

Step 4: Notice the emotional layer

The seven whys, with Sandrine Fuentes

Going beyond the surface of your cravings to uncover the deeper emotional drivers. Cravings often begin with stress, boredom, loneliness, or excitement, but if you ask “Why?” again and again, you will discover the core need or belief beneath the craving. This clarity helps you respond with compassion and awareness rather than automatic habits.

The order and depth are unique for everyone. Sometimes the craving starts with a body sensation, sometimes with a thought or an emotion. There are no right or wrong answers, just your truth in this moment.

Part one: notice the emotional layer

1. What emotion am I feeling right now as the craving appears?

2. Is the craving linked to stress, boredom, sadness, loneliness, or excitement?

3. How does this emotion influence the intensity of the craving?

4. What might my body or mind really be asking for instead of food?

Part two: the seven whys

Start with the question: “Why do I want to eat right now?” or “Why is this craving important?” Write your first answer, then ask “Why?” again. Keep going until you have asked at least seven times. You may be surprised where you end up, often in a place of deep emotional truth.

An example

- Why do I want to snack at night? Because I want to relax.
- Why do I want to relax? Because I feel stressed.
- Why do I feel stressed? Because I have too much work to finish.
- Why is that stressful? Because I am afraid I will let people down.
- Why am I afraid of letting people down? Because I want to feel accepted.
- Why do I want to feel accepted? Because I want to feel loved.
- Why do I want to feel loved? Because love makes me feel safe.

Your seven whys

1. Why?

2. Why?

3. Why?

4. Why?

5. Why?

6. Why?

7. Why?

Notes and observations

Emotions are messages, not enemies. By peeling back the layers with compassion, you give yourself freedom to respond differently. The craving is not just about food. It is pointing you towards a deeper need.