

017 How to Stop Objectifying and Oogling with Craig Perra

Matt: Pornfree Radio, Episode 17. Welcome to Pornfree Radio. I'm Matt Dobschuetz. Pornfree Radio is the podcast for people who want to live free from porn addiction. In this episode, we're talking about how to stop objectifying and oogling with my friend life coach Craig Perra, founder of The Mindful Habit method of porn and sex addiction recovery. Craig joined us in Episode 16 and he returns today which I'm totally excited about for this topic. Welcome back, Craig.

Craig: I'm back! I'm happy to be here, my friend. Good morning to you.

Matt: Absolutely. It's great to have you. And I'm really excited. Your story is exciting. I was thinking about the podcast last week and here's what I came away with. Two guys who really got into a lot of trouble with porn and there's a lot of hope on the line. We might not have told our story perfectly, people might get to know us through the podcast or through or writing or through other things that we do online. But when it comes down to it, they cannot deny that we are in different places than we were when we were doing our porn and hidden and in our shame, lying to our wives, we are in two very different places. So if you're out there right now kind of struggling, kind of hidden, there's definite hope for change.

Craig: There is hope for change. I mean I can't begin to tell you the dark place that I was in. I gave you a little flavor for that during our last call. Profound change. And the reality is, Matt, is that you can use this place. Where not only your power of choice has been compromised, because let's face it, right? The men who are struggling are unable to embrace their power of choice. But their power of choice around the most powerful force in the universe, our sexual energy. So being able to use that as a place to grow is incredibly powerful. And everybody listening to this podcast has the potential to do it. Let's talk about some ways that we can help them.

Matt: Yeah. Definitely. I want to dig into one word that's really important to you. It's in the name of your program, Mindful Habit. Let's talk about habit. Give me a simple definition of a habit and then let's dig into this idea about how to stop objectifying and oogling.

Craig: So a habit is the instantaneous reaction to an external stimuli. So we might be sitting at our computers and we see the pretty picture of the girl on Yahoo! and that sends some guys down the rabbit hole. We might be out and about with our wives, walking along the beach, and we see someone wearing a bikini and ugh, there it is. There's that energy shift in the body that instantaneous uh huh that drives us to our porn use. Or we might be out and about at an amusement park and instead of focusing on the fun, the family, here we are instead oogling and objectifying, consumed with what's around us. So the habit is that automatic, instantaneous reaction to an external stimuli. And it's a great opportunity to wake up. That's what we're going to talk about today.

Matt: I had something happen just like this, this week. I was driving to work, I was kind of tired, and I needed to get coffee, I was planning on getting coffee. But over the last few weeks, I had been getting a bagel at this bagel shop by my work. Well, I was just on autopilot driving to work, tired, morning time, I drove right to the bagel shop, parked the car, got out of the car, and was about to walk in the bagel shop when I realized I had breakfast already. But something about the morning and the routine, it just clicked. And I immediately just... the habit kicked in. And I had to get back in the car and go, what am I doing? I don't need a bagel. I had pancakes for breakfast.

Craig: Yep, yep. Wow. That's great.

Matt: So, if you think about in our sexuality and stuff, there's these things that we get into where whether maybe there's some sort of stimulus you know whether it's morning time like in the case of my bagel thing but maybe it's being alone at the computer, maybe it's having a tough day at work, or stress, or whatever. Something triggers and then boom, you're just reacting with almost no awareness.

Craig: No conscious awareness of thought. We're not mindful, we're not present, we're not in the moment. We're about to order a bagel when we've already eaten a full breakfast just 45 minutes before. And in the case of pornography, we are just... we don't want to do it; we say we don't want to do it; we're not going to do it, and then what happens? You just, and you know the story, Matt, so many men, and I did, get sucked

down the rabbit hole and before they know it, ugh we're done, and they did again. They did it again. Like I said, this opportunity is to regain your conscious awareness of choice. And if you can regain your conscious awareness of choice in connection with that powerful sexual energy, then my friends, you've got a powerful life coming. Let's talk about how we can help you do that.

Matt: Right. So let's dig into this objectifying and oogling habit. This is that thing where you are just panning and scanning your surrounding for whatever, body parts, ladies, men, whoever it is, there's this pull to sexualize people and to sort of continually be looking around. How can we dig into that habit? What have you learned about that?

Craig: So it's pretty funny. My awareness in this space dramatically increased after watching the movie, *The Silence of the Lambs*. And if you remember *The Silence of the Lambs*, that's the movie where Anthony Hopkins played opposite Jodie Foster and he was a terrible serial killer, did all sorts of crazy things. He was teasing Clarice Starling. In the movie, they're trying to find a location of the senator's daughter who's been kidnapped by another serial killer. They went to Hannibal Lecter, a serial killer in prison for help and in the movie, Hannibal Lecter is teasing Clarice regarding the location of the senator's daughter and he said something to her that really, really, hit me, of all places, this is...
awakening and awareness comes in all sorts of crazy forms. He says to her, Clarice, you covet what you see. You covet what you see. It was literally the next day, I was at Six Flags Amusement Park and I like to joke if the Secret Service needed somebody who can spot cleavage at 10 miles away or 200 yards away, I had this bionic vision. I could see cleavage. I could see skin. It's almost like a gift. Nothing escaped me. I was consumed by it. I coveted...

Matt: Yeah, you and I would be snipers. Grade A snipers.

Craig: We would be elite snipers... cleavage at 50 clicks. You know. Look, cleavage, 30 clicks. It's almost comical but it's a great opportunity to think about who we are, what kind of men we want to be, and recognize that that's also a habit. So I was in Six Flags the next day with my family, might have been a couple days after I watched that movie, and Six Flags is an amusement park. And there were... I remember just being consumed by the moms who are over there dressed in their scantily clothes, the girls were dressed provocatively. All I saw were butts and breasts. I was looking around, that's all I consumed myself with. And I was just thinking about as I was doing that: You covet what you see. You

covet what you see. So what I decided to do...

But before I get there. Here's the thing about oogling and objectifying that's so, so, so, so important for men to understand: Guys, we've been hardwired to oogle and objectify. For so many of us, we grew up in a culture where oogling and objectifying was entirely appropriate. If you remember the early Bugs Bunny cartoons, I remember Wile E. Coyote objectifying, oogling Bugs Bunny when he was dressed up as Carmen Miranda. So this habit in us started at a very, very young age.

Matt: All right, Craig, Craig, I got to stop you there. You just dropped a Carmen Miranda reference. Warner Bros. cartoon reference and Silence of the Lambs. In three minutes, I love it. Okay, continue, continue.

Craig: Me, too. But when you think back to the cartoons you used to watch. You think back to being a kid, right, hey, look at her. Check her out. We were essentially trained to see women as separate and distinct body parts. We don't see them for their entire being, we don't see them as creatures of God, we don't see them as mothers or sisters, as daughters. We see butts and breasts. So what I did when I was in the amusement park, I just stopped. I just stopped. I said, wait a minute, this isn't working here. Wait a minute, I'm not connected. I'm not present. So what I decided to do is I started to... I made a conscious decision in that moment to look at everything else. Because when you are stuck in oogling and objectifying, you're clearly not present, you're clearly not embracing the power of now, enjoying time with your family, and so...

Matt: Yeah, you're the guy walking in the bagel shop who had breakfast.

Craig: I'm walking in the bagel shop that had breakfast. Just doing what I had habitually done. So I started to say, you know what? Let me look at everything else around me. Let me see if that's more rewarding. I'll never forget it. I remember looking at my children and seeing these beautiful smiles and looking over at my wife and looking at the trees and looking at the flowers and looking at the kids and looking at the moms and the dads playing with their families. The trees and the flowers, literally, it's one of those kind of moments. That was so rewarding. It was so powerful not to be consumed in that place.

So literally, what I've done is I use that trigger to oogle to objectify in me, to drive positive action. To not do what I didn't want to do. To use the trigger to oogle and objectify, to instead do something else. Because here's the thing about habits. Your triggers are biologically hardwired.

There's a number of reasons for that. There's the biological hardwiring around our sexuality. So I don't want anyone to fall into a place where they're not going to notice someone who's attractive. They're not going to notice someone whose breasts might be hanging out. There's not going to be a place in time where that happens. So we need to change our relationship. This is like diets. What do we know about diets? Diets don't work. You need a lifestyle change. What I try to teach my men is how can we change our lifestyle so we can fill it with positive things and use the triggers that drove us to such a dark place to drive positive action.

So I'll never, never forget that moment in the park where I was just... just saw the amazing beauty that was surrounding me and from there came my oogling and objectifying module that I have in my online course. What I like to do with your audience, Matt, if they're willing, is to share my 3 steps that I use and that I teach to help men not do that. Help men not do that.

Because here's the reality, and this is what I thought when I was first entering recovery. I don't need tools. Tools are for people who are failures. I need tools because I'm weak. Uh uh uh uh uh. You'll never see a carpenter that's making that statement. That's just tomfoolery. We have tools because we're strong. We use these tools because we want to accomplish something better in our lives. So don't be afraid, don't be embarrassed, don't be... don't see this through a lens of weakness. See it through a lens of power. You're taking control of your life. You're pushing up against, in many cases, decades of patterns of habits around oogling and objectifying. So what would your life look like if you weren't doing that? And then I've got my 3 tools that I'd love to share with your audience if you're ready.

Matt: Yeah, yeah. Let's do it. Man, I just want to take a moment on that statement. That idea: the carpenter. The carpenter wouldn't be like, I could do this job this way, but I don't want to use a tool. Or, you know, like somehow he would not use a measurement or wouldn't use a certain type of saw or whatever. It's just... that makes... if you want to accomplish something or make something bigger of course you're going to use whatever tools you need.

Craig: You're going to use whatever tools you need. But in this space, because of the shame, and you know it, Matt, all the thousands of people who've listened to your podcast and all the tens of thousands of people who've been listening and the tens of thousands of people who've been listening to me and the hundred thousands who've watched my videos, is there's

shame. There's shame around this.

And we weren't taught these things. We weren't taught. The overwhelming majority of us weren't taught healthy sexuality. Often learned oogling and objectifying from those around us growing up. Certainly in our culture. I mean you just look how breasts are treated in Western culture and it's crazy. These are things that are used to feed babies. And here you are: you've got shirts with side boobs and top boobs and underboobs and all these crazy ways to hide the nipple. You've got mothers being arrested for breastfeeding. And then you go to the mall, you've got Victoria's Secret: you've got two breasts staring at you. 100 times the size of life staring right back at you. And it's insane.

We have a crazy relationship with the human body. In fact, it's become commoditized, Matt, the human body is used to sell perfume. It's used to sell cheeseburgers. It's used to sell just... watch advertisements. Watch how our nature is being exploited by these companies. And the reality is we don't have to let that happen because we're mature men, we're smart men, we're men with a mission who want to accomplish something in life. And we do not want to give our sexuality away to a multi-billion dollar corporation. So some of these tools I'm going to share today will help us do just that.

Matt: All right. Let's do it.

Craig: I have three rules for oogling and objectifying.

Rule number 1: Don't look for any more than 2 seconds. So what this means is, and you guys all know right, the pull, right? You're just sitting there and I'm looking across my living room right now and just pretending someone's there like that oogling, creepy, maybe you've got your sunglasses on, it's summertime. I know that guys drop the shades so they can look, they can check out, they can see all these beautiful body parts and their mind starts racing. They know nothing about the person. I mean, come on. We can't let a pretty woman drive us insane. There's pretty women everywhere! That's ridiculous. We need to get control. So remember, when you start counting. Actually for me, Matt, in the beginning, it was the 3 second rule, when I learned this from my counselor, George Collins. It was the 3 second rule. Then I found myself going, one one thousand...

Matt: Ha, he's stretching it out.

Craig: Two one thousand... And by the time I was done I already had engaged in a whole variety of sexual encounters. I mean it was just like literally in those 3 seconds. So I cut it down to 2 seconds. That worked best for me. And that felt like, listen, we are going to notice people but we don't have to stare. We don't have to oogle. We don't have to lose our minds over breasts and butts. So don't look for any more than 2 seconds.

The second rule is: Don't look twice. Now, I encourage the men who are listening. Make sure you've got your ibuprofen, make sure you've got an ice pack ready because I've had guys explain to me that they look once, then they count, then there's that pull, that pull to look back in the supermarket. I'm remembering the client talking about this about a week ago. And he could feel the tension in his neck. He actually got a neck ache because one part of him is trying to pull in one direction, the other part of him is trying to pull in another direction but he didn't. He didn't look twice. There's no reason to look twice. Why do we got to look twice? What are we going to get from this? Is it going to make our lives any better? Oh! This is the one! This is the image! Finally I have arrived. The skies open up and the light shines down from heaven and aaaahhh. This is the magic place. No, no. It's just going to suck us further down the rabbit hole. So don't look twice. There's no reason for it. Don't do it.

And number 3: Here's step 3, that I absolutely love. This is my favorite. This is favorite because this allows guys to start hacking their habit cycle.

Because here's the reality. Everyone listening to this is going to try to practice these tools. And here's what's going to happen. They're going to look for a couple seconds, they're not going to look twice, and they're still going to have that feeling inside. Often, that they're going to feel really bad, even if they've succeeded, they're going to feel really bad about it because look at, look at what I've done. Here I am trying to get help. I'm paying someone to help me or I'm in a course. I'm doing something. My wife wants to kill me. My life is just average. Who the heck wants mediocrity?

That's why we've got to control that powerful sexual energy. What if, and I just told you, these triggers are biologically hardwired. They're not going away. There's not going to come a point in time where you're not going to notice somebody who's half naked or you're not going to notice somebody who is dressed in a sexual way. But here's the thing. As men, we don't need to let that consume our lives. We don't need to let that happen. So what I do is I want to actually teach my men to use that

same trigger that sent them down the rabbit hole that sent them into habit land, or porn land, and instead use that same biologically hardwired trigger to drive positive action. So what if every time we received that trigger to objectify someone, what if we said, aha! Now it's time to personify.

So rule number 3, or tool number 3, is to use your trigger to objectify instead to personify. Because that's what we need to do. That's what we need to do. That's the habit. We don't see entire beings. We see boobs and we see butts. We see sexuality when we see someone like that. But instead of that, what if instead we used that trigger to objectify to instead say, wait a minute, wait a minute, that's someone's mom, that's someone's daughter. How do I want people in my family being looked at when they're out in public? What do I want that to look like? So...

Matt: I got an example of this. And I don't mean to interrupt you, but it's a good one. It's a good one. I kind of knew we were going to talk about this topic, so I was practicing. Just to see. So, let's say, don't look for more than 2 seconds. I've cut it down for myself. I'm, since I'm a sniper, as we had mentioned, I can notice quicker and make a quicker decision. So I'm a little faster than 2 seconds.

Craig: Good for you.

Matt: Definitely don't look twice. But this third one, this is the one I've been kind of working on. And it's kind of what you learned at Great America. It's like I want to take in everything around me and see what I'm not seeing. I love that... look at everything except for what you're seeing, what you used to be seeing. So, the boobs and butts, that kind of thing, look around.

So here's what happens to me. Last week I'm at church, actually. And a very attractive woman walks right by me. Now, the old days, when I'm just going to the bagel store mindlessly, it would have gone to the objectification and the oogling. But I quickly realize, she's attractive, wow, she's beautiful and I just see her for a moment.

But I quickly catch myself and go, well, look around. What else is going on? And right behind her was the cutest 3 year old girl. The girl had a little baby doll and she's following mom and she was just delightfully keeping up with mom as mom is walking through church. And I just saw

that child and I saw... and I did look back at the woman just for a moment, not cause I was drawn to objectify, but I saw her as this wonderful mom with this child just adoring her smiling running after her. Just for that moment, I saw her, I personified her. I saw her as a mom as someone who gave life to this child. This child is delighting in her mother.

Craig: That's beautiful. That's absolutely beautiful. That's what I'm talking about. Because again, we've got that conditioning. That's not going to go away. That's the part that I teach and that's one of the reasons why I've been so successful is by using this habit cycle.

One of the first things I teach my guys and my goal in my first few weeks of working with them is that they get sick and tired of me sharing or me saying, your triggers are biologically hardwired. Once you understand that concept, well, that discharges the shame around it. I mean, look, I'm trying to get better and here I am, still oogling and objectifying. Stop. Stop. Stop. Stop. Get rid of the shame, because there's no way you're going to wire, in a very short period of time, wire that behavior out of you. Now, over time, Matt, absolutely. This is the way triggers work. Over time, they can be overwritten. Okay? They're not going to be severed, so that's why a maintenance plan.

That's why I preach that the cure for this affliction, for mediocrity, for malaise, for underachievement is the aggressive pursuit of a great life. So many men come to me and I get calls all the time, I just did a video on this: Hey coach, I've been sober for 3 months, I've been sober for 6 months, I've been sober for 9 months and my life is miserable. Well, their lives are miserable because they've only stopped doing something. They've only stopped doing something. All they've done is removed one of the most, the most, powerful coping strategy, escape mechanism, in their lives. And in fact, for some of them, it was the only joy that they were receiving.

So you've got to move forward. Move towards the life that you want. And I encourage my men spend just 50% of your time on what's the traditional recovery work; spend the other 50% of your time on kicking ass in life. Signing up for yoga, going to the gym, practicing mindfulness, praying if that's your thing, going to church, volunteering for charity. You do those things in your life on a regular basis and move forward around your career, your relationships, your health, your hobbies, your finances, and your spirituality. That's what you want to be attacking.

So when my... in my work, in the awareness phase, that's the first month of the work that I do with my one on one clients and in my online course. We bring an incredible attention to the habit cycle; I teach them how to create space between thought and action, that your triggers are biologically hardwired. That's also where we delve into any potential root cause. Issues that might be driving this behavior, so, so, so important to do that. Remember, we're creatures of habit. Our major psychological belief systems are hardwired in us by the time we're 12 years old. So it's so important to do that reflective work and to understand, hey, how did I get here? How did I get here?

But then you've got to move forward. So then I have my men cross what I call the accountability bridge and a number of exercises designed to help them learn and understand and embrace the concept that, brother, you've got to look in the mirror. You've got to own your stuff. I use a little more rougher language in my course.

Matt: Yeah, I love the language you use behind the firewall. (Laughs.)

Craig: Listen, I want to be frank with guys.

Matt: You take... Yeah, Craig takes the kid gloves off.

Craig: I take the kid gloves off. You, men, have to own your stuff. Because so many of us are pointing fingers, and so many of us are blaming our spouses and so many of us are blaming the Internet. They're trying to stuff it down. So we cross that accountability bridge. We own our stuff, and then the rest of our work we spend towards action.

What is the life that you want to create? What is your plan look like around your career? Your finances, your health, your hobbies, your relationships, and your spirituality. Let's bring some of the infrastructure that all of us have experienced if you've worked for any company that's worth anything has this support mechanism in place to help people succeed. Let's bring some of those principles into our own personal lives. And we move towards action. What life do we want to create?

And so, by using, by understanding this very, very simple tool around first, start with the premise you covet what you see. You covet what you see. That's what Hannibal Lecter said to Clarice Starling in the movie. So what I'd like the men who are listening now to go outside, go to a place where there are people and just watch. Watch your habits, watch where your eyes naturally go. My eyes instantly would go right to breast level. It

was just BOOM. There it was. It's like... it's decades of programming, that's where my eyes went every single time. So the first thing that I wanted to do was to bring awareness as to what I was looking at in a concrete disciplined way. Right?

Cause to break a habit you have to make a habit but before you do any of that you need to have awareness on what exactly that habit is. So pay very careful attention to what you're looking at. Just watch. Right? Don't get too triggered. Don't get crazy. But just watch where your eyes go naturally. Just try to stay in that environment and pay very careful attention. Take notes if you have to and see what are you looking at? Right?

You know, look at the teen porn genre men as you know and I've got a video on my YouTube channel, The Mindful Habit, where I talk to, hey dads! No one's talking about the most popular genre of pornography on the web. The data comes out every year and the porn companies release their data. So you've got all these middle aged men who objectify and sexualize teenage girls. Wait a minute, wait a minute. Then, when they're out and about, their eyes, they start to wander. Let's just bring in honesty to where we've gone. Let's bring an honesty to ourselves around where pornography is taking us. Say, hey, wait a minute; this isn't the man that I want to be. So I want to use some tools to get that power back.

Napoleon Hill and his great book, Think Big, Grow Rich, the number of free PDF copies, the book's in the public domain. It was written in 1937. It's considered one of the best self-help books ever written. Now I've got a lot of successful men that I work with and they've all, yes, I've read that book, yes, I've read that book. No one has read Chapter 11. Chapter 11 talks about the power of our sexual energy. Written in 1937. My clients who don't know who Napoleon Hill is think that it was written weeks ago. But I encourage your audience to check that out, maybe you can even include a link, there's a number of free PDFs because the book is in the public domain. Read Chapter 11.

The power of our sexual energy, brothers. That's our power. Uh uh. I'm not giving it away anymore. I know what it looks like when I gave that power away and trust me, it's a dark place. So use these tools.

Matt: Definitely. And I just wanted to reiterate, all of the show notes for this will be at pornfreeradio.com/17. That's pornfreeradio.com and the number 1, 7. That will have all the show notes, and Craig, Craig has been generous

to share his worksheet that he shares with his clients around mindfulness, awareness exercise around oogling and objectifying. So it kind of breaks through an exercise where you go into that public place like he was talking about and kind of write down what you see. And you can actually take this form with you and you can go to the coffee shop and you can start looking around and writing what you see. Where do your eyes go? And then it kind of walks you through looking around and seeing. Look at everything except for what you were seeing before. So you kind of do the opposite of sort of your habit, to see what you were seeing before and kind of walks you through that.

Craig: And while they're doing that, Matt, the part that I want to reinforce is, guys, just imagine, just picture this, just close your eyes for a second and imagine a universe where this is your reality. What if, what if instead of these triggers being this dark, ominous place that you've been running away from all your life, what if instead it was an early warning alert system? What if instead, it was a cry to hey, wake up, wake up, you're slipping into habit land brother! Come on, here we go; you're starting to oogle and objectify. What if you could use those triggers, the same ones, that have brought you to this podcast and I'm so glad you're here, those same ones to drive positive action.

Because here's the reality. Every time you enter the habit zone. Every time you act out sexually. Every time you get defensive when your wife questions you. Every time you get angry. It's always going to be preceded by what? A trigger. Every single time. A trigger, that energy shift in the body from positive to negative. So, you men, I promise you, you can use those triggers to drive positive outcomes and one of the ways, that's a really simple way to begin to teach that concept is don't objectify, use that trigger to personify and watch what happens.

Matt: I love it. So just to reiterate, those three steps: Don't look for more than 2 seconds. Don't look twice. Even if you have to take ibuprofen because your neck's hurting from trying to go back.

Craig: Ugh, oh, the strain, I'm feeling. I just got a pain in my neck remembering when I was first doing this exercise. Cause, let's just kind of step back. That's crazy, that's crazy. Come on now.

Matt: It is. It is.

Craig: Wait a minute. What's going on here, brother, this is insane. You should get that power back.

Matt: And use your trigger to personify. Not objectify. So I love it, I love it. Craig, you've given us some great value in the last two episodes. Thank you so much for your time. And your generosity, just sharing. This is same teaching that Craig gives his clients that have paid and are part of his program, his coaching, his one on one coaching and his program. Craig, just, you know, I've been really impressed with what I've seen and the depth of content. I've gone through some of the modules myself. You do webinars and things like that for your program. Can you just walk us through some basic tiers and how your... what you offer your different clients, how someone might get involved with life coaching with you?

Craig: Sure. Well, on your website you're going to include a link to The Mindful Habit program. And there are a number of different ways to access me. And I encourage you to start on Matt's website first, check out the podcast, learn a little bit about me and then if you're interested, click through. There's three different options. Number 1, I have my one on one coaching. And that is a very powerful, 12 week program where I actually put my money where my mouth is, Matt. I have a money back guarantee. Now, as you can imagine in this business, and doing what I do, having a 21 day money back guarantee, I'd probably be broke. Matt, in 2 1/2 years of offering this guarantee, do you know how many people have taken me up on that? On that guarantee?

Matt: 10 people.

Craig: Zero.

Matt: Zero?

Craig: Zero, zero. Do you know what my return rate online is?

Matt: Uh, 20%.

Craig: Zero! Zero! Matt, listen, I know someone's going to sign up and someone's not going to like the program and I welcome that day so I can reach out to that person. Hey, how can I make it better? Why didn't it click? But so, a powerful program one on one. My wife and I also work with couples. All over the world. Sometimes it's the two of us on the call and that's a really, really powerful way to help couples move past the affliction of sex addiction and porn addiction towards intimacy and love. So I have a number of very powerful one on one programs.

And as those one on one programs became more successful, the reality is, my rates went up and I now have a waiting list, which is wonderful, but I want to help people and I knew I had something very, very special with this modality. It was working in a way that other men who had come from all different treatment centers, who had come from top therapists, who would come from 12 step programs, weren't getting the results that they wanted. In fact, locally, I'm one of the top referral sources for therapists and psychologists and they refer their men to me, their more difficult cases and I profoundly changed their lives in a very short period of time.

But I knew I had to do more and I wanted to put together an online program. So I have an online program as well. It is also structured. It also has a deadline. That's the thing; it's a 12 week program. Because anyone who's listening to this has accomplished something in their lives, whether it's been in business, whether it's been in the community, whether it's been in school. Nothing gets done without a deadline. So it's a 12 week program, and there's support beyond those 12 weeks, I've got a maintenance plan. But it's an online 12 week program, 33 videos broken up in a very structured way, weekly into three phases, awareness, accountability, and action. It has a forum.

I do weekly webinars which are a lot of fun. Clearly, I like to talk and I love sharing with my guys. Powerful tools and techniques in those weekly webinars so you'll also get access to me. I also have for the guys who want to go it alone, you can buy the CDs; you can buy the 175 page workbook. The workbook is also included with the course. It's also included with my one on one coaching. So there's a number of different ways to access this program at different price points.

What I'd like to do, Matt, is offer 5 subscriptions to my course to your audience, for 75% off. And I'm going to give you the code that you can post on your website. I want to do that for you guys. I love... I'm so glad that we connected. And I would love to see some of your members get involved, and I can send you that code and you can post it. And that way we can get a few guys started at a profound discount and I'd just like to do that. Because it's my company, damnit and I can do whatever I want.

Matt: I love it. Well, thanks for that. I just got an email this week, from someone, I'm not going to read it, just for confidentiality, but it's a guy who's right in our target in terms of a married guy, got some kids, and he's really struggling. And he was having a hard time, he hasn't been able to talk to his wife about it, he doesn't feel like he can go there yet,

with the wife, I mean, if he's raising 4 kids with him, I can imagine the fear, that really digging in to this would bring up... they probably have their challenges with their kids and stuff and then you know... He doesn't have a good support system around him that he could talk about this stuff with. And he's like, well, what do I do? I'm like you've got a few options. You can go to a meeting, SA meeting in your area, you can hire a therapist, but third option would be, get into one of these online programs. Find some online coaching. I recommended you, I recommended a couple other people that I know, but it's like, those are your options. If you want to take something to the next level, you've got to plug in and start getting involved with others, and start learning from people who've been there.

Craig: And I'm going to say this. And this is going to sound so self-serving, Matt, but you got to pay. And the reason is, is because money is energy. And I used to do when I started, Matt, I did a lot of free work. Just so you know, I'm not some money grubbing guy; this business has been incredibly good to me. I've got the best job in the world. I help people. I've got an amazing life. I get to talk to wonderful people like you. When I started, I did a lot of free stuff. And the men who performed the poorest were always the men who weren't paying anything. Now I see 10% of my clients one on one and in the course. In fact, the course ratio is even higher, it's up to 20% are able to access me one on one or the course for a dramatically discounted rate. Brothers, you've got to put your money where your mouth is.

I've got guys who call me, my wife's about to leave me. And I can say, yeah, well listen, that'll be \$5 for me to help save your marriage. They're like, ah, well, um, ah... There are, there are amazing programs out there, there's some incredible people who are there to help. I've got two coaches who work for me, we charge a much lower rate than I do for the one on one coaching and this is reserved for the younger guys. So there are options.

Do something. Take action. Do this like your life depends upon it. Because here's the reality. It does. The quality of your life depends on it. If you want to stay in a place, where you are comfortable with mediocrity, with malaise, with underachievement. A life where your sexual energy is directed towards pixels, then keep doing what you're doing. You want to do something else, listen to more of Matt, that's what's going to help you.

Matt: Yeah, well... Thanks a lot. I think you're right, too. I mean, how many

guys... we've been having people download this podcast every week, this is week 17. How many guys have had relapses during these 17 weeks? Now I've gotten a couple of emails from people who clicked in early and they're riding the sobriety wagon and they're doing good. And this is helping. This is great. How many guys have had a couple of resets in the last 17 weeks? I'm sure a good portion of the audience. What's it going to take for you to realize what your way of doing things is costing you?

Craig: Here's the sad reality and what it often takes, and you and I both know it because we see it. It takes for them to get caught again. It takes for them to get kicked out. It takes for them to get fired, because listen, most porn is being watched between 9-5. We have the data, we know. Every single company in America, I'm exaggerating now, most companies in America has an Internet usage policy that calls for automatic termination for watching porn on a work-related device. And so that's the unfortunate reality is that it sometimes takes that level of a stumble to drive action. And Matt, what I'm telling you guys, is don't wait that long. Because it will happen. It will happen. It always happens. It always happens.

I had a guy who I saw for two weeks. This man was not only struggling with pornography but with sex addiction with real women and prostitutes. Oh my God, this story is so, so, so sad. And after 2 weeks, he goes Craig, I got it, I got the habit cycle, I'm feeling good. I think I'm good. And by the way, I still have the text in my phone where I said, Brother, you are insane. You are out of your mind. There is absolutely no way with your family of origin issues and what you've experienced and what you've done that in 2 weeks that you're better. You're just setting yourself up for failure. His wife caught him. Matt, he's getting a divorce. He's getting a divorce. His wife has filed for divorce because he returned to his old behaviors. And he got caught. This father's not going to wake up every morning and see his beautiful children. That's unacceptable to me. He's back now and he's making profound changes. I don't want that to happen to anybody listening right now. So take action.

Matt: Yeah, that's a great note to end on. And it's a reality, too. We see it... I see it with the people I work with; you see it with the people you work with. This is real. Life and death type consequences. Marriages are... marriages breaking up has a profound effect on the children in that marriage.

Craig: A profound, a profound...

Matt: A dad, who's passive and in a porn addiction is just not present, so all the good of the masculine, all the good of the father, just is completely out the window. It's completely discounted. Our culture has gotten the message about alcohol. If you have an alcoholic father you go to Al-Anon, you realize, wow, this really had an effect on me, having an alcoholic parent. But the culture's just given a pass on porn. It has the same harmful effects in terms of the passivity, the distraction, just the... what the addiction causes in men, the lack of presence, it's horrible. So, Craig, we could keep talking for hours. You and I, it's our favorite subject, we love talking about it. I do a podcast. You have clients every week you're talking to, so I got to cut it off here.

Craig: You have me back, brother, anytime. I'll be back. I love it. I'm so blessed to be welcome on your show. Thank you, thank you, thank you, thank you for doing what you do and helping men. Let's keep doing it.

Matt: Craig, you've given us great value the last two weeks. We'll have all the show notes at pornfreeradio.com/17. We'll link to The Mindful Habit program, we'll have this special code for 75% off the online program, which as I said, I went through the modules and I'm really excited to share that with my audience. Also, we're going to link to this Napoleon Hill download. We'll have... God, you've got to go to the website. Cause there's like... We're going to have this awareness exercise related to oogling and ogling. I will even have this show transcribed so if you want to just literally be able to print this show out and have it as a reference, you'll be able to have that in the next couple days or so. So everything will be at pornfreeradio.com/17.

Thanks for all your time, Craig, and thanks for everyone who's been listening. Thanks for getting the word out on Twitter, Google+. Thanks for those great iTunes reviews. Couple weeks ago, Craig, I shared about a guy who put in his iTunes review that he started listening to the show and he realized as he was listening to the show that he had stayed sober. He had gotten to about 45 days and he put that in his iTunes review. And he said, the show wasn't everything, but it was really helping. Well, he updated his iTunes review a couple weeks ago and he's at 70 days now.

Craig: Wow. I love it!

Matt: So all you guys out there who are starting to take steps or sending emails reaching out, we love it. Definitely connect with me on Twitter, on

Google+, on our Facebook page, and definitely get the links to Craig and all his work. Craig, I can't wait to have you back, and it's been awesome. You're a great guy and thanks for all your help. Thanks for all your work in this area.

Craig: Honor and a privilege, my friend. You are very welcome. Have a great day.

Matt: Great.