
THE
Cravings
DECODER
WHAT YOUR CRAVINGS
ARE TELLING YOU
(And What to Do About Them)
MAX
STRENGTH
FITNESS

WELCOME

You know that moment when a craving hits... and suddenly, it's *allllll* you can think about?

It's like you're on autopilot, standing in front of the pantry or the fridge...

Not even sure if you're hungry, but the pull is REAL!

And then comes the spiral:

- *Why can't I control this?*
- *What's wrong with me?*
- *I was doing so well...*

Sound familiar?

#Cravings



**This guide is for educational purposes only and is not intended to diagnose, treat, or cure any medical condition. Always consult with your healthcare provider before making any changes to your diet or lifestyle.*

Here's what I want you to understand:

Cravings aren't a sign of failure.

They're *signals* — little messages from your body, your brain, or your nervous system trying to get your attention.

Once you understand what they actually mean, everything changes!

Instead of trying to fight cravings with willpower, you'll learn to work *with* them.

You'll respond with confidence instead of guilt.... And you'll feel *empowered*, not out of control.

In this quick-start guide, you'll learn:

- *What different cravings might be telling you*
- *A simple 3-step formula to help you feel more in control (fast!)*
- *A bonus cravings tracker so you can spot patterns & make shifts right away*

My goal with this guide is to help you feel empowered, not frustrated... and to give you tools that are simple, doable, and that *actually* work in real life.



LET'S GET INTO IT!

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Section 1

DECODE YOUR CRAVINGS



SWEET CRAVINGS

Could be...

- Low energy (especially mid-afternoon or late at night)
- Blood sugar imbalance (from too little protein or high-sugar meals)
- Emotional comfort / dopamine hit

Why this happens...

Craving sweets can be your body's way of trying to boost energy or mood quickly. Dopamine (your brain's feel-good chemical) spikes when you eat sugar, which can reinforce the habit loop.[1] If your meals earlier in the day were carb-heavy and low in protein/fiber, you may be riding a blood sugar rollercoaster that sets you up to crash and crave.

Try this...

- **Check**: Did you eat enough protein & fiber earlier today?
- **Add**: A high-protein sweet snack (like Greek yogurt + cinnamon + berries)
- **Support**: Take a short walk to help regulate blood sugar and mood[2]



SALTY/CRUNCH CRAVINGS

Could be...

- Stress / elevated cortisol
- Low magnesium or mineral imbalances
- Dehydration or electrolyte depletion

Why this happens...

Salty foods can help replenish minerals like sodium & magnesium that get depleted during stress, intense workouts, or poor hydration. Magnesium plays a key role in nerve function and blood sugar regulation[3] — and when it's low, cravings can intensify. Crunchiness is also linked to stress relief... the repetitive chewing can offer a calming outlet.

Try this...

- **Check**: Have you been under stress or physically on-the-go all day?
- **Add**: Crunchy, salty snacks with protein or healthy fat (like roasted chickpeas, olives, or seaweed snacks)
- **Support**: Add electrolytes or a pinch of sea salt to your water

CARB-HEAVY CRAVINGS

(BREAD, PASTA, CHIPS)

Could be...

- Low serotonin or need for calming
- Under-eating or lack of complex carbs earlier in the day
- Hormonal shifts (especially around your cycle)

Why this happens...

Carbohydrates help the body produce **serotonin**, a neurotransmitter that regulates mood, sleep, and appetite.[4]

When serotonin is low — often due to stress, lack of sleep, or hormonal fluctuations — your brain may crave carbs to boost its levels. If you're not eating enough *quality* carbs or calories, your body may push for fast energy sources like chips or bread.



Try this...

- **Check**: Did you skip lunch or go too low-carb today?
- **Add**: Complex carbs + protein (like toast with almond butter & banana, or rice with shredded chicken)
- **Support**: Build in steady, satisfying meals so your body doesn't have to panic for quick fuel

LATE NIGHT WINE OR SUGAR CRAVINGS

Could be...

- Nervous system dysregulation (need to calm down)
- Fatigue disguised as hunger
- Habit loop tied to stress, boredom, or emotional reward

Why this happens...

When you're overstimulated or emotionally drained, your brain craves a reward... something that signals comfort or “off switch.” Alcohol and sugar both trigger a temporary dopamine surge. If you’re tired but still pushing through your evening, cravings may be your body’s way of begging for a wind-down routine!

Try this...

- **Check**: Are you actually tired, overstimulated, or emotionally tapped out?
- **Add**: Herbal tea, dark chocolate + almonds, or a protein-rich bedtime snack
- **Support**: Build a simple 5-minute night routine that signals safety and calm



We Deliver RESULTS

Mike Coyne

"Training with MaxStrength Fitness has been life altering. It is the perfect exercise regime for me, and the virtual training allows me to stay the course even when traveling or on vacation."

Kevin Schneider

"20 minutes of non-stop work. The Trainers are extremely knowledgeable and friendly. You will feel the results immediately and see the transformation within weeks. Best decision I've made moving into retirement."

Crystal Pullen

"I've been a member for a year and a half. I've had quite a few old school traditional personal trainers since 2004. Max Strength methodology is far superior. Better results in less time. Their approach is mindful slow motion resistance Personal training in minimal time with maximum results.
The knowledge I've gained training at MSF has improved not only my strength and physique but also my mental fortitude and ability to maintain clarity and achieve goals beyond those at the gym."

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Section 2

THE 3-STEP CRAVING RESPONSE FORMULA

This isn't about being perfect — it's about being **present** and building trust with your body. When cravings hit...

1. 10-SECOND CHECK-IN

Take 10 seconds and check in.
Are you actually hungry? Tired? Bored? Stressed?
You don't need a deep therapy session... just a quick gut check!

2. CALL IT WHAT IT IS!

It's a craving. It happens to everyone! Doesn't mean you're doing something wrong. It just means something needs attention... and this is your cue to figure out what.

3. MAKE A POWER MOVE

Instead of reacting, choose something that supports how you want to feel. Sometimes that means food. Sometimes it means a walk, water, or texting a friend instead of doom-scrolling.

It's not about resisting the craving. It's about responding in a way that leaves you feeling better, not worse.



#MyPowerMove

TRACK IT TO CRACK IT

Use this tracker for 3–5 days and you'll start seeing exactly what your body is trying to tell you!

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
TIME *(Morning, 3pm, late at night etc.)*					
CRAVING *(Sweet? Salty? Carbs? Wine?)*					
WHAT WAS GOING ON? *(Tired? Skipped a meal? Stressed? Bored?)*					
WHAT I DID *(Reached for food? Took a walk? Had water? Ignored it?)*					
HOW I FELT AFTER *(Better? Still craving? Guilty? Calm?)*					

FINAL THOUGHTS

Way to go! You made it through The Cravings Decoder.

Now you've got a clearer picture of what your body might really be asking for when cravings hit, and more importantly, how to respond without guilt, stress, or restriction.

But this is just the beginning...

If you're ready to take things a step further — and build a plan that fits you, your cravings, your goals, and your real life — that's exactly what we help our clients do.



Because when your nutrition, workouts, habits, and stress management all work together (instead of against you), things just *click*.

You'd have a clear, actionable path to follow, making it so much easier to hit your health and fitness goals and maintain them.

READY TO TAKE YOUR *Next Steps?*



At MaxStrength Fitness we believe that everyone deserves to be healthy, fit and strong in only minutes a week.

Take your health and wellness outside of only the kitchen and truly transform your life in only minutes a week!

If you're looking for a better way to live, we want to invite you to experience the MaxStrength Fitness difference.



Ways to Work With Us:

1:1 PERSONAL TRAINING

With more energy, improved health, and less stress you are able to enjoy all the activities you love. Click below to learn more about our personal training and schedule a consultation at a location near you:

LEARN MORE HERE



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MAX STRENGTH FITNESS

twenty minutes + twice a week = transformation

SOURCES & FURTHER READING

1. Harvard Health – Understanding Dopamine's Role in Cravings
2. American Diabetes Association – Benefits of Walking After Meals
3. National Institutes of Health – Magnesium: Fact Sheet
4. Cleveland Clinic – How Serotonin Affects Mood, Sleep, and Cravings

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