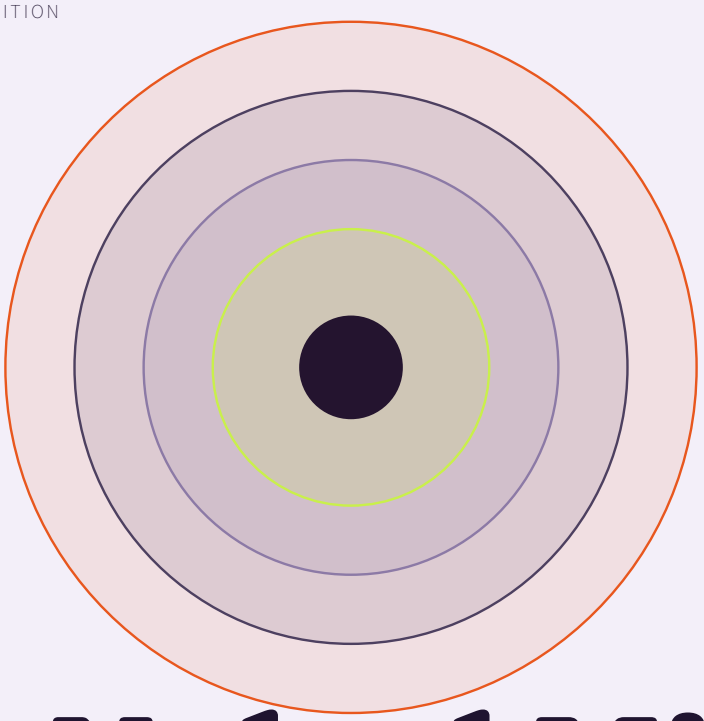


This Naked Mind: Control Alcohol, Find Freedom, Discover Happi-ness & Change Your Life

A reading of the book by Annie Grace (2015)

1. ACTION BOOK

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ABOUT THIS EDITION

This is HourLife's reading of This Naked Mind: Control Alcohol, Find Freedom, Discover Happiness & Change Your Life, in our own words. It is not a substitute for the book.

BEFORE YOU START 01

The book in a minute

Annie Grace is a former marketing executive who found herself drinking far more than she wanted to while her career was going well. In This Naked Mind she argues that the desire to drink rests on beliefs we absorb without noticing, from family, friends, films and advertising, and that alcohol is an addictive substance for anyone who drinks it. Rather than asking the reader to rely on willpower, she takes common beliefs one at a time, such as that alcohol relaxes us, helps us socialise or tastes good, and sets each one beside the science and the reader's own experience. She frames the struggle as a conflict between the conscious mind, which wants to drink less, and the unconscious mind, which still believes drinking brings pleasure or relief. Her Liminal Points mark the moments when an old belief loosens and a new view can take its place. The book mixes psychology and neuroscience with her own story, and it never blames the reader.

Below are the 9 ideas HourLife readers vote up most, each in our words with a note on what it asks of you, and then the steps that put them to work.

WHAT READERS KEEP

The takeaways

1

HOURLIFE TAKEAWAY

The pull to drink lives in beliefs you never chose, so examine them instead of fighting them.

Grace argues that most of what we think we know about alcohol was absorbed long before our first drink: from parents, films, adverts and the way adults around us behaved. Willpower fights the desire and leaves the belief untouched. Looking at the belief itself is what lets the desire fade.

2

HOURLIFE TAKEAWAY

When part of you wants to drink less and part of you wants a drink, both parts are you.

The book describes a conflict between the conscious mind, which sees the costs, and the unconscious mind, which still believes drinking brings pleasure or relief. Trying to overpower the unconscious side is exhausting. Grace's method is to update what it believes, so the two stop pulling against each other.

3

HOURLIFE TAKEAWAY

A Liminal Point is the threshold where an old belief loosens and a new one can come in.

Grace borrows the word liminal, meaning in between, for the moment when you are no longer sure the old story is true. The book is built to create those moments, one belief at a time. The discomfort of not being sure is a sign the change is happening, not that it is failing.

4

HOURLIFE TAKEAWAY

Alcohol is addictive for anyone who drinks it, so struggling with it is not a flaw in you.

Grace pushes back on the idea that a few broken people become alcoholics while everyone else is safe. She treats drinking as a slope that anyone can slide down, because of what the substance does. Moving the blame from the person to the chemistry makes it easier to look honestly at your own habits.

5

HOURLIFE TAKEAWAY

Part of the calm a drink brings can be relief from an unease that drinking helped create.

Alcohol is a depressant, and the body pushes back against it. As the effect wears off, many people feel more on edge than before they started, and the next drink then feels like relief. Seeing that loop makes the promise of a relaxing drink look different.

6

HOURLIFE TAKEAWAY

Few people loved their first sip; the taste for alcohol is usually learned.

Grace looks at the belief that we drink because we like the taste. Most first drinks taste harsh, and we persist because of what drinking means socially. Much of the pleasure turns out to be in the sugar, the mixer, the glass and the ritual.

7

HOURLIFE TAKEAWAY

Alcohol is sold as fun, sophistication and belonging, and noticing the sale weakens it.

Grace spent her career in marketing, and she reads alcohol adverts the way she would read any campaign. The product is rarely shown; the feeling is. Once you see how often you are being sold a mood, the link between the drink and the mood starts to come apart.

8

HOURLIFE TAKEAWAY

The ease you feel at a party comes from the people, not the glass.

The book examines the belief that we need a drink to socialise. Children make friends with no help at all, and plenty of people enjoy a night out sober. Lowered inhibition also dulls attention and memory, which are the parts of an evening worth keeping.

9

HOURLIFE TAKEAWAY

Aim to stop wanting, not to stop yourself.

Grace frames the goal as freedom rather than restriction. If you still believe you are giving something up, every evening without a drink feels like a loss. When the belief has changed, there is nothing left to resist.

PUT IT TO WORK

Your action book

Do the setup steps once, then keep the habits going. The setup changes your week; the habits keep it changed after the first good one.

The download puts this whole reading and a printable action book in one PDF: the setup checklist, then a page of real calendar days for each habit, starting on the day you choose.

SET UP ONCE

- [ ] See a doctor first if you drink daily
- [ ] Write down why you drink
- [ ] Write the other column
- [ ] Stock drinks you actually like
- [ ] Tell one person who won't lecture

KEEP UP DAILY

- [ ] Examine one belief at a time
- [ ] Name the urge, then wait
- [ ] Check what the drink really did

30 days · Nov 6 - Dec 5, 2026

Part two, after the reading, prints each of these as a page to fill in by hand.

THE LAST WORD

Before you go

Pick one step from the action book and do it today. An idea from a book starts to count once it changes what one ordinary day looks like.

PART TWO

The action book

Change the setup once, then keep it up. 5 setup actions to do once, and 3 habits to mark each day for 30 days.

Nov 6 - Dec 5, 2026

Print it, or write on it in any PDF app.

SET UP ONCE

The setup checklist

Each of these is done once. Do one a day, and check it off when it is done.

- [ ] SETUP 1

See a doctor first if you drink daily

If you drink every day or heavily, book an appointment with your doctor before you stop or cut down sharply.

Stopping suddenly can cause withdrawal, which can be dangerous, and a doctor can help you do it safely.

MY VERSION

DONE ON

- [ ] SETUP 2

Write down why you drink

List every reason you drink, in your own words: it relaxes me, it is how we celebrate, it helps me sleep.

Don't judge them yet. This is the list you will examine.

MY VERSION

DONE ON

- [ ] SETUP 3

Write the other column

Next to your reasons, write what drinking has cost you in the last month: mornings, sleep, money, conversations you don't remember.

Keep it factual, not harsh.

MY VERSION

DONE ON

- [ ] SETUP 4

Stock drinks you actually like

Put two or three drinks you enjoy in the fridge this week, such as sparkling water with lime, a good tea or an alcohol-free beer.

Have one ready for the time of day you usually pour a drink.

MY VERSION

DONE ON

- [ ] SETUP 5

Tell one person who won't lecture

Pick one person who will back you without judging, and tell them you are looking at your drinking.

Ask them simply to check in with you next week.

MY VERSION

DONE ON

DAILY HABIT 1 OF 3

Examine one belief at a time

Spend ten minutes with one belief from your list: where it came from, what the evidence says and what you have noticed yourself.

Nov 6 - Dec 5, 2026 · 30 days · circle each day you do it

SMALLEST VERSION

CUE

WHERE

November 2026

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6 ○	7 ○	8 ○
9 ○	10 ○	11 ○	12 ○	13 ○	14 ○	15 ○
16 ○	17 ○	18 ○	19 ○	20 ○	21 ○	22 ○
23 ○	24 ○	25 ○	26 ○	27 ○	28 ○	29 ○
30 ○						

December 2026

MON	TUE	WED	THU	FRI	SAT	SUN
	1 ○	2 ○	3 ○	4 ○	5 ○	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

EACH FRIDAY

WHAT HELPED

WHAT GOT IN THE WAY

ONE CHANGE TO THE SETUP

DAILY HABIT 2 OF 3

Name the urge, then wait

When you want a drink, say what you expect it to do for you, and which belief that is.

Nov 6 - Dec 5, 2026 · 30 days · circle each day you do it

SMALLEST VERSION

CUE

WHERE

November 2026

MON	TUE	WED	THU	FRI	SAT	SUN
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EACH FRIDAY

WHAT HELPED

WHAT GOT IN THE WAY

ONE CHANGE TO THE SETUP

DAILY HABIT 3 OF 3

Check what the drink really did

When you do drink, write two lines the next morning: what you expected it to do and what it actually did, an hour later and the next day.

Nov 6 - Dec 5, 2026 · 30 days · circle each day you do it

SMALLEST VERSION

CUE

WHERE

November 2026

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6 ○	7 ○	8 ○
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December 2026

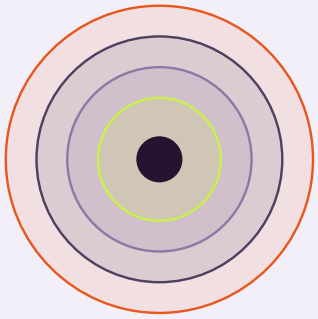
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EACH FRIDAY

WHAT HELPED

WHAT GOT IN THE WAY

ONE CHANGE TO THE SETUP



You don't have to fight a desire you have stopped believing in.

HOURLIFE NOTE AFTER ANNIE GRACE