenges, through the triggers and through the cravings.

This article isn't as much about "do these 10 steps", as it is about finding the desire within to get clean and sober for life. This is where it all starts, desire.

The end result for me? The cravings completely left, and I don't think about having a drink. I don't think about having enough wine at home. I don't think about going out to dinner with friends hoping that they all drink as much as I want to tonight.

All of those obsessive thoughts are gone.

The sex addicts that I've worked with who went from one crumbling relationship to another... When they got clean and sober now are in incredibly stable long-term relationships.

A client who shattered a 30-year addiction to opiates and alcohol, reclaimed his marriage with his wife.

It's possible, with the correct effort, time, and yes money, you can become free! And the best news? You don't even have to believe you can become free. If you reach out, ask for help and do the work that people like myself tell you to, you can become free even in spite of yourself.

But don't put off until tomorrow what you can do today. Procrastination kills perseverance.

**Number one.** What was covered in this chapter in great detail?

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**Number two.** Of all the topics covered, which one was of most interest or of most importance to you?

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**Number three.** What are the action steps that you will take over the next seven days as you evaluate the role that alcohol is playing in your life right now?

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## CHAPTER 9

### *TODAY Is the Day for Permanent Alcohol and Life Recovery... If Not Now, When?*

As we continue this amazing journey with our program on permanent alcohol and life recovery, I just want to offer a few words of support as you move forward in life.

We've all had enough experience by now to realize that social drinking may not be in the cards for us, but that we can still lead an incredibly healthy life, an unbelievably exciting life without alcohol!

I remember years ago going to my first concert sober, and I actually saw this band twice during my years of sobriety, Steely Dan, and I could not believe the emotional response I had sitting in the audience without any alcohol at all!

During certain guitar solos, I had tears streaming down my face! During other songs that I had sung since the 70s, I was jumping up and down having more fun than 80% of the people around me who were drinking quite heavily.

And that's not a statement of judgment, it's just reality!

I had so much fun, at these concerts sober, that I wanted to tell the world how amazing sobriety and full recovery really are!

Going to my first professional basketball game sober, I played basketball at Syracuse University for several years and have been a basketball junkie since the age of six, was incredibly exciting as well!

My brother Terry and I were in Madison Square Garden, he had treated me to tickets to see the New York Knicks play, and we were having the time of our life completely free of alcohol!

I didn't even notice other people around us drinking, as I was so focused on the game, on the energy of the environment, and neither of us, even thought about how nice it would be to have a beer right now or wine or anything else! We were too much in the moment! We were so grounded, so completely in the moment, that we were not missing a thing in life!

I could go on and on... but I can guarantee you this. If you follow everything that we teach you when you join me in this program, you will have the exact same experiences during your long-term recovery program as well.

If you enjoy "the steps", let's consider these changes to make them even better."

While it's obvious I'm not a huge fan of the step program, as the main focus to get fully recovered in life, I also believe there are some benefits, but I think the changes that need to be made are very simple ones that could really make this program so much more powerful.

Number one. Choosing a sponsor. I went to about 100 straight meetings, before I could find someone that I would even remotely consider to be my sponsor. I'm not being arrogant, I'm being truthful.

I saw a lot of people with sponsors that were demanding of them to call every morning at 6 AM... And if that works for you great go do it. But for many of us that's not necessary.

But after every meeting people would come up to me and ask me if I had found a sponsor yet. And if I didn't find one soon I was surely going to relapse.

It was almost like threats, and I think this is one of the parts of the 12 step program that could be changed and really make it more acceptable and even friendlier to individuals who are new to the program.

As I mentioned above I had already been 90 days plus into the program, and I bet over those 90 days probably several days a week people come up to me and tell me I'm gonna relapse because I still haven't found a sponsor.

I hadn't found a sponsor because I really didn't like the approach most of them were taking.

And then I met Phil. It was a Saturday meeting, 10 AM, the room was packed and everyone was going around saying, "I'm George I'm an alcoholic... I'm Mary I'm an alcoholic...", And you know by now, I do not like that type of training at all.

And then all of a sudden two people down from me, this guy says "Hi I'm Phil and I'm just really grateful to be here today."

My mind exploded!

Oh my Lord, this is a guy that gets it! Now that's someone that I could talk to about being a sponsor.

And I did. And he was awesome.

I told him in our first meeting, that the reason I wanted to work with him was because he didn't sit there and say, "I am Phil I'm an alcoholic." Rather, he just talked about being grateful for being in the room.

He told me that originally when he was in the 12 step program, that he used to say what everyone else said, but over the years he didn't feel it was necessary and I agreed with him 1000%.

So when they got to me during that special Saturday when I met Phil, and I normally would just say "I'm David nice to meet everyone". There was no way I was going to keep saying I'm an alcoholic, all that does is drive negativity into the brain.

Phil was my answer. We only met four times, over four weeks, and that's all we needed!

He was brilliant in explaining from his point of view the benefits of the steps, and he was so open minded to my point of view regarding what I felt were so many of the parts of the step program that could be updated effortlessly, and this is one of the ones that I believe should be a mandatory update.

If people continue to say "I'm an alcoholic", and they're not drinking and they're working with professionals and they haven't cross addicted... I believe it's one of the reasons that these type of programs have a maximum of 10% success rate.

Phil was the only sponsor, during my 120 and straight meetings, that I believed knew the answers already. He was so advanced, so far ahead of the rest of the individuals, which made me drawn to him like a moth to a flame.

We had a great friendship, anything I needed to learn that I didn't already know Phil was ready to teach me, and I walked away knowing that more and more people could be helped with these meetings if they weren't constantly calling themselves alcoholics when they were not anymore.

Porn addiction? On that same thought process, several years ago I worked with an executive who was addicted to porn, and he was about to get divorced when he reached out to me and we started working together.

As you can tell, there is not one addiction in the world I don't work with. Whether it's food, sex, porn, pot, video games, social media or Addiction to news or sugar, you name it we cover it.

So I was super excited to help him shatter his addiction to porn and at the same time to save his marriage.

He asked me what I thought about adding 12 step meetings to the one-on-one work that he was doing going through my permanent recovery program, and I told him that was up to him, I would definitely support him if he wanted to go to meetings.

But I made a deal with him. I told him that at every meeting to write down statements that were made during the meetings that he liked, as well as statements that were made during the meeting that maybe he wasn't in agreement with.

And he did a great job! He came in every week to our session, and he would go to one or two meetings a week, and he would tell me the good things and then he would tell me things that challenged him.

One time he comes in and he said, "David I'm not sure what to think of this. We have a minister that leads the sex addicts anonymous group, and this is what he says before every meeting:

"I'm Minister Jim, I am a sex addict today, I was a sex addict yesterday, and I will be a sex addict for the rest of my life."

I couldn't believe it. I was shocked! In reality, I should not of been surprised , but I was because as my client told me this gentleman was the moderator for every one of these meetings, and at every meeting he said the same thing.

How the heck are we going to heal from porn addiction or alcoholism or any other addiction if we're constantly telling ourselves that we're an addict today, tomorrow and for the rest of our life?

All we're doing is giving people reasons for relapse number one , relapse number two, relapse number three, relapse number 100!

And this is where I would love the organization to reach out to me and other experts in this field and give them feedback, in my opinion positive feedback, about how they can update their program and not continue to have a 10% success rate, why don't we help them update their program so they have a 90% success rate!

And a couple of these points I'm making are absolute reasons why I would love to see that program change.

This program is available at almost 0 cost, so it will help the homeless it will help the unemployed it will help the multi millionaire... If they would only update their program to include everything we know in 2023 about how the brain works, the body works, the spirit works and more.

We need major groups like this who can help people , especially those people that don't have money, but we can't help them if we're telling them every day that they will never heal! When you say to yourself "I'm a sex addict today, I was a sex addict yesterday, I'll be a sex addict for the rest of my life", where is the incentive to heal?

There is none!

And that's why these groups have a 10% success rate. I keep saying that because when I talk to treatment center owners they tell me I'm overly optimistic! These owners, several of them who you'll read endorsements on the front cover and back cover of this book, and even inside the book, tell me when they were running their centers under the 12 step program that they were seeing about a 5 to 8% success rate, not even 10%.

I am not here to tell you that my program is the only one to use. Far from the truth. There's no way I could help one on one the millions upon millions of people that need my work, Or need my philosophy Or need my assistance.

So I am here to help the 12 step organization, and asking them if they really want to make a massive difference in this world 100 million times more so than they ever had in the past, all it will take is an updating of what they're teaching, how they're teaching it and what the moderators and sponsors are telling to people in their audiences.

And I will send out a challenge to everyone that leads any form of 12 step group right now: give your people hope! Stand in front of them and say, "I was an alcoholic in the past, or I was a sex addict in the past, or I was of food addict in the past... But because I'm doing all of this work there's no need to call myself any of those labels anymore."

I am free. I've cleared up my life, and I am free.

Shouldn't that be the end result of any recovery program? Shouldn't that be what every person that goes to 12 step meetings wants to hear? That there's a chance to completely and PERMANENTLY heal?

Please, take these comments seriously. And I am available, to help any organization that is working in The world of recovery, to make these changes to help more people heal.

Working together, we can make major inroads and dramatically decrease the alcoholism and the dependence on alcohol, as well as every other addiction in the world.

Will you work with me? Will you reach out and say "hey let's sit down and chat and see how we can make the 12 step program better?"

I hope someone, someday, in the very near future, will.

Remember, this is "life recovery", and while alcohol was a part of it, there's so much more underneath the alcohol that we deal with in order to enter the blessed world of recovery.

I want you excited, and remember you only need to be 10% ready to get sober and recovered for life!

I never in 1 million years would've ever believed I could be sober in life for a month, and now we're talking about my sobriety that's been going on for decades.

I never would've believed someone many, many years ago, if they would've told me that recovery would be so much more passionate so much more exciting, vs my life drinking, I wouldn't believe them.

But now I do! Now I know what these people would've been talking about! Now I know when I see someone who's been sober for a long time and has not cross addicted and is not a dry drunk and is purely recovered, I see the joy in their eyes. I see the peace on their face and I hear the deep laughter coming out of their belly... And I'm glad to be part of this existence.

Let go of any hesitations. Let go of any beliefs that you cannot do this. Let go of any peer pressure, wondering what others will think of you as you walk down the pathway to complete and permanent alcohol and life recovery.

Instead, fill your mind with all of the positivity I've shared in this book. Fill your mind with all of the opportunities to be led, hand by hand with me as your guide, into the beautiful world of permanent recovery.

I send you the greatest blessings in the world right now, and cannot wait to have you as a part of this amazing group of individuals that finally have found peace, freedom and joy... through permanent alcohol and life recovery.

Sending you all of the love in the world, you deserve it.

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"Is a treatment center, right for you?

For the past 30+ years in helping people to get sober, I'm asked this question every day.

"David, should I start with a treatment center and then begin working with you? Or should I just begin working with you?"

And I think it's a very smart question.

I can tell from my own experience, that without going into a 30 Day Treatment Center, I'm not sure I would've had the jumpstart that I needed to become permanently recovered for my entire life.

If you're someone that struggles on a minimal basis, in other words if you're someone who struggles with alcohol on weekends, but you're able to function, you're able to work, you're able to be responsible for your finances and everything else that goes along with living a normal life, a treatment center may not be necessary in the beginning.

But if you're like me, or how I used to be, when I drank excessively seven days a week even though I was very successful, you might really benefit from the jumpstart of 30 days in a facility where alcohol or your drug of choice is not available.

I believe that there are a lot of benefits to going to a treatment center, for those people who are in need of that extra special care.

When I was there I called it, "my cocoon", I didn't have to worry about the temptation of alcohol or drugs, because there weren't any in the center obviously.

So those 30 days in that center for me anyway, was extremely crucial, to come out with 30 days of no substances whatsoever and then to start the real process of recovery.

A 30 Day Treatment Center isn't enough in my opinion to get anyone recovered for life, you've got to do a lot more work after that, but the treatment center might just be the perfect place for you to begin!

If you do go through a treatment center, here's the most important thing I learned that I can share with you: you must have a counselor, therapist, or addiction coach ready to go the week you get out of the center, and I highly recommend that you stay working with that professional for 52 straight weeks.

Yes that's one complete year.

When I got out of the center, I thought I was doing great until day number two at home, when I started to feel an immense amount of anxiety, depression, frustration, because I really still wasn't fully in the mindset of how to handle my newfound sobriety.

Alcohol was my best friend, alcohol was there for me when I was bored, excited, angry, discouraged, depressed... Oh my God it was by far my closest friend that I had ever had... Up until my recovery.

If I did not have a counselor that I was working with every week for 52 weeks, I'm not sure that I could've stayed in this beautiful realm of recovery, permanent recovery, for the rest of my life.

Being accountable to someone is crucial! Following someone else's advice, when you have cravings, or God forbid a relapse, or you start to feel incredible peer pressure from friends or families to have a drink every once in a while, you need a professional to hold your feet to the fire and ground you so that you stay recovered for the rest of your life.

So stop and think. Think about the benefits of going into a treatment center, and then think about the incredible benefits of having a professional lined up to work with you for the 52 weeks you get out of that center.

And if you've been to centers before, any type of treatment center, and you feel that you have benefited but now you need that one-on-one approach, follow your gut! Hire someone!

Recovery is amazing, but I know I could've never made it this long if I depended on my self only.

And I do this work as a professional! But I couldn't figure out a way to get myself sober and fully recovered, I could do it with so many other people on a weekly basis, but it didn't work for me.

I needed outside help. And I'm not ashamed to say that I needed that help, it's just the facts.

Get humble. Be real. There's many different directions in order to get sober and recovered for life, choose the best one and always remember this: you'll never do it on your own, that's why we have people waiting to help you. Let's go.

## *My First Year Without Alcohol: Things I Wish I Would Have Known*



*By David Essel, M.S., O.M.*

If anyone tells you that “sobriety is easy,” they’re lying , or maybe they were just really lucky when they got sober.

For most of us, sobriety is not easy.

I was an alcoholic for 30 years, justifying, rationalizing, and denying that I had a problem all along the way.

Because addictions are not logical, it doesn’t matter how many hangovers I had, my justification was much more powerful than the worst hangover in the world. And that kept me drinking for a very long time.

And because addictions are not logical, the best advice from logical people will roll off the back of the alcoholic.

Why? Because we’re more interested in our addiction then we are in our health, success, attitude and more.

When I finally decided to get sober, it was my own choice. It wasn’t due to a DUI. I didn’t get fired from work, actually that would be impossible because I worked for myself for 40 years. It wasn’t that I was dating someone or married to them and they told me they would leave if I didn’t quit drinking.

We have helped thousands of people get sober from all types of substance addictions as well as behavioral addictions over the past 30 years.

This is what I think we should all know when we’re considering getting sober:



**Number one.** It won't be easy. Unless you're lucky and a miracle happens, sobriety will not come easily for most of us. Emblazon that in your brain. It's not negative thinking it's just reality, that sobriety is hard... But only at first. Then, it gets really easy!

**Number two.** Why is sobriety hard? Well first of all, we have the physiological addictions to Alcohol. And, there's withdrawal. Whenever you have a physical addiction to anything, whether it's food, nicotine or alcohol, there will always be withdrawals when you get rid of a substance that your body is used to having on a regular basis.

**Number three.** Emotional and psychological withdrawal. The withdrawal from alcohol for me and for everyone else is not just physical, there's a psychological and emotional withdrawal we go through as well.

The emotional withdrawal is really intense, because for the first time in life when our emotions get riled up, whether we are super bored, super angry, super happy, super frustrated, super shameful... I think you get it... We're used to having a substance to numb the emotions and guess what? That substance is gone.

Which means, and this is one of the biggest difficulties I had, that we need to talk to people about how to cope with all these emotions that are not submerged anymore. Like my anxiety, that came flying to the surface many times from unexpected angles.

I was just in a session today before I started writing this article with a gentleman who's been a serious alcoholic for 20 years. He's only been sober for 30 days in my program, but because we went over all of these challenges with psychological and emotional withdrawal on week one, when I had the session with him today he said "David I cannot tell you how important it was for you to mention that I'm gonna have a bunch of emotions coming to the surface that I used to numb with alcohol, that I'm not gonna know how to handle."

And it's true!

But because I had him prepared, when the emotions came up he knew he had five or six different recovery tools to lean on so that he didn't go back and relapse.

Number four. Peer pressure. I tell all my clients do not be surprised when your friends and family know that you're trying to get sober, yet, they still invite you out for a drink.

Or you're at a party and they say "come on David, just one, it's my birthday I only turn 51 one time in my life!" You have to be ready and prepared to deal with not only the emotions we talked about above, but the peer pressure to fall in alignment with your friends and family that are used to you drinking.

I have two sales people that I'm working with right now that are in their early stages of sobriety, both of them desperately need to stay sober for life, and every week during the sales meeting, the sales manager pulls out a case of beer and everyone in the room drinks as they talk about the goals for the next week.

But these two individuals don't drink anymore, so they had to have some very difficult, open and honest conversations with the manager, telling them that they could not participate in the Friday events.

And it was not easy for them at all!

As a matter fact the manager told them don't worry about it, they only have to have one or two beers, but that he wanted them to fit in with the crowd.

Do you believe that crap?

But that's peer pressure. And we have to be ready for it.

Share the above information with anyone who is thinking about getting sober, or in their first several years of sobriety, because it could really help them learn how to search out information that will benefit them in their first year of sobriety.

I wish, I wish so badly, that I knew the above information during my first year of sobriety because it was hell on earth.

I was so anxious all the time. I was bored. And I didn't know how to cope with those emotions believe it or not, until I got out of the treatment center and started working with a professional counselor one on one.

My counselors were amazing and gave me many great ideas on how to stay sober for life.

It works, if you work it.

**Number one.** What was covered in this chapter in great detail?

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**Number two.** Of all the topics covered, which one was of most interest or of most importance to you?

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**Number three.** What are the action steps that you will take over the next seven days as you evaluate the role that alcohol is playing in your life right now?

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## CHAPTER 10

### *The Future of Addiction Recovery and Mental Health Healing Is Here, Right Now!*

With everything I've shared in this book, and there's so much more on the website you can read about for this permanent alcohol and life recovery program, I'm going to introduce some things that many of you may already know about. For some, this may be brand new, regarding what I believe is the future of addiction recovery and mental health healing.

Now some of these things I'm going to be sharing could be considered "controversial", because there's still more studies to be done, legalization to happen before these products will be available on the market for everyone.

But as many physicians believe and other experts in the world of addiction recovery, we would be ignorant to not sincerely look at what I'm going to write below, because of the incredible power that these supplements offer.

Let's get started, because I want everyone to have the most in-depth knowledge about where we're going in this industry, so that when all of these products do become legally available, you all have already had a slight insight into their effectiveness.

**Number one.** Ketamine therapy. I went through a full-blown ketamine therapy treatment about eight months into the pandemic, when my business had slowed down to almost 0, and we were creating one program after another trying to keep the income coming in, so that we could keep our staff and our programming available during one of the most stressful times this world has ever been through.

But I was struggling deeply. I was constantly worried about money, about how I was going to pay my staff, like many other small businesses this was a very very difficult time.

With my Publicist TJ Tauriello, we continued to create one program after another... But nothing seemed to grab hold.

My attitude was horrendous, my sleep was getting worse. The good news? I had no interest at all and never even thought once about having a drink or going back to cocaine, but I was really in a tough position.

The stress was actually overwhelming! And then I started doing research on ketamine therapy, and the more I read the more I knew it could be a great way for me to begin the process of healing, as long as I did it with an anesthesiologist who was experienced in using this form of anesthesia to help people break through blocks in life.

The sessions were incredibly intense. I believe I did five sessions all together that were about three hours long underneath the anesthesia Ketamine.

Since then, I've helped so many other people learn the power of ketamine therapy and how to prepare for it as well as how to figure out what the messages you receive from it. Every one of them have been so grateful that there's a product like this that is now legal in the United States of America.

In my experience, underneath the influence of ketamine, I went into these extremely deep hallucinogenic experiences, where in one session I was face-to-face with God, in another session I was face-to-face with myself, as I'm going down the rabbit hole of stress, lack of sleep, and worrying about the future... All of these things came flying into my face during these therapeutic sessions.

But there were messages with every image I saw, or every thought I had, and I ended up at the end of each session the minute I regained consciousness, start to record into my iPhone what had happened during that session.

After compiling all the data that I had recorded, it was evident that I was in deep mental health and psychological hell, but the good news was through these sessions I ended up seeing the reality that I could not see underneath the stress I was under.

**Number two.** Complete burn out. I had burned the candle at both ends, constantly worrying about income, constantly worrying about creating new programs, worrying about my staff members, I was outrageously burned out.

Now, someone standing on the outside could've probably seen that easily, but I did not see it because I was in the middle of the battle.

But through the ketamine therapy, and the hallucinogenic affect, it was brought right to my face that I was struggling with burn out and I could not avoid it anymore.

**Number three.** Highly related to burn out, through these different images and experiences and even conversations I had with "people" under this treatment, it was evident over and over again that I had once again become a workaholic! I was putting in 12 to 14 hours a day trying to save my business, and had started to drop my normal lifestyle practices of daily exercise because the gym was closed, and I was overwhelmed with creating, creating and trying to create more to rebuild my business.

Burn out and workaholism were right in my face, and until I went underneath this incredible therapeutic modality, I wasn't able to see it as clearly as I needed to.

The end result? I started to cut way back on the energy I was putting into my business. I went and bought a bunch of weights off of the Internet and started working out of my garage.

Even though I hadn't run in years because I was used to being in a gym on the treadmill, I started taking 1 to 2 hour walks every day.

Now Ketamine did not change a thing in my life, but what it did was bring to the surface those issues I was trying to avoid that I could not even recognize on my own.

It worked for me, and it might work for you as well if you're trying to figure out, "why am I depressed, why am I anxious, why am I burned out, why am I feeling helpless and hopeless all the time?"

To me, the most important thing first though, is to learn how to set the correct intention for your ketamine treatments, and then to have a professional work with you afterwards to try to figure out what

all of these different experiences and images and people that pop into your mind really mean in regards to your healing, and what protocol you need to follow in order to have that healing happen.

There are some people that said their depression was completely lifted after 4 to 5 ketamine sessions. I did not have that experience, but instead, the experience I had was incredibly valuable, even more valuable I believe, because I was shown exactly what my problems were and then I went and made lifestyle changes in order to alter the challenges I was having with my mental health.

It was an exceptional experience, and one that is becoming more and more accepted in our society. I believe the future for ketamine therapy and mental health and addiction recovery is already here.

**Number four.** Micro-dosing healing medicines like psilocybin mushrooms, LSD, CBD as well as, THC, Ayahuasca and MDMA.

Micro-dosing is huge in many other countries. I have clients from Canada and Europe and South America where obtaining micro-dose amounts of psilocybin mushrooms and other psychedelics have been legally used for years to help people battling depression, anxiety, PTSD, trauma... And of course Addiction!

In the world of Micro-dosing, we are taking tiny amounts of psilocybin mushrooms, or THC, in order to alter brain chemistry in the most positive ways.

Several of my clients in Canada, who are in my permanent alcohol and life recovery program, started adding Micro-dosing of psilocybin mushrooms to our program after discussing it with me, and the results have been phenomenal.

Their anxiety and depression has gone on a scale down from 10 to a number two! Just In a matter of 30 days, amazing, incredible, insightful and filled with hope for our future.

One of my clients from South America asked me the other day if switching from alcohol to psilocybin mushrooms, in a micro-dose form, could be considered a form of cross addiction?

And personally I don't believe so. Micro-dosing at small levels whether it's psilocybin mushrooms or THC or even LSD, do not put us into a hallucinogenic state, rather, they can bring us into a state of calmness, a state of awareness, a state of inner peace, which of course helps us if we're trying to break through with alcoholism or any other addiction.

But anything, can turn into an addiction if you're not careful. So I would highly recommend that if you plan on doing any of these micro dosing substances, that you do it with a professional who is trained in that specific area, before just randomly buying things online and trying it yourself.

THC, the active ingredient in marijuana, has been found to be incredibly effective in regard to being an anti-depressant and an anti-insomnia aid with many of the clients we're working with.

Before medical marijuana became legal in the United States, I had many clients that were addicted to the sleep medicine Ambien, taking 3 to 8 tablets a night which is in a huge amount of Ambien!

Because Denver Colorado was the only place I knew of at that time where you could legally get marijuana, we recommended that these clients go to Denver for several weeks, find a highly reputable store, and get the "indica strain", of THC, which is extremely relaxing and a great substitute for sleep medicines at night.

In both of these cases with my clients, while they were still in our permanent Alcohol and life recovery program, within two weeks of switching out their sleep medicines for the Indica THC, they were completely off of the sleep medicines!

A huge victory as we found that long-term use of these medications could have a negative affect on brain chemistry.

CBD, the non-psychoactive ingredient found in the marijuana plant, has been looked at as an excellent alternative to anti-anxiety drugs, and we even have people that were addicted to nicotine, because nicotine is such a powerful anti-anxiety drug, switch to CBD and have no craving for nicotine and at the same time greatly diminished their anxiety issues!

I personally have used CBD for my restless leg syndrome, which often times had me walking at one or two in the morning because I couldn't sleep, and the very first night that I took the CBD my legs became completely still!

And there was no placebo effect here, because I took it with a 50-50 chance of it working. I didn't think it would necessarily work but I didn't know what else to try so I gave it a shot. And it worked! Exceptionally well!

Sativa, another component of THC which is the psycho active ingredient in marijuana, has been found by some doctors to be highly effective if taken in small doses throughout today to diminish depression.

Now I must say this again, because we're talking about the potential of cross Addiction, anything that has a psycho active ingredient that will affect the brain, could turn into across Addiction if you're using too much of it or you're using it on too regular of a basis.

Once again, that is where someone like myself or another addiction recovery expert can make sure that the dose you're using and the frequency does not turn into a cross Addiction.

Ayahuasca, a powerful plant in South America, has helped thousands face their "inner demons" as a way to understand their deep struggles in life.

For the products listed above, that do have a psychoactive response on the brain, anything from the psilocybin mushrooms or LSD micro-dose, to the THC strains, we highly recommend that people set an "intention", every day before they take that product.

With setting an intention, that you are looking forward to using this product for inner peace, calmness, focus, creativity, or maybe even a deeper spiritual connection to your higher power, we actually have found that these products have a much more powerful effect than just taking them by themselves without any Daily intention set.

There is so much more to be learned about these type of products, but I know in the near future they will become main stream in the United States of America, which makes me extremely excited about the future of addiction recovery.

The FDA is currently doing studies with micro-dosing for mental health, a great sign for all of us!

I do not believe, and I might be wrong here, that taking any of these psychoactive plant medicines will become the new silver bullet, eradicating all addictions in the world.

And the reason I say I don't believe they'll become the silver bullet, is because we believe that addictions are caused mainly by our inability to deal with the trauma/grief/pain/wounds from our past, so there will

always need to be an emotional/intellectual/psychological approach to recovery, but these products could actually help with the healing in each and everyone of these areas!

I believe the future is here and it's going to be exciting: the combination let's say a Micro-dosing psilocybin mushrooms, with the emotional regulation skills we teach in our program, is going to be the perfect combination to help so many people who are struggling right now with addictions to become absolutely free for life!

Let me go a little deeper in my beliefs about the use of Microdosing to make sure that everyone is super clear that this is not a silver bullet, it needs to be included with lifestyle changes and counseling at the same time. For people who are looking to use this to eradicate or greatly diminished cravings for any type of substance, drugs, alcohol even food... As well as mental health challenges like depression, PTSD, anxiety, insomnia and more, there is great hope ahead.

Make sure you check with your doctor if the Microdosing product that you're thinking about taking would have any contraindication to a pharmaceutical drug that they have you on right now.

Your doctor may have to go deep into the research to see if that information is available today, or they may just flat out know that this is not a good combination and please follow their advice!

I'm going to repeat this as well, make sure you're working with a counselor who has experience in the world of Microdosing, so that they can help you set your intention as you use the product, as well as sit with you during follow up sessions to figure out what the whole experience meant to you.

Remember and this is crucial! Microdosing does not get you high!

I have to repeat this 1 million times, Microdosing may help to clear out the energy and the past acceptance of the subconscious mind, that the body needs to feel depression or anxiety or a craving for addiction.

As I mentioned earlier, in many other countries with clients I'm working with, the results are simply astounding. But they're not astounding because they're sitting down and just randomly taking X amount of milligrams of psilocybin mushrooms or X amount of MDMA, but rather they're sitting down with an intention, they're not looking to get high they're looking for clarity with the challenges that they're facing... A huge difference from when I was in college experimenting with LSD and mushrooms and the whole purpose and was simply to get as high as we could.

If you're going to take a dose that will create a hallucinogenic affect, never ever do it on your own! There are too many things that can go sideways, you need to be in a controlled setting, with a "session sitter", someone who has experience, so that if you start to go into a negative Hallucinogenics break experience, they can be there to help you pull you out.

A year ago I had a woman from Canada ask me if I would "session sit with her", as she went through a full-blown hallucinogenic session with a massive amount of psilocybin mushrooms. I declined immediately. I asked her to please do not ever do this with someone over zoom, because if something did go wrong taking a very high dosage of one of these Hallucinogenics, there's no way I could be there to do anything for her other than to call 911!

Listen, the FDA is putting a ton of time and money into studying these things, be patient, I know we all want relief today, but it's coming around the corner, please be patient.



I also truly understand the magic and power of going through a full blown hallucinogenic session with psilocybin mushrooms in large amounts or LSD in large amounts, I did it with Ketamine in large amounts and it was amazing to help me breakthrough!

But remember: I did it with an anesthesiologist, in a medical facility, with nurses on standby, and the experience was incredible.

But if I were to do this on my own somehow, and went into those experiences not knowing if someone was going to be there if I fell into trouble, my experience would not have been as positive as it was.

I'm giving you these little warnings I guess you could say, because I want the best for you. I want the utmost of healing for you. But too many times especially people who are struggling in the world of addiction, if we're honest with ourselves, we might be looking to try these products just to get high, just to escape reality like we've been doing all along with other addictive substances.

I believe Microdosing is the future because you do not get high! It's a leveling of emotions it's incredible, and I can't wait to share some of the things that are coming up down the road as we learn more and more about the power of these anti-addiction, anti-mental health issue products. The future is bright right now.

I remember many experts telling me stories about the founder of LSD, Albert Hoffman, and how his first experimentations were full-blown hallucinogenic experiences that he needed people to help him get out of.

And then when he found the power of Microdosing, according to these experts, he microdosed his entire life until he passed away in 2008 at 102 years of age.

I have heard story after story about how this individual believed that the Microdosing of LSD allowed him to stay sharp mentally, to avoid so many of the natural aging brain deterioration problems, and in his later years was sharp as a tack giving lectures to audiences all over the world.

This is why I'm excited about Microdosing! This process of delaying or eliminating or minimizing the aging of the brain, I would not be surprised in the near future if we don't find out that Microdosing is perfect to maybe even prevent Alzheimer's or dementia, the disease my mother died of recently.

Or if we can't use Microdosing of these medicinal plants to eliminate Alzheimer's or dementia, they may be incredibly powerful in minimizing some of the dark negative and nasty side effects of both of these diseases.

Stay open minded, please stay open minded because it is with that open mind that you might find something that you would've scoffed at year ago, that becomes a savior in your life today.

I also must mention as I did right after my Ketamine experience, the importance of lifestyle changes. What you're watching. What you're listening to. What you're reading. Who you're hanging out with has everything to do with your mental health state!

These products could be massive breakthroughs, but if you go back to leading your old lifestyle of junk food, no exercise, hanging out with conspiracy theorists and gossipers, watching the news on a daily basis... Now we're going backwards in my opinion.

This book is bigger than just an elimination of alcohol or an elimination of anxiety and depression, it's a full life change program! It's a full life recovery program!

That's why I get so excited about sharing this information, because there isn't a silver bullet but instead

we have 20 silver bullets that we can combine together, which can radically change your life as it has mine and so many of the thousands of people I've worked with over all these years.

Never give up hope. We are on the breakthrough of a massive important discovery in science and I'm so glad to be a part of it and I'm so glad you're a part of it right now just by reading what I'm sharing.

So let me review again, the full lifestyle of changes we need to make, in order to retrain the brain for full life recovery:

**Number one.** Emotional regulation skills

**Number two.** Meditation/relaxation techniques

**Number three.** Counseling/therapy/coaching with individuals with high levels of education and training

**Number four.** Microdosing when legal, of the many products being studied by the FDA right now

**Number five.** Exercise in order to release the feel-good endorphins that are naturally a part of our existence

**Number six.** Clean eating. I know this is a stretch for many of us who are addicted to junk food and fast food, but this is incredibly important for every area of our lives, to give you the clean energy you need, to make sure that the gut and your bowel movements are perfect. It is so important to keep blood sugar levels normalized, which can only be done when we're eating regularly and eating really healthy food.

**Number seven.** Service to humanity. Yes I'm going to pull some of you out of your comfort zone right now and tell you that part of a full life recovery program is that you are engaged in your community. Volunteering, giving of your expertise in time, I don't care if it's with Habitat for Humanity, or a local pet shelter for gosh sake! Being of service is a massive way to increase your self-confidence and self-esteem.

**Number eight.** Gratitude. Gratitude. Gratitude. We know being grateful and thankful for the smallest things in life has a huge affect on how you view yourself and the world.

The above is a starting point, we've been repeating this throughout the whole book and I don't think We can over emphasize the holistic approach that I'm bringing to you that we created over 30 years ago.

I actually teach a certification, "Holistic addiction recovery certification", where we take people through this incredible training program so that they're able to help the millions upon millions of people stuck in Addiction right now.

In my opinion? The future is more than bright, it's exploding with every color you can ever imagine and it will continue to do so if we walk outside of the box and look at alternative methods for healing, that up until now we may have turned away from .

Now, if you happen to be a skeptic, which I totally understand with all of my heart, I understand there

will be people reading this section and being highly skeptical, so let me destroy skepticism with the fact that the government of the United States of America for years now has been studying the effectiveness of Microdosing plant medicines for our own health.

Does that surprise you? Hell it surprised me! I'm laughing as I say that but I'm totally being honest so here we go, pay attention:

**Number one.** From the National Library of Medicine, the National Center for Biotechnology Information, the below I am repeating directly that came from studies printed in 2019.

**Number two.** Multi Center study. "Might Microdosing psychedelics be safe and beneficial? An initial exploration."

By James Fadiman and Sophia Korb

Abstract:

Albert Hoffman suggested that low doses of LSD might be an appropriate alternative to Ritalin. Following this possibility, a systemic exploration of the effects of "Microdosing", comprising of hundreds of lengthy descriptive reports, was undertaken.

Based on these reports, using an LSD psychedelic in the microdose range of 10 µg, every three days was determined to be safe across a wide variety of individuals and conditions.

Over 18 months more than 1000 individuals from 59 countries did a daily evaluation of negative and a positive emotional state, using the PANAS checklist, plus written reports for between one week and four months. Participant reports suggested that spacing out repeated Microdosing were followed by improvements in negative moods, especially depression, and increase in positive moods.

Increased energy, improved work effectiveness, and improved health habits were observed in clinical and nonclinical populations. Smaller samples described alleviation of symptoms in migraine headaches, premenstrual syndrome, traumatic brain injury, shingles, and other conditions not previously associated with psychedelic use."

Can you even begin to imagine, why I am so excited about this program, these products, the future of addiction recovery and mental health Recovery?

I believe we're in the best place we've ever been to help millions and millions of people around the world break through something that people say is impossible.

"You are not an addict for life. You are not an alcoholic for life. You do not have to be seriously depressed for life. You do not have to be seriously anxious for life. You do not have to live under the crippling concept of PTSD, or past trauma or past wounds anymore. We are elevating our knowledge of some of the most seemingly bizarre cures coming out of but where else? Nature!

Of course it's nature! Followed by the many lifestyle changes we need to make, welcome home.

Welcome home to a new way of living. A new way of permanent Alcohol Recovery. Welcome home

to a new wave of full life recovery. You are worth it. You are worth every moment of reading this book. Or applying its principles.

Yes you! Are worth it all.

Am I the ultimate optimist? In this case... Yes. I have talked to too many of my clients from other cultures that are already doing and using these Micro-dosing formulas, and combined with what we teach in our program, they are having exceptional Success in their Recovery.

Now below, you will find incredible information from a very good friend, Dr. Nicholas Bottaro, who is looked at as a leader in mental health and addiction recovery.

Read his words carefully, he is introducing the science that will lead to a major change in the world of healing.

“Cannabis, also known as marijuana, has been found to have potential therapeutic benefits for individuals struggling with addiction to other substances. Some studies have suggested that cannabis can reduce symptoms of opioid withdrawal and cravings, and may also be useful in treating addiction to alcohol and other drugs. However, it is important to note that cannabis is itself a psychoactive substance and can be addictive, and there is a lack of large-scale clinical trials to fully understand its potential for treating addiction. Additionally, research indicates that cannabis use can worsen addiction outcomes for some individuals. As such, it is not recommended to use cannabis as a self-treatment for addiction, and it should be used under the guidance of a medical professional.

“Cannabis is typically used in the treatment of addiction as a harm reduction strategy, rather than as a primary treatment for addiction itself. This means that it is used to help individuals manage withdrawal symptoms and cravings associated with their addiction, rather than to address the underlying psychological and behavioral aspects of the addiction.

“One way cannabis is used to treat addiction is by reducing the intensity of withdrawal symptoms experienced by individuals when they stop using other addictive substances, such as opioids or alcohol. This can make it easier for individuals to abstain from the substance they are addicted to, and can reduce the risk of relapse.

“Additionally, some research suggests that compounds in cannabis, such as CBD (cannabidiol), may have therapeutic benefits in treating addiction-related symptoms, such as anxiety and depression, which can contribute to the maintenance of addiction.

“It’s important to note that, while cannabis may help alleviate some symptoms associated with addiction, it is not a substitute for addiction treatment, and should be used in conjunction with therapy, counseling, and other evidence-based treatments. Furthermore, cannabis should only be used under the guidance of a medical professional, as it may interact with other medications, and the appropriate dosage needs to be determined by a medical professional.

“There have been several studies conducted on the use of cannabis in the treatment of addiction, but the results have been mixed. Some studies have found that cannabis can reduce withdrawal symptoms and cravings associated with addiction to other substances, such as opioids and alcohol, while others have not found significant benefits. Additionally, research

suggests that cannabis use may not be effective in treating addiction to certain substances, such as cocaine and methamphetamine.

“A few studies have shown that cannabis can be effective in reducing opioid withdrawal symptoms and cravings, and may also be useful in treating addiction to alcohol. For example, one study found that individuals with alcohol use disorder who used cannabis had a higher likelihood of reducing their alcohol consumption, and another study found that cannabis was associated with a decrease in opioid use in individuals with opioid use disorder.

“One study that found that individuals with alcohol use disorder who used cannabis had a higher likelihood of reducing their alcohol consumption was published in the *Journal of Clinical Psychology* in 2018.

“Another study that found that cannabis was associated with a decrease in opioid use in individuals with opioid use disorder was published in the *Journal of Pain* in 2017.

“It is important to note that these studies are just a small sample of the research that has been conducted on this topic, and that additional research is needed to fully understand the effects of cannabis on addiction treatment.

“There is some research that suggests that psychedelic medicine, such as psilocybin (found in magic mushrooms) and LSD (lysergic acid diethylamide), may have therapeutic potential in treating addiction as well. Some studies have shown that these substances can reduce cravings and withdrawal symptoms associated with addiction, and may also help to address underlying psychological and emotional issues that contribute to addiction.

“For example, a 2020 study published in the *Journal of Psychoactive Drugs* found that a single dose of psilocybin significantly reduced alcohol and tobacco use in individuals with alcohol and tobacco use disorder. Another study published in the *Journal of Clinical Psychology* in 2020 found that a single dose of psilocybin led to significant reductions in symptoms of cocaine and alcohol use disorders among people with a history of substance use disorders.

“It’s worth noting that these studies are small-scale and more research is needed to understand the long-term effects and safety of these substances in treating addiction. Furthermore, psychedelic medicines are currently considered Schedule I controlled substances in the United States, which means that they are illegal to possess or use, and they are not yet approved for medical use. It also means that research on these substances is limited.

“It is important to note that psychedelic medicine should only be used in the context of medical supervision and as part of a comprehensive addiction treatment program that includes therapy, counseling, and other evidence-based treatments.

“Interestingly one of the founders of Alcoholics Anonymous, Bill Wilson, experimented with psychedelics in the early 1960s, and he believed that they had therapeutic potential in treating addiction. He also believed that the spiritual experience that can be induced by psychedelics could be beneficial for individuals in AA. While this modality never made it into the AA protocol, current research is proving substantiating his beliefs in it as a beneficial tool for recovery.”

## PERMANENT ALCOHOL & LIFE RECOVERY!

Nicholas Bottaro

D.O., M.P.H., M.B.A., M.H.S.A.

Refractive Eye Surgeon

Pulp Farms Cannabis Chief Medical Officer

Native Spirits Chief Medical Officer

Lake Erie College of Medicine Masters in Cannabinoid Therapeutics Program Director/  
Professor

Please stay open minded. But also, please work with an expert if you're going to experiment on a micro-dose level with any of the above stated products.

And make sure, if you are on any psychoactive drugs, that you not only talk with a professional who might be skilled and educated in the world Micro-dosing, but make sure with your physician that there is not a contraindication to combining these products at the same time.



## *Grief: The Pathway to Unconditional Love*



*By David Essel, M.S., O.M.*

*For many, this sounds so strange, doesn't it?*

There are millions of forms of grief. The loss of a loved one. The loss of a pet. The loss of a best friend. The loss of a parent.

The loss of a child. The loss of a partner, this is the type of grief I'm writing about.

And for many, this sounds like an oxymoronic statement, that grief can actually be the pathway to unconditional love. But it's true!

Of course, grief doesn't start out as unconditional love, it isn't till months or some people years down the road that we can even imagine this to be possible.

But if you're not in a grief state right now, this is the perfect time to read this article.

To prepare you for the future. To prepare you for the opportunity to look at grief from a totally different angle. And to learn how to deal with grief, without alcohol.

Too many people observe grief only from the sadness, the mourning, the loss, the pain, and maybe even the anger at God or someone else for our loved one being taken away.

A number of years ago I worked with a professional who when she was a young girl, saw a sibling get hit by a drunk driver in front of her and instantly killed.

She grieved for 30 years. She had guilt and remorse. She believed she should've been able to do something, even though there was nothing she could've done, to prevent her sibling's death. The grief went on and on.

Over 100 pounds was gained. Incredible frustration, inability to stay grounded at work, a lack of interest in fun or passion became her new lifestyle. Food addiction, was her drug of choice.



And I understand why she was in such pain. But, I also understand that there's a way to move through the grieving process, so that we don't look 30 years down the road at a picture of a loved one and feel the loss as if it was just happening right now.

As some of you know, I lost both my mom and dad in the last year and a half.

January 2021 my mom passed after a severe struggle with dementia for multiple years. Mom was put in hospice for several years, and the excruciating pain our family went through watching our "mother Theresa of a mother", someone who gave her life in service of others, could no longer function.

She lost her sparkling personality. She lost the twinkle in her eye. It was so hard for all of us to go through it for so long, but especially my brother Terry and my sister MaryDiane, who basically lived with my mom and dad while they were in hospice together for several years.

And then six months ago, exactly one year after my mom died my father died, another excruciating loss for myself and my family. The grieving process for both of them has been incredibly difficult... Or maybe I should say had been incredibly difficult, until I came upon a new awakening in the world of grieving. Loss. And healing.

Prior to my parents passing, I had been teaching a grief recovery course for 30 years, but within 10 months of my mom's death I had rewritten the entire manual. I had rewritten the entire course to include things that I never even had imagined I'd be talking about and writing about in the world of grief.

For 10 months I could not get over my mom's passing. She was everything to me. I became an alcoholic and a drug addict at the early age of 12 and my mom never gave up on me.

She taught me so much about the love of animals, the love of nature and how to be compassionate. The compassionate part I never really grabbed onto until years later, but I never lost my love of animals and nature from when I was a little boy until today.

My mom taught me organization, scheduling, planning, she was amazing! I still put my clothes out for work the night before just like she put my school clothes out when I was a little boy.

I still have my gym clothes ready the night before just like she had my gym clothes ready the night before when I was going to school.

I laugh as I think about this, I carry so much stuff in my gym bag that if we had an apocalypse, I could probably live safely for several years LOL!

That's how well she trained me to be a planner, to be organized, and I love her so much to this day for everything she taught me.

But for 10 months I could not stop crying! I've done hundreds of radio, podcasts and television interviews about the grieving process since my mom and dad have passed. For the first 10 months after my mom's passing, I would break into huge tears every time on an interview talking about my love for her and then also leading the way to eventually talking about the change in my philosophy of the grieving process.

The grieving with my dad has been quite different. Because he was lucid the final several years in hospice, I was able to communicate with him via FaceTime multiple times a week and I found that to be incredibly beneficial after he had passed away.

The other thing that made my dad's passing so much less intense, was that I got a chance to do something very few people think about doing before their parents die.

About eight months before my father passed, I was able to spend very deep intimate times with him, incredible conversations one on one in Syracuse New York in his own home. We talked about what he meant to me, what my mom meant to me, apologizing for errors I've made in the past and sharing with him so many failures and losses that he had no idea about, because I wanted to be real with him finally!

For men and women today, if your parents are still alive, and you have any type of decent relationship with them, please take the time to sit down and share your thoughts, your dreams, your worries, and your apologies for things you may have done or said in the past that were not appropriate at all.

This one move will make the biggest difference in your grieving process! Because I did not have that opportunity with my mom, to just sit with her and to go deep with intimate conversation, the grieving process was so much harder for me than it was for my dad.

**Please pay attention to this!** If you have any type of halfway decent relationship with your mom and or your dad and they're still alive, please take the risk and share with them things that you were afraid to share before. Things that you were afraid they would reject you for, or criticize you for, or abandon you for... And even though they may not agree with you and they may criticize you, you will go away knowing that you've shared everything you could've possibly shared with them.

Don't get hung up on the end result! This conversation could be beautiful and lovely and butterflies and puppy dog tails.... if that happens great, but from my perspective what's more important is that you went to a deeper level of intimacy, you risked getting closer to your mom and dad, or your mom or dad.

I want to share below a few ideas, I call them "gateways to the other side", if you'd like to continue a relationship with someone very close to you who has passed away.

I have no idea where these thoughts came from, but immediately after my mom's death I started writing to her in a journal every night. Talking to her about what my day was like. Telling her how much I loved her and how much I missed her.

Every day of the week, seven days for 10 straight months I wrote to her and wrote to her and wrote to her, and I believe that created a gateway, an opening, for her to be in my life as she is today!

My mom has actually visited me when I was in a lucid, totally conscious state, not asleep, not halfway asleep, but she's come to me and spoken to me several times! The comfort she has brought me with her visitations have been phenomenal!

I would lay in bed at night, with my partners head on my chest, and as I'm breathing, I can feel my chest rise and I can feel my partners head rise with it, so I knew I was totally conscious.

And then one night the first visitation happened. My eyes are closed and I'm thinking about the day, the lights are off, my partner's head is on my chest, I can feel her head move up and down. Then, all of a sudden in front of me, I see this big black screen and I had no idea what the heck was going on.

The next thing I see is an opening of the screen and Jesus Christ is standing there! He has the most calm look on his face, he does not say a word to me but he just gazed into my eyes with complete incredible love!

Of course, I think I'm going crazy, but then I go and check in. My partner's head is still moving up and down as I breathe and as I look back up, Jesus is still there and I know that this is not a dream, this is my reality!

The screen comes down, and then when it comes back up my mom is standing there! I have tears as I'm writing this, tears of incredible gratitude, that I'm seeing my mom, the mom I love so much, standing right in front of me!

I still can't believe it. So I do a double check and yes my chest is still breathing, my partner's head is still moving up and down, and Yessssssss that is my mother!

I didn't know what to say. I was just staring at her and she started walking closer to me. I still didn't even know what to do or say, I'm blown away at this point and then she speaks:

***“Oh David, honey, please don't worry anymore I'm doing fine, actually I'm doing great! I don't want you in pain, I came to visit you to let you know that everything is great, but I really am fine, and I love you so much. I need to go now, but please understand that I'm always with you, there is not one day that I am not by your side.”***

The screen goes back down. I literally almost jumped out of bed screaming “I think I just had a lucid dream! Wow maybe this was an astral travel!”

My partner turns to me, and says, “David what just happened? I sensed all of these conversations going on but I couldn't understand what was being said, but I was watching your face and seeing the tears stream down and I knew something big was happening.”

If she wasn't there, I may question what happened. And then I started to wonder, how did this happen? How did my mom come to me? Does this happen to other people? Was I doing something to invite her in?

As I continued to ask myself these questions, the answers became very apparent. I have created multiple “gateways”, to be in communication with my mother.

**Number one.** The nightly journaling and writing letters to her.

**Number two.** I had dug her this most incredibly deep and huge garden that we filled with hibiscus bushes in the honor of my mother.

**Number three.** We ended up googling about these Cardinals that started appearing from out of nowhere in our backyard, we realized that this was my mom coming to me in spirit form, in the spirit of a cardinal, every day! And she still visits every day!

Through these “gateways”, I saw this incredible deep pain, tears of loss, began to turn into tears of unconditional love!

I praise my mother every day! I love when she comes as a cardinal! I still write to her now on a weekly basis, or several days a week, and I love to be in communication like this.

The deep, dreadful mourning, within 10 months had turned into a combination of sadness and joy... Then it turned into almost entirely gratitude and unconditional love for my mother, who to me is and was everything in the world.

I have an eternal relationship with my mother that can never be broken, can never fade, can never be taken away.

This form of grieving, may help you stay sober during these difficult times.

My philosophy about the world of grieving changed dramatically, as I saw that so many of us hang onto the sadness or the anger or the pain of loss, instead of looking for ways to communicate with them on the other side.

I also had a total change in heart realizing that there is no limitation to the amount that the spirit world can visit us. There's no number of days or months or years and then all the sudden they're restricted from coming and being by our side!

It is endless! It is eternal! My relationship with my mother is more powerful today than it ever has been!

My love for my mother is deeper today than it ever has been! I can't even believe I'm writing this, I can't believe I'm saying this, I can hardly believe I'm living this type of life!

**But I want you to live it as well!** I want you to turn that deep sad grief into gratitude and slowly into love and even more slowly into unconditional love!

**I want you** to find gateways through journaling, through meditation and prayer, through nature, however you do it, find gateways to stay in communication with your loved ones who have passed over. **I believe in the deepest part of my heart, that they want this!**

I am totally convinced that on the other side they are waiting for us to invite them back, to give us strength, courage, confidence in times of challenges. To let us know that love is endless, it is eternal, there is no need to break the cycle of love between yourself and someone who has passed over.

With my dad, my love for him is just as deep and I had a chance to do something very few people ever have a chance to do.

We missed my dad's death by a couple hours as we drove from Florida to New York to be with him on the last days of his life.

I was heartbroken! Shattered!

The only thing my father requested was his three children to be there on the day that he passed, and I blew it! I missed him by several hours!

I could not be consoled! My brother tried! My partner tried!

My sister tried! I was so frustrated with myself for missing my dad, I wanted to see him one more time, talk to him one more time! I needed that with my father, and I didn't get it!

But then something miraculous happened. I was given the opportunity, just after he died, to be with him privately for 2 1/2 hours. I laid next to him and held him, I ended up laying on top of him, crying hysterically, screaming at the top of my lungs how much I missed him and how sorry I was to let him down, I told him I want to be more like him!

I kept screaming, “Dad I want to carry your legacy of compassion, I want to carry your legacy of faith, I want to carry any part of your legacy forward because you have so many beautiful traits that I have never mastered. You are my mentor! I wanna be just like you dad, I want to be exactly like you and I am going to spend the rest of my life doing exactly that!”

Hours went by. I’m screaming and crying tears all over my dad’s face, coming from me, looking at him, holding him tight, never wanting to let him go!

That experience was so important to me, but I still had this feeling that I had let him down.

And then a miracle happened. The next morning after he died, at 6:30 AM, I was awoken and there was this message they kept coming to me. At first I didn’t understand it, but it kept coming and kept coming and then I finally got it.

“David, the reason why you did not make it to your father’s house before he passed away is because your passion and energy could’ve prevented him from crossing over peacefully.

We knew, that you had so much passion and love for your father that if you did what you did today, the gift that you were given today to be with him for hours upon hours, if you would’ve shared that intense emotion with him as he was starting to pass over, it could’ve created great emotional upset within your father. It could’ve created a great upset with his passing over, so we waited and allowed you to have your private time with him once he had passed. But remember, even in his passing his spirit was with you.”

I’m not sure if that was God speaking to me or angels or other spirit world entities that could’ve even been my mother... But that said it all. That message in my mind allowed me to relax, and realize the 2 1/2 hours on top of my father screaming and crying telling him how much I loved him would’ve been way too much for him to handle in a semi-conscious or conscious state as he was ready to leave this planet physically.

I believe the work that we do to continue the relationship with our loved ones while they’re in a state before they pass and then after they pass, can open gateways of communication that can continue for the rest of our mortal lives. And then obviously, continue once we pass and we are with them full-time!

**I WANT** this book to be a book of hope on grief. **I WANT** this book to be one of love on grief. I WANT this book to bring some sense of calmness to those of us who struggle so deeply when we lose a loved one that we cared for so immensely.

**I HOPE** that you’ll share this book with others. **I HOPE** you’re reading this and taking it into your heart. **I HOPE** if there’s some dysfunction between you and a loved one who might be ill, that you realize how much power you have in communicating with them now if they’re still with us. And then, as importantly, how much power you have to keep that relationship going once they have physically left our earth.

Our permanent alcohol and life recovery program, is a “program for a new and incredible life!” Grief, trauma and wounds that are not healed, easily can keep us stuck many addictions. It’s time, to completely heal, our entire lives.

**Number one.** What was covered in this chapter in great detail?

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**Number two.** Of all the topics covered, which one was of most interest or of most importance to you?

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**Number three.** What are the action steps that you will take over the next seven days as you evaluate the role that alcohol is playing in your life right now?

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# CHAPTER 11

## *My Story and How the Program Works*

As I have mentioned in so many different media interviews, articles and other books, my addictions began at the age of 12, with alcohol being the driving force in my life at that time.

Plus, the more that I drank, and the more I started experimenting with other drugs, the more accepted I was by certain friends that I hung around with.

It seemed like life was really good. Yet, I was irritable and angry a lot of the time.

Now remember, we're talking about late 50s early 60s, into the mid-60s, the only thing the doctors could come up with was that my irritability, anger, and easily frustrated personality was due to allergies that had several seasons where we lived in Syracuse New York.

There were allergies in the spring, allergies in the summer, allergies in the fall, the only time I did not have allergies was during the winter time when everything was covered with ice and snow.

At that time, the medical world, couldn't figure out anything else it could be.

And I'm sure my parents were completely frustrated and blown away. Both my mom and dad were great people, they recently passed away in the last year and a half, and I had no idea how to express to them my insecurities, my pain, and so it came out as anger at that time.

I didn't have the emotional focus or the emotional regulation to say, "mom and dad I'm really upset today, I was supposed to play the full basketball game as a freshman in high school, but I only played for 10 minutes and I am extremely frustrated with the coach and everyone else."

I didn't know how to say that so I would come home in a bad mood, mope around, maybe even throw things until they finally got sick and tired and said why don't you go to your room for a while.

I didn't know what I was feeling. I didn't know how to express it, and mom and dad didn't know how to deal with a kid who is so emotional, so gifted in things like athletics but just with emotions that were uncontrollable.

So for the next many many years, I continued to drink heavily every day, got involved in college with more and more drug use, and then when I graduated I kept these habits going for much longer than I can even believe.

I was a highly functioning alcoholic, at one point traveling the world 40 weeks a year for almost 10 years doing motivational speeches. I was featured on the covers of magazines. I hosted television segments in New York City for three straight years in a row every week, being flown from Florida to New York to do the segments, and of course everything was first class!

First class flight tickets. First class limousine rides to the hotel. First class hotels and of course all of the wine I could drink.



My success was helping to feed my addictions and I didn't even realize it.

My inability to understand why even after being successful I could easily "go off chain emotionally", and overreact to simple frustrations like being stuck in traffic or a plane that was delayed by four hours, things that happen to everyone every day, I just had the hardest time in the world controlling my emotional reaction to.

I could go on and on but I think you get the picture.

In 1990, everything started to change, when I had a failed suicide attempt.

What a brutal time in my life, and thank God I found this incredible psychiatrist and this amazing therapist from Germany who worked 24 seven it seemed, to help me get my life back together.

I was on heavy anti-psychotic medication for at least nine months that created all kinds of negative side effects, which of course then lead to more medication's to try to take care of those side effects.

It was brutal, but there was never one thought that ever entered my mind again about suicide, about taking my life.

And then another blessing came from this failed suicide attempt, when I had to go through a battery of tests to find out what emotional distress was going on underneath the surface, that I had self medicated for the longest period of time with alcohol and cocaine.

When the test results came back I couldn't believe what I was reading and I actually totally disagreed with everything.

"Mr. Essel has been struggling for many years, using drugs and alcohol as a way to self medicate, from his undiagnosed and untreated clinical depression, generalized anxiety disorder, ADD as well as ADHD."

Finally! I had an understanding of what I was running from, and what I was trying to cover up with drugs and alcohol.

Now the question could be, did I have all of these mental challenges as a child? Did I have a few of them that actually became more exacerbated over the years of being stuck in the vortex of this incredibly serious addiction?

The last many years I would easily drink two bottles of wine at night by myself, that was my routine.

So could consuming that much alcohol, and a lot of cocaine, over the years, created at least partially some of these mental challenges?

We may never have the answer, but at that time the doctors were telling me that there was a very good chance I had each and every one of these mental conditions from the very beginning of life. Some of them could've actually been created by my own inability to understand life! As a young child, this makes total sense.

I could not blame my parents, because they really did an incredible job in trying to deal with a child who is incredibly sensitive and many times seemingly totally out of control.

They did the best they could, I know they did the very best they could.

But after the failed suicide attempt and the labeling of all these conditions, I started to feel relief. I started to feel I had some answers. Now what do I do from here?

Because of my background in psychology, I knew that if I did the research and did the work I could find ways to manage my ADD, ADHD, even my anxiety and depression without medication.

Now for many people, this may not be possible. It could be that your conditions are at an extremely deep level and the only way to get you out of that hole, in the beginning anyway, might be with pharmaceutical medication's.

When I tried them for these different conditions, I continued to have so many negative side effects that I just said to my doctor one day, "I've got to stop everything with your approval, I will titrate down so I don't have any extremely negative effects, but I'm not feeling myself on these medications, I don't feel like the David Essel I want to be like. So, would you allow me to try to find alternative ways to deal with all of these different mental challenges?"

He was game. He had not one idea of where to go, and remember this was before the Internet was even popular, but he blessed me and we titrated down off his medication and then it was up to me to find ways to deal with all of these different challenges inside.

(As a side-note, yes over the years I have learned how to manage the underlying anxiety, depression, ADD and ADHD, without pharmaceutical medications. I've used so many different lifestyle techniques, and things that I've mentioned before like amino acid therapy, meditation, deep prayer, and more to be able to manage these conditions. For my ADD and ADHD, and I teach the same training to others, I found ways to manage my time during the days where these conditions, believe it or not, actually become assets to my work and my lifestyle versus detriments. This blows so many peoples minds in the beginning, but it does work so incredibly well).

These powerful lifestyle changes have boosted my self-confidence and self-esteem. I have had many of my clients over the past 30 years, that have also spoken with their doctors, titrated down off of certain medication's, and then substituted the amino acids supplementation and other lifestyle changes to manage their own challenges with anxiety, depression, ADD, ADHD and so much more.

I ended up going to a 30 Day Treatment Center, because I needed that space to heal, and I needed some outside experts opinions on what I might be able to do to handle these different challenges that I have within my personality, without having to resort to medication.

And that's when I ran into father Ron. Father Ron was the spiritual director at the treatment center I went to, and he was absolutely amazing.

Upon our first meeting, he told me that he wanted me to walk around the track at the treatment center, for several hours at night, to try to figure out what I needed to change in my own mindset, along with whatever the treatment center was going to do regarding my addictions.

But he believed there was a deep spiritual void that needed to be filled in somehow, in someway, but he wanted me to begin the process on my own.

He knew that I had an extremely deep spiritual practice on a daily basis, he knew I was a minister at that time, he knew that I was writing books, he knew I was a counselor and an executive coach, but even though he knew all of this, his belief was that one of the greatest tools I will find in recovery is a way to deepen my spiritual path.

"David, I understand with all of your experience in counseling and all of your experience as a minister you might not seem to be connected to my response that a deeper, more solid relationship with God could be a major part of your healing process. So because of your desire to heal, I am going to invite you and one

other man in this treatment center to join me over the next 30 days, multiple times a week, as we will go to different prayer ceremonies, different healing circles, different spiritual modalities that you might find an incredible connection with to help you stay clean and sober for the rest of your life. If you do this, I promise you will find your answers.”

I was actually pretty shocked at his response! I thought he was going to tell me to get on medication or to do something else in regard to recovery, but all he wanted me to do was to focus on my spiritual connection.

He knew that I took great care of my body, even as an addict and alcoholic, I worked out really hard every day in the gym, I ate super clean food, I meditated every day, I prayed constantly on a daily basis, but there was something missing.

So during that 2 1/2 hour walk around the track at the treatment center, all the sudden this amazing voice came into my head: “David, completely surrender your life and will to God, and everything will begin to change immediately.”

I stood still in the middle of the track wondering if I just made that up or if it was true. As I continued to walk and pray with my prayer beads, that message continued to repeat itself over and over and over again like it was a cassette tape recording!

When I went into see father Ron the next day for my session, he looked up at me and said, “Wow! You got it! I can see the expression on your face! You totally understand what I was talking about!”

I smiled at father Ron and said, “Father I am blown away. “David, you need to completely surrender your life and will to God”. I was not father, expecting to hear any type of that message whatsoever.”

But it kept returning over and over and over again and it must be true. It just absolutely must be true!

He smiled, and repeated what he had said the day before, that I was going to thoroughly enjoy this time in the treatment center because he was going to take me to all these alternative healing circles, prayers meetings, that normally I would never get a chance to attend. He said this was going to have a huge impact on your life.

And it did. A radical impact.

And from that day on, I committed more time in spiritual practices, but not just your traditional spiritual practices. I went deep into the eastern philosophies of Buddhism, Hinduism, as well as Christianity, and Judaism, and I started doing deep research on the mystical arm of some of these religions like from Judaism I started to research the Kabbalah, and then some of the mystical practices in the world of Christianity.

But then I also went outside the world of spirituality and religion and started to do really deep dives into emotional regulation, cognitive behavioral therapy techniques, amino acid supplementation for brain chemistry, gut supplementation for my intestines because that’s where most of our serotonin is stored.

I started going into different forms of meditation, I started practicing and became certified in all kinds of techniques like Reiki and other forms of meditation.

I started, in other words, to do what you’re reading in this book: “to create a permanent alcohol and life recovery program.”

Life recovery is what it’s all about. As you’ve read earlier in the book, alcohol is not the real problem

in alcoholism, but our inability to deal with life is the real problem with alcoholism.

So I started doing more work on the emotional side, the psychological side, how to change habits. And then, everything broke wide open when I did a deep dive into the conscious versus subconscious mind.

This is what changed my life and it's the same thing that's going to change your life when we work together.

When you understand the power of the subconscious mind, you'll start to understand all of the different rationalizations, justifications, and excuses of why we continue to go back to a substance that could very well be destroying our health, our relationships, our self-confidence and self-esteem and even our success in life.

I work my program every day, just like you will. I have daily rituals that start in the morning and I carry them on throughout the day, and every evening I'm journaling about my day. What went well. What I could do differently. What stress hit me. How do I want to handle that stress tomorrow?

So my initial entry into the treatment program to just get sober, turned into a complete life change! And this complete life change has been operating ever since the 1990s until today, which is why I firmly believe I have never been tempted to relapse at any given time in my life, no matter how difficult life has become.

I learned that I was highly codependent in nature. I wanted everyone to like me. I wanted to be accepted by everyone, I wanted to earn huge amounts of money so that I could do whatever I wanted, and on the subconscious level I also know I wanted to earn huge amounts of money to impress people.

These are just some of the signs of the codependent person, we run away from confrontation, we are afraid to rock the boat, so where does all this stuff that we don't want to deal with go?

It gets stuffed in our body. In our mind. In the cells of our body. And when those attributes of codependency are not dealt with, we start to look for an escape route so we don't have to think about them!

Alcohol is phenomenal as an escape route. So is television. So is social media. So are video games. So is food. So is pot. So is nicotine. So is gambling. So is sex. So is being addicted to conspiracy theories. So is being addicted to arguing about politics.

So we could give up alcohol or any other addiction, and fall victim to one of the addictions above!

But not with our program, never, ever. I want you to feel so secure when you leave the program, that there's nothing that will knock you off of your brand new lifestyle. Permanent alcohol and life recovery is the only thing I'm interested in, and I will take you down this pathway one on one. And you will see at the end of it, is the bliss, the joy, the inner peace that comes from taking back control of your life.

I cannot wait to help you get there.

My first year in recovery, was not easy, but well worth it!

When people talk about going into sobriety and into recovery, few of us really go into any kind of detail about what the first year is like, and for most of us it's pretty damn hard.

After coming out of the 30 Day Treatment Center, I had instantly hired an addiction therapist, someone who did the very same work I did, to hold my feet to the fire to make sure that I took advantage of everything I learned in the treatment center.

But on top of that, I wanted them to make sure that I was going to be committed 100% to permanent recovery for the rest of my life.

I was not here to screw around. I was not here to play games. I was not here to try to become a social drinker.

I was here for Permanent Alcohol sobriety for life!

But yet, I had no idea that after getting out of the treatment center, that I was going to hit struggles I was unprepared for.

And this should be a wake up to treatment centers as well. Before I go any further, treatment centers and counselors need to get their act together and make sure that when a client leaves their program, they have the tools necessary to deal with the first year of sobriety and recovery which to me by far is the hardest year.

I see too many treatment centers, even the one that I went to, gave me nothing in regard to a post treatment center plan for the rest of my life. Sure they told me go to AA meetings, but that's never going to be enough. For most of us.

So please if you're a professional in this field, let's wrap your head around what I'm writing right here, and make sure no client ever leaves your program without being fully prepared for the first difficult year of recovery.

And treatment centers? Come on get your act together. You need to be putting together some incredible program, that your clients can follow, so they don't feel alone when they start hitting the wall of anxiety, depression, PTSD, low self-esteem, low self-confidence and everything else that we hit during our first year of living... without alcohol.

That's why I'm putting this in the book, and that's why when you work with me one on one I will be teaching you the same stuff. When we're done with our program, when you and I are done with our work, I'm going to make sure that you are fully prepared to handle the potential anxiety, depression, and the resurfacing of wounds, triggers, that we want to stay away from.

Within the first couple days of being home, I was pacing my house in the evening like a wild tiger. I couldn't sit still. I was filled with anxiety. I was feeling depressed as well. I was spinning in my head as well as my personal life.

As I continued to work with the therapist, which I am so blessed that I found a great one, we started to discuss the need for more emotional regulation skills to handle the anxiety and the depression that seemed to be coming out of the woodwork.

I was nervous to go to any type of networking event, because before hand, I was always used to having a couple drinks which calmed my social anxiety.

Now? Not a chance. I can't calm that social anxiety... I had to learn how to walk dead into it.

And so we started using tools like cognitive behavioral therapy, reprogramming the brain, reprogramming mindset, reprogramming habits that I thought I had done a good job of in the treatment center but, guess what? I was far off base.

At the end of the third month I talked to the therapist one day and I didn't know it would be this hard! I had no idea that staying sober and having to deal with the anxiety, the social anxiety, depression and

everything else that I'd been submerging for years would be trying to kick me off track, not just to drink, but to find some other way to soothe that pain that I have been feeling for so many years.

It did work. I did find someone that had incredible compassion for what I was going through, and walked me by the hand through every scary event that I had to go to.

Dealing with every pop-up of anxiety or depression! And, that's why when we're done with our work if you need me, I'll be available so that you can jump on the line, even if it's just for a 10 minute call, to help you deal with the realities of life.

Life keeps going past us, and once we're sober and in recovery, it doesn't mean the challenges don't arise... They will!

But we need to have the tools to deal with this stuff in recovery. Too many people will leave a treatment center, and think that's it they've done their work, it's over with and they're good to go.

Nothing could be further than the truth!

I tell all my clients who are coming out of a treatment center, to immediately get back into a program, one on one, with me or another counselor in the world of addiction recovery. It takes a village to raise an addict and alcoholic out of the doom of addiction into the realm of success.

Just like it takes a village to raise a child. It's the same thing. As we're sober we're just big kids, we still don't have all the emotional regulation techniques that we need in order to act like adults.

And I'm not putting anyone else down, I'm talking about myself!

So don't think just because we're 30 days or 60 days or 90 days or even six months sober, that life is going to instantly be easier.

Now, wait to you hear the good news.

After 365 days of recovery, 30 days in a treatment center and then every week with a therapist, I felt myself again. Finally.

My True confidence came back. I was able to walk into a networking event, smile, go up and talk to everyone in the room... Without ever having an ounce of liquid courage, or what we referred to as alcohol.

I was able to go in to grocery stores and look people in the eyes. Now, that may not sound like a big thing, but when you're an alcoholic or an addict a lot of times you're feeling like crap, you don't feel like you're really here to make a difference in the world even if you're a counselor, and you sort of stay in this little mindset that no one knows what you're going through, no one can understand your pain, so we stay by ourselves.

That radically changed. I was so happy to be the real David Essel! Now I'm still mainly an introvert in my personal life, I'm an extrovert in my professional life, but even my personal life started to change.

I had Always talked or at least acknowledged the homeless on the streets... But now I'm standing and having 20 to 30 minute conversations with them!

After learning how to just make eye contact with employees at grocery stores, I started smiling at them and then talking to them before you know it, oh my Lord I'm hugging them!

This is full recovery! This is living life!

We are out of fear! We're out of concern! Our confidence and self-esteem is so high we're living life and we're here to do one thing: help others learn how to live life as well.



My story is your story. Or it can be. You have to do the work absolutely, but trust me, you and I together are going to mow down those mountains of addiction and you're going to walk out into this world a brand new man or woman!

I am not exaggerating at all. The people that you've read about, just a few of the thousands of people I've worked with over the past 30 years, are all feeling the same thing.

We are alive again! We're here on purpose! And we're not going to let a day slip by without doing something to make this world a better place.

Are you ready? Heck it doesn't even matter if you're ready! Let's go! It's worth it!

And I am here to help, guide, soothe, console, and be your number one fan and anything else I have to do... So that you can be permanently recovered for life.

### ***How does our program work?***

Since I've been around the world of addiction recovery for so many years, I've been exposed to hundreds of different philosophies with recovery, and whatever works for you, works for you.

I will never tell you "don't do that program or don't do this program" if it's working for you... That would be insane on my part.

But this program will work for anyone, who has a 10% desire to change and is willing to follow all of the different steps and information that we have garnered over the last many years, and we update our program on a weekly basis.

So let's take a look at a brief outline of this program.

I will not put a lot of detail here because as I've mentioned several times, Each person that comes into this program will have a customized outline so that we make sure it'll fit your lifestyle in this very moment.

**Number one.** We will look at the origin of your addiction. What are we running from? What emotions or situations do we not know how to deal with? That we don't know how to handle?

When did this addiction begin? What role models might I be following that led me down this path way? What is my usage today versus a few months or a few years ago? This is the start of your intake program, and there's many more parts to it, but for right now will stop here just to give you an idea of the type of work we do.

**Number two.** Sobriety. Getting rid of alcohol or whatever addiction you're struggling from is really a massive goal and it's the most important one to begin with. So, if you've been consuming a lot of alcohol we will work with your doctor to titrate down so there is not any chance of a convulsion happening through withdrawal from your alcohol intake. We Will also look at what triggers you to drink. And we want to make sure that during our program, that you do not take the opportunity cross addict to another substance or behavior to fill the void that alcohol will leave behind.

**Number three.** Emotional regulation. As I mentioned before, emotional regulation simply means that we have the tools necessary to deal with challenges and stressors in life that up till now we may have avoided

and covered up with alcohol or some other substance or behavior.

For the executive, it may be looking at tools for workaholism or tools for burn out, ways to enhance or save your relationship, how to deal with inflation from an emotional perspective, or maybe you have staff issues that you have been procrastinating on dealing with, we will help you there well as well.

Challenges with children? Do we have any type of a hobby outside of work that is life enhancing? All of this is part of emotional regulation.

And there's so many tools that we can use: cognitive behavioral therapy, deep emotional journaling with a purpose that can be done either in paragraphs or bullet points, learning how to be desensitized from past experiences, and then of course we will also teach you some of the most powerful mental emotional techniques to keep you on the pathway of life and alcohol recovery.

**Number four.** Dealing with loss, abandonment, anger, irritability, low self-confidence, low self-esteem and more. If there's grief work to be done, we will do that work. But we know that dealing with all of these different issues are a crucial part of our permanent recovery program.

**Number five.** Supplementation for brain chemistry. We've talked about this earlier in the book and it is really one of the major parts of this program that make it so different from other programs on the market today. When we can help boost the effectiveness of dopamine and serotonin and Gaba, which is a very powerful relaxant in the body, we are well on our way to starting to maintain a more solid approach to living on a daily basis.

**Number six.** Changing the subconscious mindset to an ally versus a saboteur. Again we've covered this earlier in the book but it's a huge part of our program.

**Number seven.** Creating a "life recovery plan", which means how do we live without the addictions for the rest of our lives? You'll leave the program knowing that answer.

**Number eight.** Giving back to society. Helping others. Whether it's the homeless, the blind, or working with Habitat for Humanity, we know that giving to our community, to our neighborhoods, to our school systems or maybe to even our employment, can boost self-confidence and self-esteem which is a huge part of recovery.

**Number nine.** Making sure that we're adding some form of exercise, some form of mental relaxation technique is again part of creating a life recovery plan.

**Number ten.** Forgiveness of self and others. This will be a massive part of your recovery system as well. When we carry resentments, anger or rage against others, or the same emotions against ourselves, it's an easy foot out the door to relapse. We will make sure we go over these different issues, clear them up, so you can move forward with a clean mind a clean heart and a clean soul.



**Number eleven.** A post treatment plan for recovery for life. Yes you will walk out of here with a complete understanding of what daily rituals we need to repeat in order to cement in the subconscious mind that alcohol or any other addiction is no longer needed in our life. This post treatment plan will be created along the way, and when you leave we just tell everyone the same thing: “there’s no need to ever change any of this program for life, unless you find something that works better!”

So much of my daily program, I don’t even call it my recovery program I just call it my life... So much of my daily living is based on the principles I created for this permanent alcohol and life recovery program 30 years ago! I still do the same things! And they have served me well, and they will do the same for you.

Part of this will begin with the first 20 to 60 minutes of every day for the rest of your life. How we start our day, is one of the most important components of life Recovery and Addiction Recovery as well.

So we will have you covered from every angle. Going to a wedding and not sure what to do? Maybe it’s your own child’s wedding? Going to a high school reunion and trying to figure out how not to drink or fall back to any other addictive substance?

Accepting an award, maybe you’re going to win the Nobel Peace Prize, and you’re all excited, how do you celebrate without alcohol or any other addictive substance?

You see, with our permanent alcohol and life recovery program, we want you prepared for every success, every challenge, every failure, every evening of boredom... Whatever has triggered you in the past, we will eliminate starting the day you walk in to our program, and the day you end the program I promise you, you will be a radically changed person in so many areas of your life.

This is just a start of trying to explain the program. We are very detail oriented because we understand it takes this type of detailed approach to addiction to eradicate it for life.

Get excited. Your life is about to change. And I am so excited to be a part of your process.

**Number 12.** The “pink cloud” and cross addiction. Probably one of the trickiest things to maneuver in the world of early sobriety and recovery is dealing with what is called “the pink cloud in recovery.”

What this simply means is, we are overconfident, we think we’ve got it together when in actuality we don’t even have a year under our belt of complete sobriety!

With, “the pink cloud”, I have seen people with 30 days of sobriety, posting on social media that they are “clean and sober for life”, and it always really saddens me.

They are overconfident. They’re sharing their story way before they should. We really encourage our clients to wait until they’ve hit 365 days of sobriety, which in our program means they are now walking into full recovery, until they ever mention on social media or even to friends that they are now completely sober and completely in the world recovery.

And I’ve seen several these people, that have posted way too early because they’re living in the pink cloud, relapse within a very short time after making these post.

It’s sad, but it’s very true.

I also don’t believe it’s healthy to even share the number of years that you’re sober or the number of years you’re in recovery. When someone asks me, I just say that it’s been a very long time, and I’m really happy with my new life.

I say this because once again I see people on social media after a year or even two or three years, bragging about how they've been fully recovered, but I hesitate to say that that's a good idea.

And the reason I say this, and I've mentioned this before, is that I've met people with 25, even 30 years of sobriety that are simply walking around as "dry drunks."

They are irritable in traffic. Irritable with their parents or their partners. They lack patience with children. They can easily become victims, blaming everything in the world for their current issues, or they might even be jumping on the bandwagon of conspiracy theorists, where they have to post negative comments under individuals on social media that are trying to make a difference in this world.

The, "dry drunk syndrome", is unfortunately alive and well today. I don't think it's necessary to use the number of years that you've been sober to impress people, it's not impressive unless you're leading an incredibly clean and emotionally regulated life.

We talk a lot about cross addiction, and one of the things that we have to be aware of is that cross addictions can occur with anything that alters the mind.

As I walked into meetings years ago, I was always shocked at how many people were chain-smoking outside of the meeting for sobriety! It's simply a cross addiction! Nicotine has a powerful effect on numbing emotions, just like alcohol does, so they just increase the amount of nicotine they're taking in when they let go of alcohol. A pure cross addiction. Be careful.

Or what about coffee pots running constantly in meetings, and people guzzling cups of coffee, another cross addiction vehicle. I remember seeing people coming in with highly caffeinated drinks that you can get in any convenience store, and drinking one after another as they sat in these meetings.

Another example of cross addiction. I shared my story earlier about how I cross addicted to sugar and I didn't even know it!

Now some people will be frustrated with me because I'm talking about the future of addiction recovery and mental health recovery through the use of Microdosing. There's a huge difference here and let me try to explain.

When we microdose with one of the plant medicines, we're doing it at such a low level that there is no high, all there is, is a reduction in some of the underlying emotional aspects of our life that we have not learned how to take care of via emotional regulation, or some of the trauma is so deep that we need outside assistance in order to stay sober.

At these extremely low doses in the world of Microdosing, it will bring many people an additional tool, decreasing their cravings dramatically as we've seen in studies, allowing them to go into work, or into the world in a normal state, not high, not jacked up on caffeine, but actually in a very level and grounded existence.

**Number one.** What was covered in this chapter in great detail?

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**Number two.** Of all the topics covered, which one was of most interest or of most importance to you?

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**Number three.** What are the action steps that you will take over the next seven days as you evaluate the role that alcohol is playing in your life right now?

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## CHAPTER 12

### *A Special Message For All of Our Readers*

First, I want to thank you so much for picking up this book, reading it, and exploring all of the information here, as an incredible way to move yourself out of any type of struggle with alcohol into complete freedom.

And while the book is titled, “For Executives and You!”, we also take anyone who desires freedom from their addictions, through their own specialized and customized recovery program, if they don’t fall into any of these categories.

We have a program, “Permanent Alcohol and Life Recovery”, that we customize for active military members, veterans, the families of both of these groups, as well as first responders and their families, and also... For you!

Yes, we can take the same program and customize it for anyone who has a desire to heal. So don’t feel left out if you’re not an executive, entrepreneur or small business owner because we’ve got you covered as well!

Simply click on this link right here, [www.davidessel.com/permanent-addiction-recovery](http://www.davidessel.com/permanent-addiction-recovery), And it will take you directly to the page that talks about the program that we are describing in this book.

Yes we are open to all races, all ethnicities, and regardless of who you are or where you live, if you have a desire to heal, we have a desire to help you.

Sending you immense love right now,  
David

## ***A Huge Gift to Begin Your Permanent Recovery!***

We appreciate the fact that you have taken the time to read David's new revolutionary book on recovery.

To help you get started, anyone who joins David's "3 Month Program for Permanent Alcohol and Life Recovery", will receive a \$1,000 Discount!

And, anyone who joins David's "52 week Program for Permanent Alcohol and Life Recovery" will receive a \$10,000 Discount!

(Remember, that this program works for any addiction, from food to porn, drugs to spending, the list is endless.)

Simply sign up for one of the programs at:  
<https://www.Davidessel.Com/permanent-alcohol-addiction-recovery>,

Or, simply scan the QR Code below and it will take you there!



We look forward to helping you recover for life!

Love, Team David and David

## *Endorsements*

The image shows the cover of a magazine titled "SHOTCALLERS". The title is in a large, bold, serif font, underlined. Below the title is the subtitle "Next Level Marketing for Business Leaders" in a smaller, sans-serif font. The background of the cover is a photograph of a man, David Essel, who is smiling and pointing his index fingers towards his temples. He is wearing a dark suit, a white shirt, and a red tie with white polka dots. He also has a beaded bracelet on his left wrist. On the left side of the cover, there is a list of articles, each preceded by a horizontal line. On the right side, there is a grey box containing the title of a book or article.

**SHOTCALLERS**

Next Level Marketing for Business Leaders

13 Proven Writing Tips for Blogging Success

How to Add Landing Page Videos to Increase Conversion

How to Unleash Your Online Business's Full Potential

Can You Have It All?

3 Reasons Blogging Is Essential for Web Traffic

MotivationandSuccess.com  
August 2019  
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*Developing Your Motivational Voice and Challenging the Law of Attraction with David Essel*



“David is the guy the other coaches go to for . . . their own coaching.”  
—Rob Hannley, Editor in Chief, *Recovery Today Magazine*



David Essel, M. S., O. M.  
COACHFOUNDATION.COM

David is honored as one of the top Life Coaches and Counselors in the USA by CoachFoundation.com



David is verified as one of the top relationship counselors and experts in the world by Marriage.com



# Psychology Today

David is verified as one of the top Life Coaches and Counselors in the USA with *Psychology Today*



David Essel was selected as one of 28 personal development experts, authors and blogs to follow in 2019!!!



#1 Best-Seller

*Focus! Slay Your Goals... The Proven Guide to Huge Success, A Powerful Attitude and Profound Love,*  
was selected as one of the top 100 goal setting books of all time by [bookauthority.org](http://bookauthority.org).

## About David Essel, M.S.

*David Essel's destiny is to help you become more alive in every area of your life.* —Dr. Wayne W. Dyer

David Essel, M. S. O.M., is a number one best-selling author (12), counselor, master life coach, international speaker, radio/tv host and minister whose mission is to positively affect two million people or more every day, in every area of life, regardless of their current circumstances.

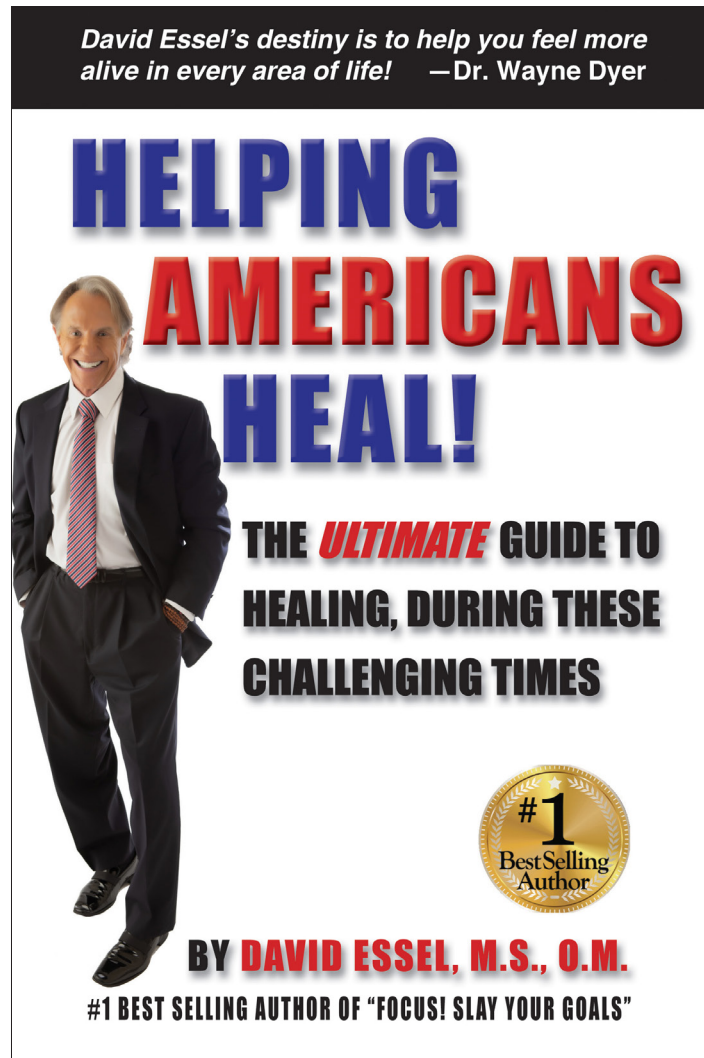
*David Essel is the new leader of the positive thinking movement.*

—Celebrity Jenny McCarthy

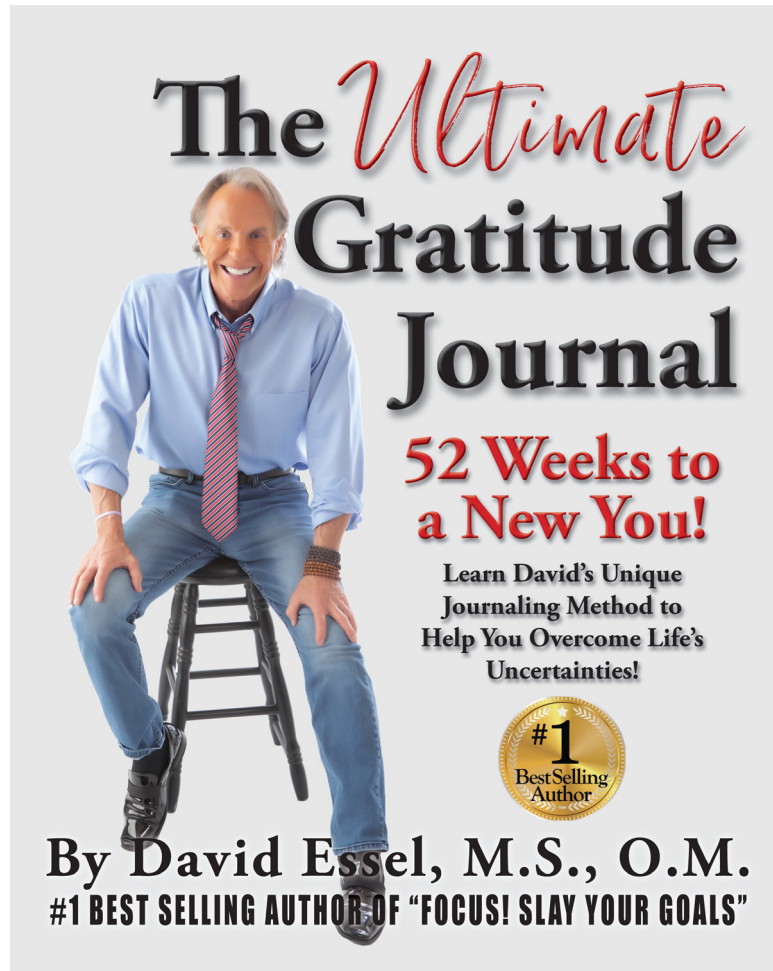
His latest program, which is in combination with this book, *Helping Americans Heal*, delivers inspiring tools every week to help everyone learn how to deal with the challenges we are all facing.

His latest #1 Best-Seller, *Love and Relationships Secrets . . . That Everyone Needs to Know!* explores the concept of codependency in all of our lives. Another book, #1 Best-Seller, *Focus! Slay Your Goals . . . The Proven Guide to huge Success, A Powerful Attitude and Profound Love*, was recently selected as one of the top 100 goal setting books of all time by bookauthority.org.

David's work of 42 years is also highly endorsed by the late Wayne Dyer, *Chicken Soup for the Soul* coauthor Mark Victor Hansen, as well as many other celebrities and radio and television networks from around the world. He is verified through *Psychology Today*, *Theravive* and *Therapy Tribe* as one of the top Counselors and Life Coaches in the USA and is verified through Marriage.com as one of the top relationship counselors and coaches in the world. David accepts new clients every week into his 1 on 1 programs from around the world at [www. davidessel.com](http://www.davidessel.com)



*This book is the Bible for healing during, and after the challenges of the pandemic.*  
—TJ Tauriello



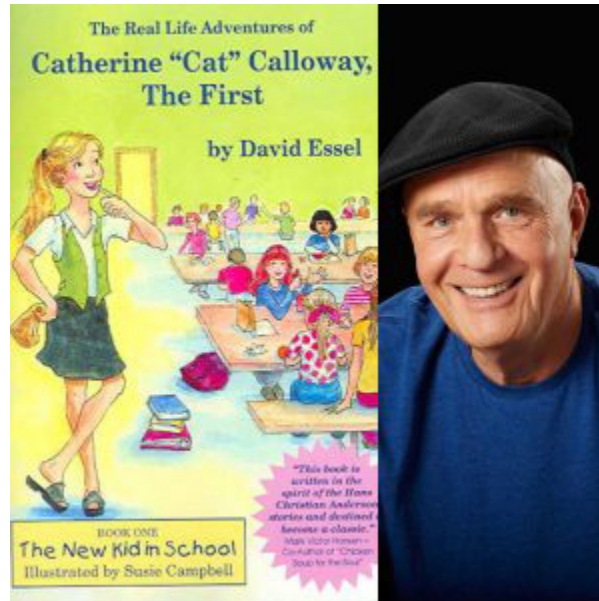
A very unique gratitude journaling technique,  
that explores both the Yin and Yang of gratitude, health and healing.



Selected as one of the top 100 goal setting books of all time by bookauthority.org

*David Essel is the New Leader of the "Positive Thinking Movement!"*

—Jenny McCarthy, Radio/TV host, actress, author.



*Inspiring. High energy messages for our precious children.*

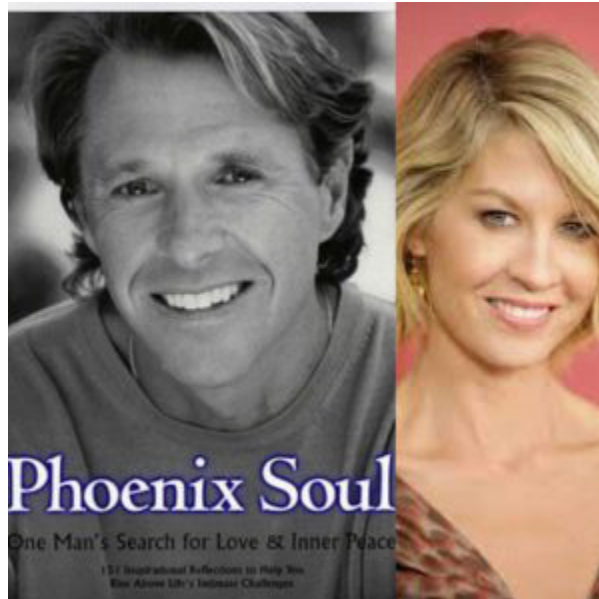
—Wayne Dyer, best-selling author talking about David's book,  
*The Real Life Adventures of Catherine "Cat" Calloway, The First*



*If you are seeking answers about love, Angel on a Surfboard, brings you to them in this beautifully crafted and imaginative narrative.*

—Marala Scott, Oprah’s Ambassador of Hope  
talking about David’s book, *Angel on a Surfboard*

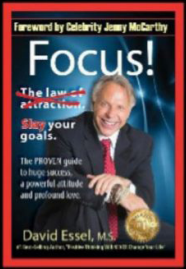
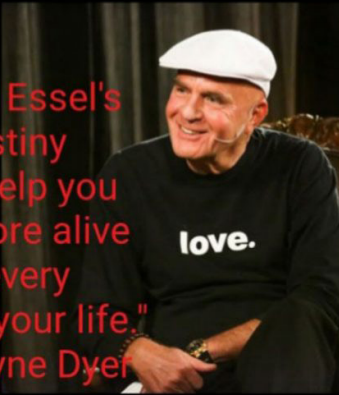




*I love it! You are very talented and bright and insightful.*

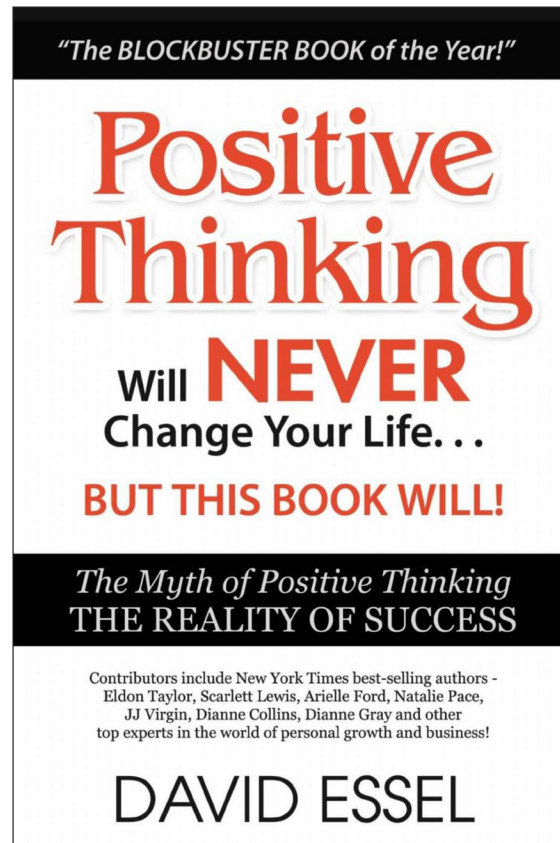
—Jenna Elfman, television star and actress tells us what she  
thinks after reading *Phoenix Soul* by David!

"David Essel's  
destiny  
is to help you  
feel more alive  
in every  
area of your life."  
Dr. Wayne Dyer



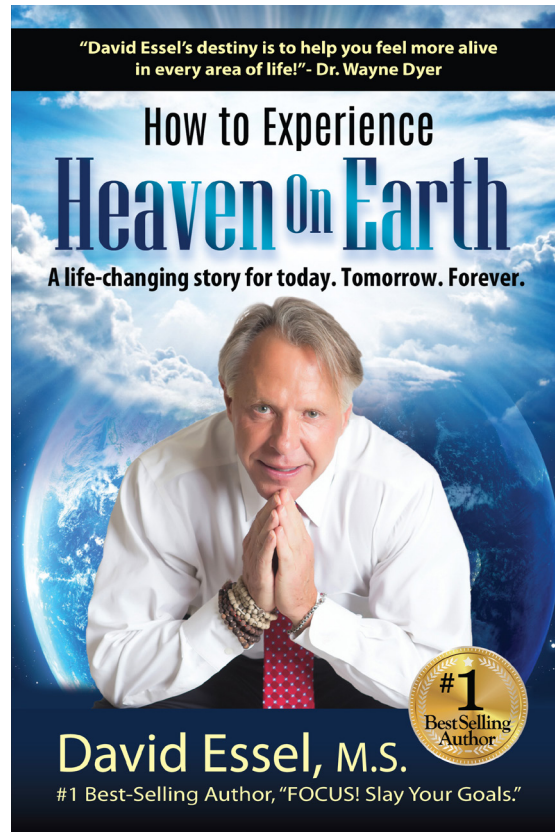
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David's books and CDs are available at  
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This is David's First #1 Bestseller! This book is the bible of personal growth. Positive thinking is critical for success, but the real keys to goal achievement lie in transforming the subconscious mind into an ally versus a saboteur. Eleven other best selling authors join David in this book, adding value, and credibility for your benefit. This is your book for radical success.

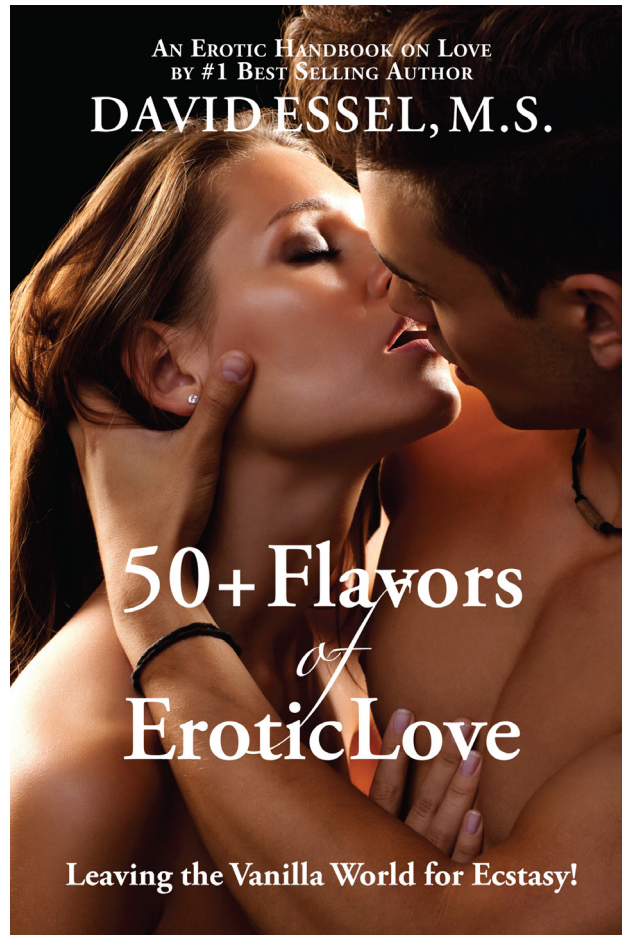
Available at Amazon.com in print and eBook.



Through this transformational book, David Essel was given the message that is about to change the way millions of people think, believe and act, as he proves that the heaven we seek, the one we believe we have to wait for, is right here and NOW! And the best news? Heaven is available today to anyone who truly wants it.

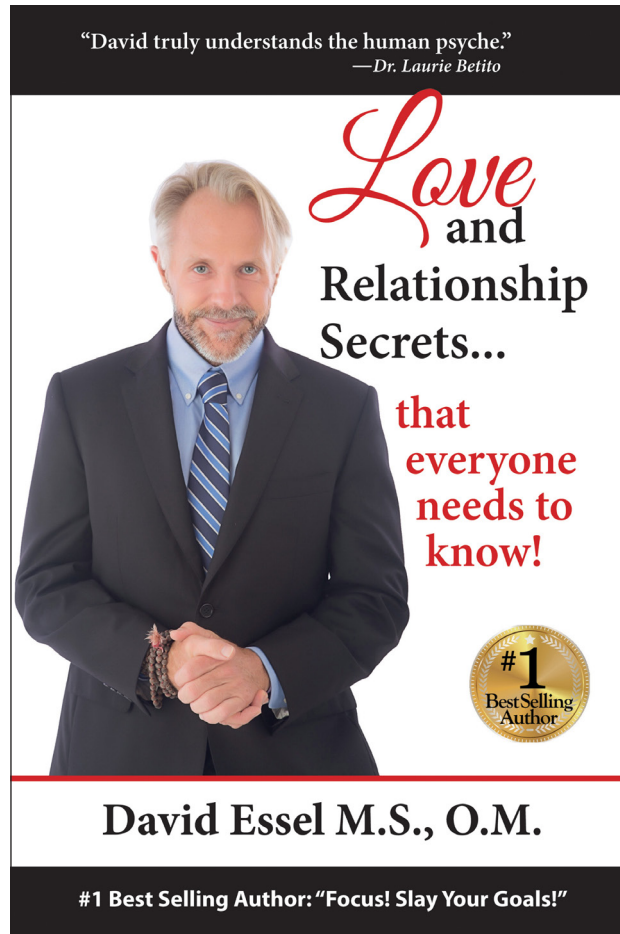
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# David is a trailblazer in recovery, and his book is the blueprint of the future!

–Tami DeNio, former director and owner of Malibu Renewal Centre



“David Essel is a new pioneer in permanent alcohol and addiction recovery.”

– Rob Hannley, *Recovery Today*

“Without David’s one on one counseling, and his unique program, AA would’ve never been enough to keep me sober.” – Patti Palumbo

“I struggled for 30 years, until I created a progressive and unique permanent alcohol and life recovery program! It’s time, to get your true life back!” – David Essel

- The current “recovery model in the USA” has a 90% failure rate! 90%!
- You are not an alcoholic for life. Never believe it.
- Anyone can heal permanently from alcohol or any other addiction.
- Alcoholism is not caused by your genetics!
- Alternative supplements that boost our moods and diminish cravings are here now!
- Healing trauma/grief/wounds is essential for permanent recovery.
- “One day at a time programs”, offer no real commitment to recovery!
- Healing our underlying depression/anxiety/PTSD is essential for permanent recovery.

***It’s time for permanent recovery! And this book, is your starting point!***

David Essel, M.S., O.M., is a #1 Best Selling Author of 12 books, counselor, minister, master life coach, radio and television host, and speaker. Join his new program, *Permanent Alcohol and Life Recovery!™*, or work with him one on one at [www.DavidEssel.com](http://www.DavidEssel.com)

