
WHOS ROUND IS IT? ITS NOT YOURS!



THE WEEKLY WAKEUP!

‘DRY JANUARY’ IS IT WORTH IT?

Today is the last day of January which means a high number of people across the UK are dribbling on the floor over the thought of necking a pint of brown bubbles. Now when it comes to ‘Dry January’ I have 2 conflicting opinions and neither seem to dominate my bias.

Opinion 1: It’s a waste of time, I love a pint on a Friday evening and 1 or 2 pints a week never hurt anyone. Why give up something you enjoy temporarily when you know that come the 1st of February your drinking habits are actually going to ramp up a gear as you as absconded for 31 days. The long-term effects of dry January are 0, unless you continue this new habit and stop drinking all together (which is very rarely the case).

Opinion 2: Drinking alcohol has 0 benefits to your life, other than to give you a momentary dopamine rush. As busy dads it’s VERY EASY to get into the habit of having a cold beer or a glass of red wine after a busy day. I fully understand this as it is very effective at helping you to relax and unwind. That said as there are 0 benefits to drinking alcohol only negatives, dry January helps you to cut the habit for a substantial period of time which may lead to habitual change.

In 2023 a massive 9 MILLION people took part in 'Dry January' which is promoted and commissioned through the charity 'Alcohol Change UK' and only 50% of those actually complete the month and reduce their drinking habits. To be honest I thought this was going to be much lower, so it appears factually that absconding from alcohol for 31 days DOES create habitual change for an average of 6 months. I am assuming after the 6 months, old habits return and the cans of fosters start getting cracked open at 19:45 when the kids are in bed.

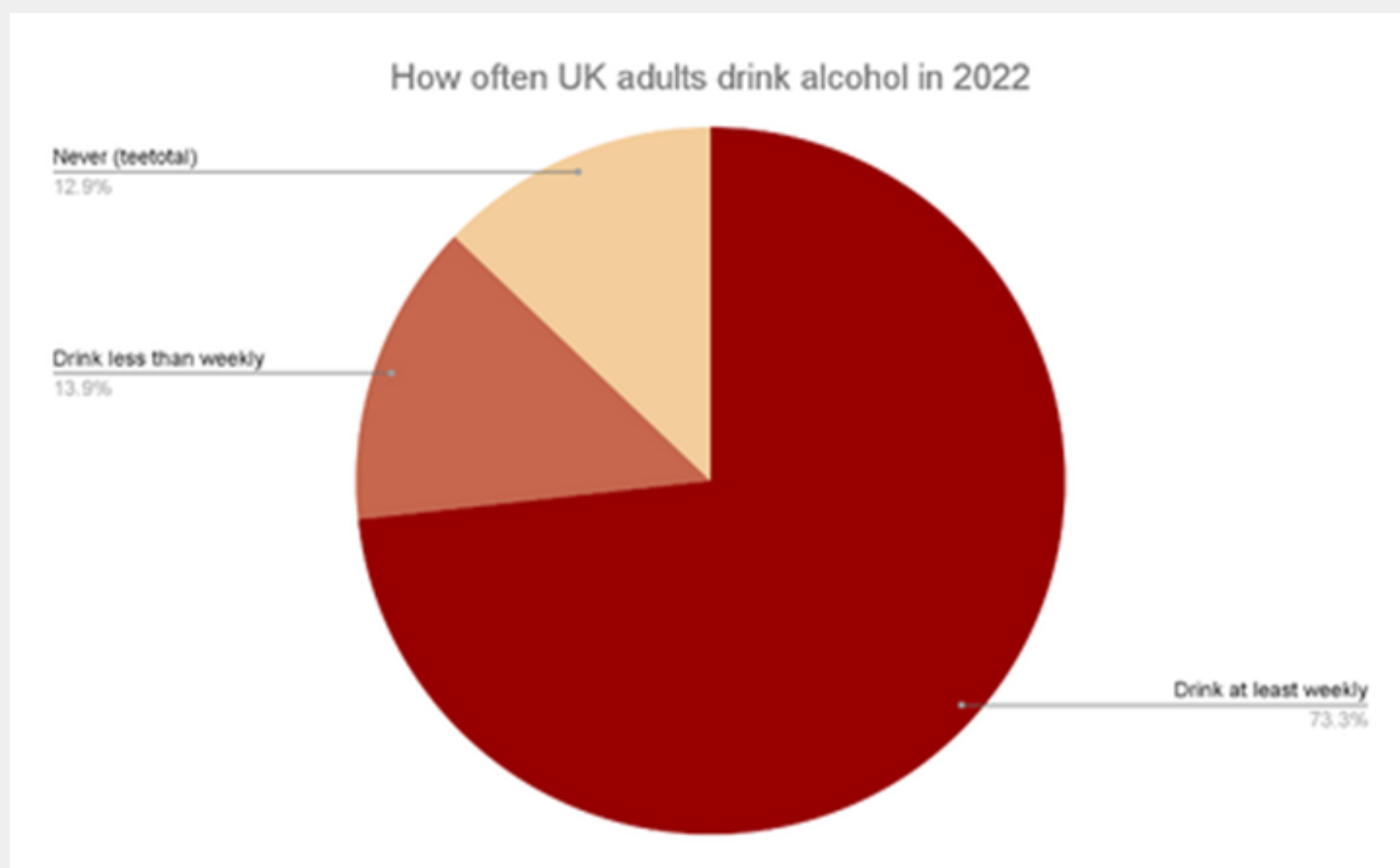
The problem with 'Dry January' is we're British, and here you're considered odd if you DON'T drink. Its so ingrained in our society that we drink at every given opportunity.

- Had a busy and stressful day at work = Drink**
- Had a fantastic day at work and celebrate = Drink.**
- Cooking dinner on a Saturday night = Drink**
- Going out for a meal = Drink.**
- Getting divorced = Drink**
- Getting married = Drink**
- Your under the age of 18 and with your mates = Drink in the park**
- Your 18 and can hit the pubs = Drink in the pub**
- Birthdays = Drink**
- Funerals = Drink**

You CAN legally have an alcoholic drink in the UK from the age of 5! That's like me cracking a can at home and giving it to Albie!

EVERY EVENT OR SITUATION YOU DO HAS A DRINKING ELEMENT TO IT! If you want to go sober it seems you have to accept the fact you're going to be deemed strange for doing so. This is within a society where your deemed odd for not drinking alcohol and also odd for spending too much time in the gym. It seems being British is based on moaning, drinking and getting fat, in a nutshell we are a dopamine hunting bunch of lazy individuals who are incapable of accepting responsibility for our own actions and decisions. They have even created a term for such a characteristic, its called 'Responsibility Deficit Disorder'. So now we have an excuse for not taking accountability for the fact we don't take accountability. 'Its not my fault I'm fat and pissed, I have 'Responsibility Deficit Disorder', I didn't mean to run that old lady over while driving home from the pub.

Its no wonder such a high % of the population hit the bottle.



Here's the reality on the effects of alcohol on the body and this is based on a 'healthy consumption' of alcohol on a weekly basis.

- 1.Changes in mood, including anxiety and frustration.**
- 2.Insomnia and other sleeping issues.**
- 3.A weakened immune system.**
- 4.Changes in libido and sexual function.**
- 5.Increased risk of cancer.**
- 6.Increased tension at home with your wife and kids.**
- 7.High blood pressure.**
- 8.Increased risk of other diseases you really don't want.**
- 9.Your body stops protein synthesis (you stop building muscle).**

So yes this is the logic of the British public, lets do something at every given opportunity that is so bad for your health its deemed on par with class A drugs and if you don't then your fucking odd mate.

Now for anyone who has read my published book 'Muscle Up your Mindset' (if not get it on Amazon). You would know that I grew up with an alcoholic father who was unemployed and would drink the little money the family had. I've seen first hand what happens when a stressed out man tries to find a solution to the worlds problems at the bottom of a pint glass, so I am going to be bias and struggle to resonate with anyone who claims they are alcohol dependant.

I want you to realise something:

YOU ARE IN CONTROL OF YOUR ACTIONS AND BEHAVIOURS! If you use the phrase 'I have responsibility deficit disorder' then you might as well give up on life now mate. Remember my mantra:

'YOU ARE A WALKING REPRESENTATION OF YOUR DAILY HABITS'.

It's the little things you do everyday that determine who you are, what you achieve and who you become.

Don't be that person who goes along with the norm and drinks just because its deemed normal to do so, fuck it, be different.

'People who think they are crazy enough to change the world, are the ones who do' Steve Jobs.

So since writing this I have finally come to a conclusion on which opinion is going to hold the strongest bias. If you have done 'Dry January' good on you, I'm proud of you, but this pride will only continue if you remain part of the small % who retain a 'distant' relationship with alcohol. If you drink regularly then its time to regain control, stop kidding yourself that its not negatively effecting you, it is.

Remember, NOTHING positive comes from drinking alcohol. It leads to you spending father and son days as a child sat on the pub floor with a pint of coke and a packet of crisps, with the only entertainment being to stare at a depressed goldfish in the floor (yes that was me).

In my coaching programmes we refer to a pint of beer as a 'Carling Crème Cake', as a pint contains the same amount of calories as a crème cake. Think of that the next time your smashing a session with the boys and then feeling depressed the next day when your looking in the mirror.

Kind Regards as always.

Coach James.