



ONE YEAR  
NO BEER

# TIPS, TRICKS AND HACKS

FEEL BETTER **LIVE BETTER**

THE NO-BEER REVOLUTION

PUTTING ALCOHOL IN ITS PLACE

# ABOUT US

---

One Year No Beer is the world's largest online community of people living alcohol free. It started around the idea of a challenge to go against the social norm and give up alcohol for 30/90 days and focus on diet, exercise and the mind. We give you tons of inspiration, tips, tricks and hacks to focus your life on a healthier way to live, and a thriving social platform to connect with others on the same journey.

OYNB has already helped thousands of people change their lives in 2016 and aims to continue improving the challenge in 2017!

OYNB Founders Ruari Fairbairns and Andy Ramage are brokers who transitioned from normal drinking to being alcohol free--and now help others change their lives the same way. They've taken OYNB to 73 countries and thousands of people. Will you be next?



It's Thursday night. You are just packing up your things and someone says...

# FANCY A BEER?

## YES

---

leads to 3 (you know it does) and then maybe a quick sharpener. You head home via a kebab, you sleep poorly, wake up hungover, cancel the personal trainer and spend the day on facebook instead of working.

## NO

---

gets you home on time to eat your well prepared meal, spend time with the family, get a good night's sleep, rise early to your usual exercise routine, bouncing into work only to SMASH the day to pieces.

*We've all been there...*



# THE ALCOHOL FREE ADVANTAGE

---

This is not about “giving up alcohol.” We will show you there is absolutely **NOTHING** to give up and **EVERYTHING** to gain. Going alcohol free will give you an edge. To be a better person, a better friend, a better employee, a better manager, a better parent, healthier, itter, more productive, all encompassing better you. Sounds too good to be true?



KIDS LOVE PARENTS THAT  
ARE FULL OF ENERGY.  
PARTNERS ADORE HAVING  
SOMEONE WHO IS FULL OF  
VITALITY...

**HERE ARE JUST A FEW  
OF OUR TOP ALCOHOL  
FREE ADVANTAGES:**

# 1

## THE TIME ADVANTAGE

Drinking takes time and hangovers take more. Lack of a time is a modern disease and once you stop drinking you get so much back. Morning vitality provides access to time before work and extra energy allows us to maximise the weekend.

## THE MENTAL FITNESS ADVANTAGE

Alcohol and hangovers are terrible for our emotional wellbeing. Once alcohol free, you avoid the emotional battering the day after drinking that brings anxiety & depression. Having a clear head provides the perfect platform to cultivate real mental strength. Also there is something truly liberating about not having to cover up the 1 that's really 4!

# 2

LACK OF TIME IS A MODERN DISEASE, ONCE YOU STOP DRINK YOU GET SO MUCH BACK...

# 3

## THE HEALTH ADVANTAGE

Forget the obvious health advantages such as lower risk of disease-going alcohol free is the key to a total health makeover. Suddenly you have the motivation to exercise and the hangover junk food is replaced with a nutritious diet. Combined with enhanced emotional fitness, this creates an upward spiral of thriving. All from one simple change.

## THE WEALTH ADVANTAGE

We estimate that you could save between £5000 - £10,000 a year. It's not just the obvious alcohol, but all those drunken extras that add up - from

# 4

taxis to late night kebabs. Multiply this with compound interest over the typical drinking career and it's enough to buy a house!

## THE SLEEP ADVANTAGE

Even a small amount of alcohol destroys restorative sleep. When you sleep deeper everything in life improves. Going alcohol free will improve the quality of your sleep to no end. This in turn will improve your well being, both emotional and physical. You will also become more productive, more patient and motivated to stick to your life goals.

# 5



# 6

## THE SOCIAL ADVANTAGE

---

Learning to socialise alcohol free makes your life 1000x better. Gone is the constant nagging concern to sort the 'alcohol situation' and there is something powerful about dealing with social situations without the crutch of alcohol. Also the quality of your interactions is so much better when you're sharp of mind and present to deeply listen to what's being said.

## THE RELATIONSHIP ADVANTAGE

---

One of the number one advantages to going alcohol free is how your relationships will blossom. Kids love parents that are full of energy. Partners adore having someone who

**7** is full of vitality, clear headed and less snappy the day after.

Whilst colleagues enjoy working with someone who is on the ball and full of energy to get things done.





# MYTH BUST ERS

---

One of the quickest ways to change a habit is to bring it out into the open where you can expose its true worth. Clever marketing and years of social conditioning lead us to believe that alcohol offers us many benefits when they're generally a myth. If we take some time to really consider alcohol's role in our lives, very often we discover the truth - it offers so little yet takes so much away.



PLEASE DON'T WAIT FOR  
AN EPIPHANY THAT MIGHT  
NEVER COME. ROCK  
BOTTOM IS A DANGEROUS  
MYTH...



**BELOW ARE SEVERAL  
OF THE COMMON  
MYTHS:**



# 1

## MY FRIENDS SAY I'M BORING

---

Friends want to keep their drinking buddies so of course they'll say this. Nights out with friends are such a small part of our lives that it can't define our entire personality. Boring is being so hungover you can't face the world, lacking all energy and motivation to live life. Going alcohol free gives you your vitality back to take on your dreams and goals, reignite old hobbies and generally love life - this is anything but boring.

## IT HELPS ME RELAX

---

Alcohol is a stimulant. It does not help us to relax. There is a tendency to falsely associate alcohol with relaxation when often it's the situation that's helping us relax. For example,

**2** slouching on the couch with our shoes off helps us to relax, not the alcohol. There are hundreds of great ways to relax and none of them involve drinking.





### I AM WAITING FOR SOME SORT OF ROCK BOTTOM BEFORE I GIVE UP

Please don't wait for an epiphany that might never come. Rock bottom is a dangerous myth. No one person or thing is going to magically remove alcohol from your life. We are afraid that you will need to take charge and put in the effort to break this habit.

3

### IT GIVES ME CONFIDENCE

4

Dutch courage has caused a lot of upset over the years. This plastic confidence

melts away the day after, leaving anxiety and a total lack of confidence. When you stop drinking something powerful happens - you build a real confidence that beats anything alcohol ever pretends to offer.

### I'VE DONE A DRY JAN

Any break from alcohol is great, but try to avoid using a month off as proof you have control and then as a free pass to overindulge for the next 11.

5

### ALCOHOL MAKES LIFE FUNNY

Another myth that clouds our world is that funny things only

6 happen around alcohol. If we are honest, alcohol creates many of life's most 'unfunny'

moments: the drunken arguments, fights, and statements we deeply regret. And when you really think about it - most of the really funny moments in life happen whilst alcohol free.

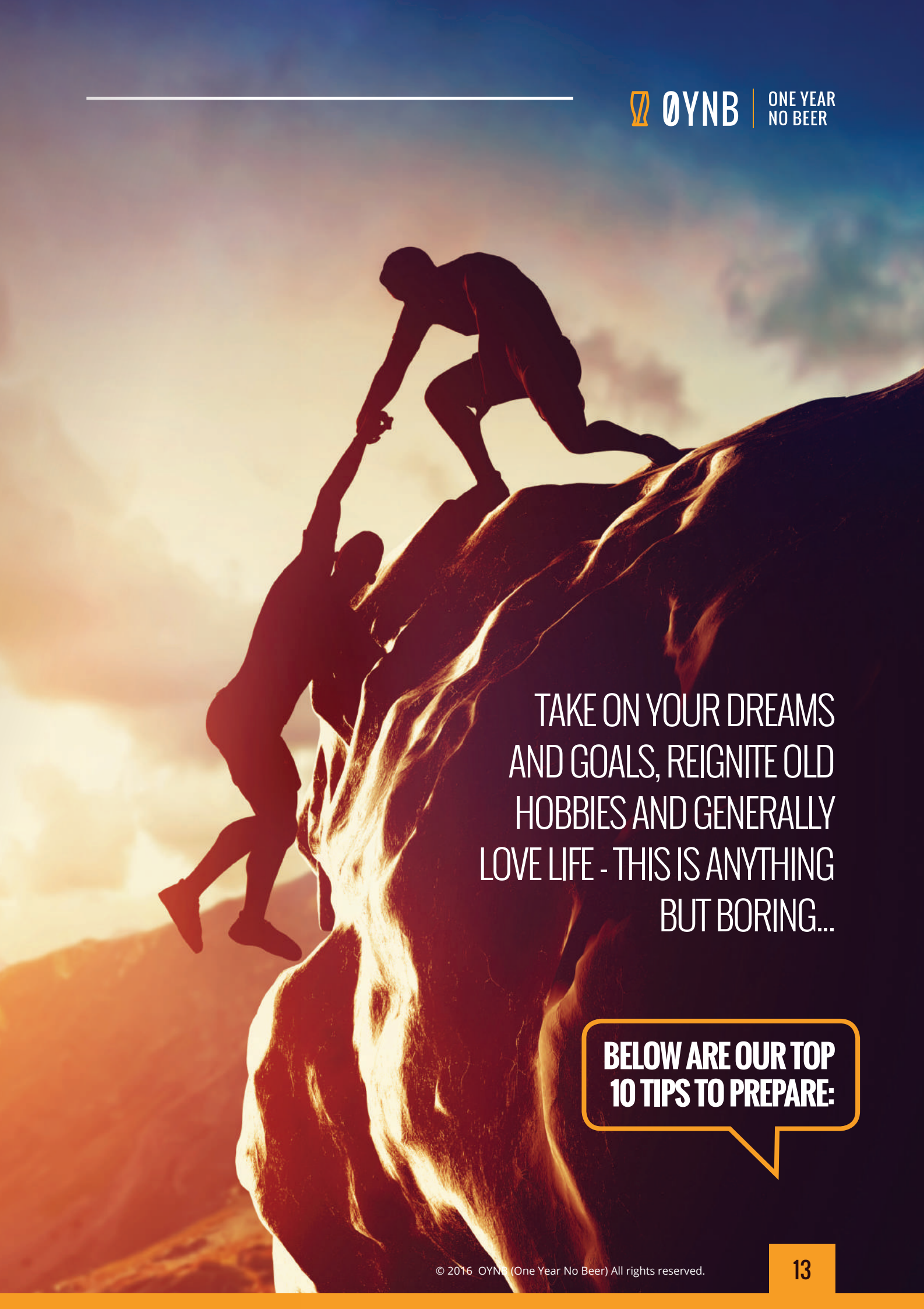
DUTCH COURAGE HAS CAUSED A LOT OF UPSET...

# TIPS, TRICKS AND HACKS

---

Ok - you're convinced - this is the biggest no brainer in the history of no brainers. You're going to sign up and take the challenge. So you just stop drinking - it's easy, right? Unfortunately we have discovered that trying to wing it simply doesn't work. The way to make this a successful challenge is to prepare, prepare, prepare. It sounds over the top, but thousands of our members say that preparation is the key ingredient to any alcohol free period.





TAKE ON YOUR DREAMS  
AND GOALS, REIGNITE OLD  
HOBBIES AND GENERALLY  
LOVE LIFE - THIS IS ANYTHING  
BUT BORING...

**BELOW ARE OUR TOP  
10 TIPS TO PREPARE:**

# 1

## LIST ALL YOUR REASONS WHY

Take 10 minutes to list all your reasons why you are taking this challenge. Is it to be a better parent, to get healthy, lose weight, save money, or be the the best version of yourself? Your reasons are unique to you - keep them somewhere close so you can refer back to them for extra motivation.

## BOOK A PHYSICAL CHALLENGE

If today you can just run 5k, then book a half marathon. Book a challenge that will push you beyond your current abilities. This provides a tangible goal, plenty of exercise and an activity to help fill all the wonderful time you will get back once alcohol free.

# 2

## GO PUBLIC

Tell the world, when you are ready, about your challenge. Post it on social media or do it for charity--the power of the group will help you stay on track.

# 3

## RE-STOCK THE FRIDGE

Where possible remove the obvious alcoholic temptation and replace it with healthy, delicious alcohol free alternatives. You will be amazed how tasty the alcohol free alternatives are these days.

# 4

TELL THE WORLD,  
WHEN YOU ARE  
READY...





## YOUR FIRST DRINK

Prepare for that first time when you enter a social situation. Know exactly what

**5** you will drink and have a backup incase it's not stocked. Also rehearse your excuse - know exactly what you will say to how you will say it. Prepare like an athlete and use visualization to mentally rehearse.

## PLAN AN ALTERNATIVE

Habits are made up of a trigger, routine and reward. The key habit change is to replace the routine and keep the trigger and reward the same. So when the Friday trigger comes to reward you with socialising with friends, replace the usual 'drinks' routine and perhaps book a spin class instead. Or go bowling with the lads for a change. Make the effort to change your routine by planning your alternative nights out.

**6**



## THE SLIP UP

Rome wasn't built in a day; blips happen. The key to any alcohol free period is the ability to learn from mistakes and come back stronger. If you slip up - so what? Learn, grow and bounce back even better. Don't give yourself the excuse to overindulge, instead use this as fuel to drive you onwards.

**7**

## BE AN AMBASSADOR

The facebook group has been described as life changing. The support and inspiration contained within this group is breathtaking. Use this group for inspiration and take the time to share your story to inspire others. Always remember - your habits, good and bad, will often become those of the ones you love - surely this has to be the greatest alcohol free motivator of all.

**8**

IF YOU SLIP UP - SO WHAT?  
LEARN, GROW AND BOUNCE BACK...

# WHAT NEXT ?

---

Ok - you're convinced - this is the biggest no brainer in the history of no brainers. You're going to sign up and take the challenge. So you just stop drinking - it's easy, right? Unfortunately we have discovered that trying to wing it simply doesn't work. The way to make this a successful challenge is to prepare, prepare, prepare. It sounds over the top, but thousands of our members say that preparation is the key ingredient to any alcohol free period.





TAKE ON YOUR DREAMS  
AND GOALS, REIGNITE OLD  
HOBBIES AND GENERALLY  
LOVE LIFE - THIS IS ANYTHING  
BUT BORING...

**OYNB  
CHALLENGE IS  
HERE**

# READY TO CHANGE YOUR LIFE?

# 1

## KEEP AN EYE ON YOUR INBOX FOR UPDATES

At this point you might look at the diary and say 'oh but I have the wedding, the holiday, the birthday...' These occasions are no reason to delay--we say these are the reason to start. Overcoming these big social moments alcohol free provides a massive confidence boost. It will instantly dispel those alcohol myths and you'll feel great.

Our unique Challenge will help you get started with daily emails and much more.

## DAILY EMAILS

We have helped tens of thousands of people around the world learn the alcohol free advantage - and we have pulled all of this learning and understanding of peer pressure, behavioural science and real world understanding into 90 days worth of daily support emails that are timed to assist you on your journey exactly as it unfolds.

We know that during week two you will probably have a mini slump affecting your sleep or anxiety. We understand that during month two you are likely to think it's easy and potentially slip up, which is why we created the daily emails tailored to support your experience.

Over 80% of our members said the best thing about OYNB was the timely daily support emails.

# 2

## GET SOCIAL

The support you will gain from your fellow One Year No Beer members is off the scale. The closed Facebook groups (oneyearnobeer) is one of the most active groups around. You have to see it to believe it. In addition, the OYNB specific forum is overflowing with inspirational tips, tricks and support.

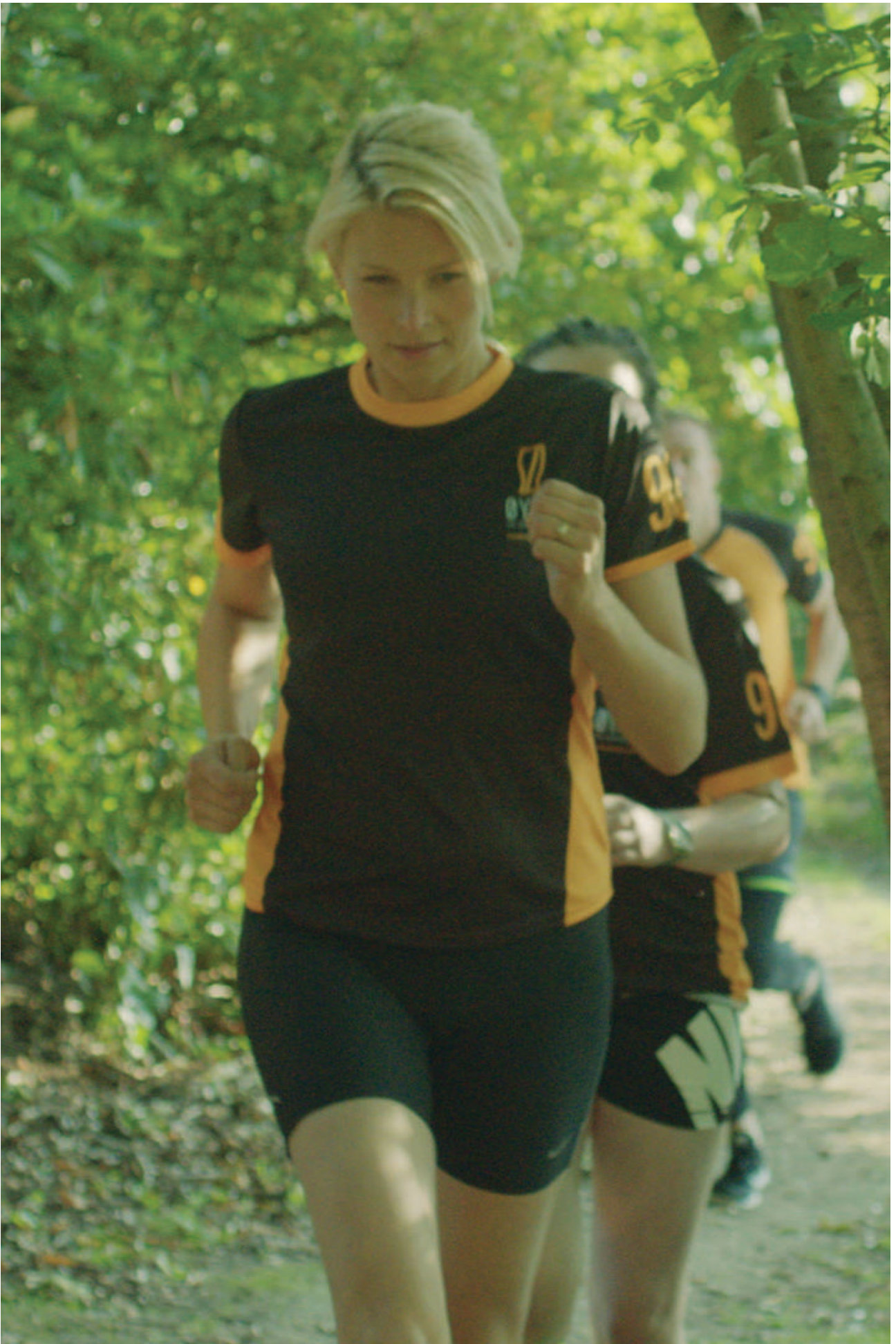
A massive part of the OYNB experience is giving back-this is the reason the groups are buzzing. But don't take our word for it - get stuck in and check them out.

Ready to change your life?

# 3

**KEEP YOUR EYE ON  
YOUR INBOX FOR  
EARLY NOTICE!**





# WE HAVE AN EXCITING CHALLENGE FOR YOU...

**We will help you move from feeling stuck in a boozy rut to feeling powerful, motivated and ready to rise up and join the thousands of others who've changed their lives, lost weight, gotten fitter, gained clarity, improved their relationships and so much more!**

**Join our all new One Year No Beer Challenge, we'd love for you to take part. With our help, it's time for you to change your perspective and enjoy being Alcohol Free as you dominate this brand new year!**

**Take part in the challenge:  
[oneyearnobeer.com/takethechallenge](http://oneyearnobeer.com/takethechallenge)**

**We'll be in touch with more links, info, support and more!**

**Regards, Ruari Fairbairns, Andy Ramage and the OBYN Team!**

