



**Booze
Vacation**



**The
Booze
Vacation
MANifesto**



A QUICK NOTE FROM THE BOOZE VACATION FOUNDER

INTRODUCTION

Hey man,

I'm glad you grabbed this MANifesto. You're a good sport.

I hope you take what you're about to read about booze to heart. If you do, you'll be well on your way to a happier, healthier you.

First, though, I need to give you this disclaimer: Some of what you're about to read will be annoying to hear.

But, I would argue, not hearing this stuff is even worse.

In the following pages, I am going to talk some shit about booze and its effects on your health and fun. After all, that's how guys relate – by talking shit.

When you see how alcohol has been screwing with you, you're not going to be cool with it. I know I wasn't.

You may not always like what I have to say, but like a good buddy who told you how dating that hot, crazy girl was going to mess you up real bad, I too have your best interest in mind.

I'm pumped to tell you why booze is ruining your fun and fitness levels. Not because I hate booze or want you to never drink again. I like an occasional tasty brew as much as the next guy.

I just know once you know what's really going on, you'll want to make some changes and massively upgrade your life.

It's so worth it.

Cheers,
Clifford



Dudes usually associate drinking with things like fun, friends, relaxation, and rewarding ourselves for a job well done.

These are all good reasons to crack open that tasty brew.

Guys often don't equate alcohol, however, with bad things like poor sleep, expensive medical bills, man boobs, and poor performance at work and in the bedroom.

To live more of the life we want, we need to understand the negative side of drinking, too.

It's time to take off our beer goggles and see some less-than-pretty truths about booze.



A DAY IN THE LIFE OF A GUY THAT'S **DISCONTENT**

To get a glimpse of what alcohol is really doing to us, let's look at a day in the life of a typical guy.

Meet our man Johnny. He is 38, married, has two kids, and a good-paying job. He also has 12-15 drinks a week.

Though he doesn't consider himself a big boozer, he doesn't have a clue how his drinking is holding him back.

Here's what a Monday normally looks like for Johnny.

By the way, he hates Mondays.

MORNING

6:35 am

He gets out of bed after hitting snooze a couple times. He didn't sleep great, but it's time to rise and shine. Or try at least.

10:30 am

Johnny is on his third cup of coffee and taking care of business in the office. He's wearing a smile but he's feeling foggy and not quite with it. Worse, he's frustrated because he's putting out fires instead of accomplishing much of anything. His weekend rest and relaxation feels a million miles away.

11:30 am

Johnny goes out to lunch with some work buddies because he didn't have time to pack one. He orders a burger and a shake. The salads didn't look appetizing.

AFTERNOON

2:30 pm

Johnny's knocked out a few things on his to-do list even though he felt sluggish from his gut bomb of a lunch. But he's got enough left to know his trip to the gym after work won't happen...again.

5:45 pm

As he wraps up for the day, his mind wanders to memories of his weekend. Saturday was a good time with the boys for sure, but the hangover really bit him in the ass on Sunday. He wishes he got the lawn done and didn't have to cancel mountain biking with his kid because he felt like crap.

I don't know about you, but I don't think Johnny is living a life he loves.

Sure, he is a good dude and is doing okay. But he wants to crush it at work and be in a better groove with his family. He also wants to get more sleep, eat better, and exercise regularly.

When he thinks about how those things aren't happening, he figures it's the normal grind that's holding him back.

Actually, it's his drinking.

EVENING

7:00 pm

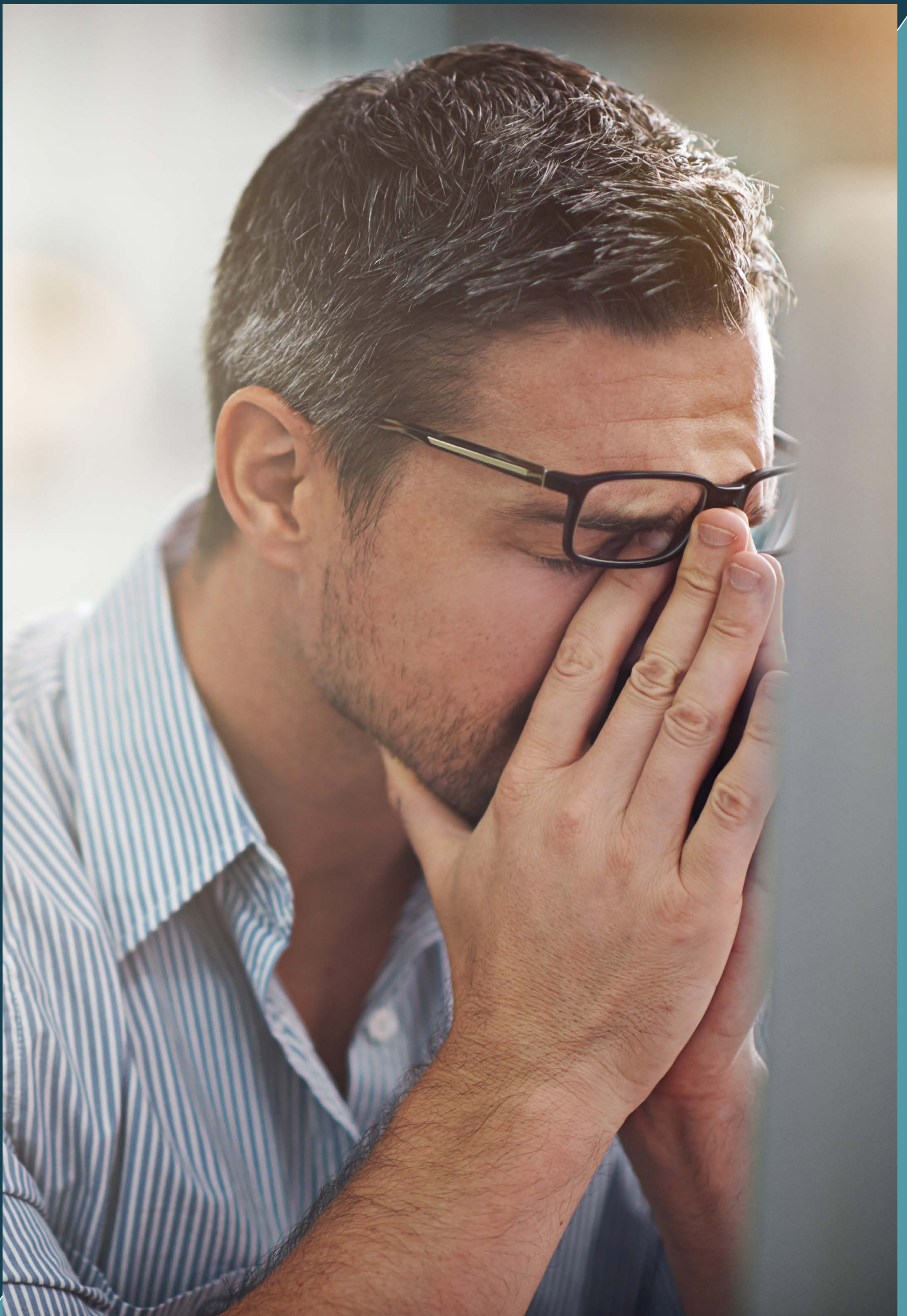
Two beers in and feeling really hungry, Johnny overdid it with dinner and dessert. He feels bloated and just wants to veg, but he pushes through to get the lawn done and help with homework.

9:30 pm

The kids are down, and it's time to unwind. Johnny grabs some chips and a soda, turns on the game, and tries to unplug.

10:30 pm

Bored with the game, he texts his buddy: "Hey man, my wife and kids are out of town this weekend. Wanna hit up that new brewery on Friday night?"



Four ways boozing holds Johnny back

(AND MILLIONS OF OTHER DUDES, TOO)

Johnny's Monday was rough, but his day didn't happen in a vacuum.

He felt foggy, stressed, and unproductive for a reason. He struggled to eat healthy for a reason. He cracked a beer at the end of the day for a reason.

It's time to talk some shit about booze.

But it's not for the sake of talking shit – I want you to understand what's going on when you drink regularly so you can become a better you.

Four unhelpful and interconnected things happen in our bodies when we drink. These negative feedback loops stack the deck against us. Like Johnny, before we know it, we start trying to find relief in the very thing that is keeping us stuck.

Regular drinking hijacks the reward system in the brain

Drinking, especially when we drink more than we intend, creates a massive chemical imbalance in our brains.

When we regularly drink, our brains respond to alcohol by releasing a flood of endorphins, dopamine, and other feel-good chemicals. This rush feels great, but it also depletes our brain's reward system and throws it out of whack.

Even though he had recovered from his hangover, Johnny had a rough Monday because of his drinking Saturday night.

In the quest for a good time with his buddies, he torched a ton of feel-good chemicals and their corresponding neurological receptors. A couple days later, he felt frazzled and off because his brain was still unbalanced from his drunken blaze of glory.

To fully heal from this chemical imbalance and feel a natural zest for life again can take a while - at least several days and maybe even a couple weeks or more. Not knowing this, Johnny tried to feel better by taking a shortcut:

He cracked open a brew or two after the workday was done.

Sure, it gave him a quick, albeit artificial boost. But without giving his brain a chance to recover, he's also making his normal life feel pretty dull and boring...unless there's booze involved.

Regular drinking lowers testosterone levels

Booze is estrogenic.

In other words, your body converts testosterone to estrogen when you drink.

A decrease in testosterone and a rise in estrogen levels lowers a dude's motivation and drive, making it harder to kill it at work and at play. It also signals your body to convert muscle into fat.

And here's the real kick in the nuts: The estrogenic effects of booze can wreck libido and your performance in the sack.

Bro.

If one day you find yourself adopting a bunch of cats and watching *Sex in the City* reruns, don't say I didn't warn you.

Regular drinking increases your alcohol tolerance

When booze starts scrambling our brain chemistry and tanking testosterone levels, things tend to get worse because our growing tolerance encourages us to drink more.

As our bodies get better at processing alcohol, it creates a vicious cycle. We want to feel better after a hard day, so we have a cold one. But in time, that one beer doesn't have the same effect.

So for lots of us, that cold one becomes two or three or four. When this happens, we still get that quick kick, but boozing's beatdown on our brains and testosterone levels accelerate.

So, like our man Johnny, we stay stuck in crappy moods and less-than-optimal work weeks. We get a little fatter, sit around more, and get a lot less done.

Worse yet, left unchecked, this tolerance cycle sets us up to eventually obliterate our bank accounts and kill all of our future fun.

Regular drinking promotes eating habits that will wreck your health

By now it's clear that regular boozing is messing with your short-term productivity and fun. Unfortunately, that's not the whole story.

I wish at this point I could take a break from all the shit-talking about booze and leave you alone.

But I've got to let you know what you're up against, because you can't expect Father Time to be good to you if you stay in the dark about the effects of booze.

Here's the skinny: Booze is setting you up for major health problems – and I'm not talking about cirrhosis of the liver.

Simply put, regular alcohol consumption sets us up for bad health because it manipulates our eating habits. It makes even the healthiest dudes eat junk, both while at the bar and during the rest of the week.

These poor diet choices may not catch up with us... for a while.

As we get older, the years of eating (and drinking) extra sugar and junk calories will bury us in health problems and massive medical bills.

In other words, regular boozing doesn't just hinder us in the short-term. It also screws up our long-term wealth and ability to have fun.

Maybe you'll beat the odds and avoid things like cancer, heart disease, stroke, erectile dysfunction and other similarly bad outcomes. Perhaps you'll get lucky.

But let's be real – without some changes, hitting the jackpot with your health isn't going to happen.

This begs the question:

Are you really okay with rolling the dice with your health and losing?






How to have fun without kicking your own ass

I don't know about you, but I want to live my life to the max and enjoy the ride until my last breath.

I'd rather not spend my days feeling dull and discontent, looking forward to drinking a beer to feel better for a bit. And I'd really rather not spend my later years being besties with my doctor and spending my hard-earned cash on my surgeon and pharmacist.

Life's too short for that.

A man in a black wetsuit is surfing on a wave. He is looking back over his shoulder with a surprised expression, his mouth open. Water is splashing around him, creating a misty spray. The background is a clear blue sky. The overall scene is dynamic and energetic.

When I first pulled down my beer goggles and learned what I just shared with you, I'm not going to lie, I wasn't exactly thrilled to see what I saw. But it was really clear to me that continuing to live how I was living wasn't going to produce the life I wanted.

Booze was screwing with me, and I wasn't cool with it. So I made some changes.

The payoff has been phenomenal.

Today, I'm a lot more relaxed and enjoy myself everyday, not just on the weekend. I crush it at work and have a very active lifestyle with my friends and family. In my 50s, my weight and fitness levels are similar to my 20s. It feels awesome.

I want to see similar things for you.

If you think booze is holding you back, there are three no-nonsense steps you can take to have more fun without kicking your own ass:

STEP #1

Challenge what you believe about booze

The alcohol industry spends roughly 10 billion dollars each year trying to convince us that booze is cool and a great way to relax and have a good time.

By now, I hope you can see that what they're selling isn't the full story.

Still, this positive mental association is tough to change. So I hate to break it to you, but you're going to have to put in some work to flip this script.

In that effort, introspection and education will be your secret weapons.

Honest self-evaluation will help you develop new convictions that will stick. In my journey, I found I only needed to ask one question over and over: "Is booze really benefiting me?" The more I answered honestly, the more I felt motivated to make some massive changes.

Further educating yourself is also huge. It will give you the resolve you'll need to solidify your new convictions and put them into action.

One resource I can't speak highly enough about is Craig Beck's book *Alcohol Lied to Me*. I downloaded the audiobook on my Audible app and listened to it multiple times. It's entertaining, convincing, and quick. The first four-hour listen changed my life and sparked the idea that became *Booze Vacation*.

Whatever you do, though, don't hit the snooze button on you and booze. Ignorance here will never equal bliss.

STEP #2

Take a break from booze

Seriously. Take a Break.

First, your body needs to reset and heal.

If you've been drinking regularly for years, your brain needs time to recover and get your neurochemistry back into balance. For most guys, resetting their neurochemicals takes a few weeks, and a full brain reboot will take upwards of six months.

Unfortunately, in the first week, you'll probably feel like crap. As the days go on, though, your stress levels will start to evaporate. Life will feel lighter and a whole lot brighter. You'll start to look and feel so good, you'll never want to go back to drinking like you used to.

Life on a break is pretty sweet, my friend.

Second, you need to take an extended break so your changing beliefs about booze can stick.

After all, if what you're realizing doesn't translate into new habits, your new-found knowledge won't mean much.

And you'll need more than just a week or a month off the sauce to get the at bats necessary to make lasting strides toward a happier, healthier you long-term.

So take a break. The longer the better. 3 months at a minimum. A year if you're looking to hit a total grand slam.

I get that it's a big commitment. But it's less intimidating than you think.

Committing is actually the hardest part.

Note: To get more self-awareness about you and booze, as well as discover the action-steps to taking your own break, be sure to check out the Appendix at the end of the MANifesto.

STEP #3

Massively upgrade your life

As your brain resets and your body heals, booze will no longer hold you back from creating the life you want.

You'll suddenly have extra time and money to go toward more rewarding things.

You'll also start to look a lot better than you have in years.

You'll feel a lot better, too. You'll have the energy and mental clarity to build some new habits, ones that will help you find the relaxation and fun that booze promised but never quite delivered.

That said, a lot of guys feel pretty awkward as they begin their breaks, especially during the first few weeks.

But if you give it some time, the wins will start to multiply, so much so you'll never want to go back to how you felt when you were boozing it up.

Here's a pro tip that will help you feel less awkward during your break: figure out what you're going to say when someone offers you a drink.

During my alcohol-free year, I decided to make a little joke out of it. That joke is actually where Booze Vacation got its name. When I was offered a drink, or if my friends gave me crap for not drinking, I would simply say, "Nah, I'm on a booze vacation right now."

It made people laugh, and it got me off the hook. Some of my buddies took notice, too. Especially once they saw me looking great and having just as much fun.



One more thing

If you slip up one day on your break and drink, don't sweat it.

You don't have to start back at day zero. Just dust yourself off and get back to it.

Remember, the goal of taking a break isn't to never drink again.

No, the goal is to heal. The goal is to learn to have fun and relax without alcohol. The goal is to become a better you.

The goal is to upgrade your life.

MANifesto Appendix

Resources & Tools



Ways to get smarter with your alcohol use and
take a successful break when you're ready

Recommended Resources

The more you learn about what booze is doing to you, the better off you'll be. Here are some of our favorite resources to recommend.

Take a Break with Booze Vacation

Look, we're not trying to push you into doing this. Seriously. When you're ready for your break, you'll know it. But if reading this MANifesto has you ready to commit, awesome. Taking a break is the absolute best thing you can do to get smarter with your alcohol use long-term.

Here's what you need to do to start your break: 1) [click here to go to our homepage](#), 2) read it through to make sure you're 100% in, and 3) mash the orange button to start your break.

The Booze Vacation Resource Library

When it comes to you and booze, knowledge is power, my friend. [Our Resources page](#) includes a bunch of additional content, our [You vs. Booze Assessment](#), and more - all of it designed to help you learn, take action, and get results. Come hang with us and learn more about you vs. booze.

Huberman Lab [Podcast #86 - What Alcohol Does to Your Brain, Body & Health](#)

If you haven't heard of the Huberman Labs podcast, you're missing out. Andrew Huberman is a leading neuroscientist, and his podcast talks about all sorts of issues related to our health and well-being. Anyway, if you want a deep dive into the multi-faceted ways alcohol affects your physiology, check this podcast episode out.

[Alcohol Lied to Me](#), By Craig Beck

What I learned in this book helped me take off my beer goggles for good. It's entertaining, convincing, and quick. My first listen changed my life and sparked the idea that would one day become Booze Vacation.

[The Easy Way to Control Alcohol](#), by Allen Carr

This book is another great resource. It's a bit longer than "Alcohol Lied to Me", but it thoroughly and methodically deconstructs every false belief that keeps us stuck and can help you better see what's really going on.

How to Become More Self-Aware About You & Booze

One of the most effective ways to challenge what you believe about booze is to test out what we're saying and see if it lines up with your actual experience.

Use what's below to start paying more attention to how booze affects some key areas of your life.

Sleep

2-3 drinks can decrease your sleep quality by almost 40%. A binge can knock your circadian rhythm off for multiple nights. Even just one drink too late in the day can screw up your sleep cycles.

SELF-ASSESSMENT TIPS:

- Notice how you feel when you first wake up after a night with alcohol. How is your energy, stomach, and outlook on the day?
- Experiment with not drinking after 7pm and see how it affects how rested you feel and your energy levels the next day.
- To really see alcohol's effect on your sleep, get an Oura Ring or other wearable with a good sleep tracker. The numbers won't lie.

Diet

Alcohol makes you want to eat junk food...and often has lots of added sugar itself. It also harms your ability to digest and absorb nutrients by scorching gut bacteria and creating a temporarily leaky gut.

SELF-ASSESSMENT TIPS:

- Notice how a big night out with buddies will affect your food choices that night...and the days following the event.
- Pay attention to sugar cravings during the week after a few drinks on the weekend. (We've found that even 2-5 drinks on the weekend can create an elevated desire for sugar into Wednesday or Thursday.)
- Start questioning if any indigestion you have corresponds with your drinking...and any related poor food choices.

Stress

Even just a few drinks a week will change your brain and overall physiology. Your new normal becomes a diminished ability to plan, increased impulsiveness, a lower mood, and more of the stress hormone cortisol pumping through your veins.

SELF-ASSESSMENT TIPS:

- Start questioning if the amount of stress you feel might be alcohol-induced.
- When you feel the pull to crack one open at the end of a long day, say 'no' and see how it goes. Do something else to relieve the stress.
- To be real, this one is a little harder to experiment with because it takes 2-6 months without drinking for your body's factory settings to normalize.

Productivity

A frazzled brain, poor sleep, low energy, a crappy diet, and stomach problems all work together to torpedo your ability to get things done.

SELF-ASSESSMENT TIPS:

- Pay attention to your energy levels and productivity in the day or two after a big night out with friends.
- Some people blame their lack of productivity on being overwhelmed or not having enough hours in the day...when actually it's their drinking.
- Start pondering this question: "How much more could I get done if I didn't regularly consume a depressant?"

Fitness

Alcohol is highly inflammatory for your body. It also lowers testosterone and increases the body's ability to convert muscle to fat. With more weight gain and some nagging aches and pains, you're likely to be watching a lot more sports than playing them.

SELF-ASSESSMENT TIPS:

- Are you missing workouts? And when you go, how is your strength and performance?
- Evaluate how motivated you are to make it to the gym and crush it on the days following a big night out.
- Notice if nagging aches and pains increase and decrease with your drinking levels.

PRO TIP:

One of the best ways to experiment with this is to take a series of micro-breaks from drinking. Skip a night you'd usually drink. Take 3-5 days off here and there. Taper back how often and how much you drink to see if there are positive changes in these key areas of your life.

Things to Do to Prepare for a Booze Vacation

 Commit to take an extended break

Deciding to commit is the hardest part. Once you do, the sky's the limit.

 Decide how long you will go

Minimum recommended Vacation length is 3 months. Go for 12 months for maximum results.

 Tell a family member (spouse if you're married) and a close friend or two

While you can expect some resistance here, telling people is a way to show your commitment and burn your ships.

 Decide what to say when someone invites you out or offers you a drink

Not being ready for this could torpedo your Vacation. Be ready.

 Write down your goals

Each dude has unique goals and motivations for taking a Vacation. Make sure you articulate yours.

 Take your "Before" Pic

By going on Vacation, you're going to start looking and feeling better. You'll want a before pic to look back on so you can see the change.

 Budget your beer money for other things

Not drinking means you'll have more cash in your pocket. Planning ahead how you can use it on Vacation will set you up for massive success.

 Plan how you'll improve your diet and lifestyle

On your break, you need to play offense, not defense. To get truly massive gains, you have to use your time off the sauce as leverage to upgrade your life. The more you can improve your diet and lifestyle, the more you'll get game-changing results.

 Talk to Your Doctor

If you've been drinking heavily for years (10-15+ drinks/week), there's a chance the first couple weeks could be medically dangerous while your body cleanses itself and heals.

Want to see how booze is affecting you?

TAKE THE YOU VS. BOOZE ASSESSMENT!

Believe it or not, we could have talked a lot more shit about booze than we did in this MANifesto.


The rabbit hole goes a lot deeper than you think.

But long story short...




If you want to be sure you'll kick ass and take names for a long time, you need to get crystal clear on how recreational drinking is kicking your ass right now.

This assessment is designed to help you do just that.



When you take the **You vs. Booze Assessment, we'll ask you a couple minutes' worth of questions and then generate your custom report.**

It's that easy.



In your report, you'll see how much your recreational drinking is hindering:

- ✓ Your sleep (it's a bigger deal than you think)
- ✓ You manliness
- ✓ Your health
- ✓ Your mental performance

You'll also get the clarity you need to know what to do about it.

Don't settle for letting booze kick your ass into oblivion.

It's time to kick back.



Take My Assessment - FREE!