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Warning

The information and advice provided through this program is designed to help you make more informed decisions regarding your health. It is not a substitute for any advice or treatments that may have been prescribed by your Doctor. If you suspect you have a medical problem or before beginning any exercise program, please consult your physician.

During this program we use the word “Thin”. This word is meant as a visual guide only and will vary by individual, body type and height. You may wish to consult with your Doctor regarding the ideal weight for your body type. We encourage you to set goals that are realistic and obtainable for your body type and consulting with your physician is a great way to determine this.

Introduction

There are thousands upon thousands of diet and weight loss programs on the market these days. Some of them are good, some bad and many are just plain trash. This program doesn't include dieting or telling people when, where or specifically how much to eat. Instead, this program teaches people how to use their brain more effectively and consciously when it comes to eating, exercise and positive self image.

Much of what people do day to day takes place unconsciously. Some people can eat a whole bag of chips while watching a TV program simply because they are not paying conscious attention to what they are eating. Do you know anyone like that personally?

By teaching people how to use their brain in new ways, we are able to bring unconscious behaviours into conscious awareness. Once people have conscious awareness, they are able to make changes to the behaviour more easily.

This program contains many exercises. Some of these exercises will ask you to use your imagination and do things that you may have never tried before. Keep an open mind and do the exercises, even if you just pretend to do them. Making the changes you desire takes your active participation.

This program provides the recipient with skills and insights that will allow them to change their relationship with food forever. No longer will food be able to control you! You will be in full control of yourself.

Welcome to Part 1

Dieting

There is much scientific evidence that diets only work for 10% of the people who use them. Many people who use dieting end up gaining the weight back and many put on even more weight. The reason for this is that when you diet, you are literally putting your body into a defensive mode. When you take in significantly less calories, your body reacts by storing as much fat as possible and reducing the metabolic rate to conserve energy. It's part of your body's natural survival system that you are activating when you diet and it's a cycle that causes many people to feel bad, have low self-esteem and even give up on losing the weight they desire to lose. Perhaps not the best path to follow, it's no wonder the first part of the word Diet is DIE.

A New Beginning

I am reminded of a story about a young girl who was about 8 years old. She was at the circus with her parents and having a wonderful time as kids do. The young girl noticed a large elephant at one end of the circus tent. The adult elephant had a rope tied around its leg. The other end of the rope was tied to a wooden stake that was driven into the ground. The young girl kept on looking at the rope and then the elephant. She examines the size of the stake to the size of the elephant... something isn't right.

The young girl asks her parents how a rope and a small wooden stake could ever stop the giant elephant from escaping. The father smiles and is happy to realize how observant the young girl has become. The father tells her that how when elephants are small, they start out with a heavy chain around their leg. The other end of the chain is attached to a long steel spike that is driven deep into the ground. The girl listens as her father explains how the baby elephant would pull and tug trying to get loose, but the chain and steel spike are far stronger than the baby elephant.

The young girl listened and understood what kept the elephant from escaping years ago, but didn't understand how that past experience was affecting the elephant today. Her father explained that the elephant had become conditioned to fail. He failed so many times before that all that was necessary now was to tie a small rope around it's leg and as soon as it feels any resistance, it stops trying.

We all know what would happen if the elephant ever decided to give 100% on last time, it would be free! Many times as human beings we have failed in the past, and perhaps, have never again given 100% to achieving our goal. I would like you to now give 100% to your weight loss goal.

No matter what you have done in the past to try and lose weight it does not matter. I don't care if you have tried 100 different diet programs and failed every single time. From this very moment on you no longer have to drag your past weight loss experiences into the future. The outcome you get from this program is not based on what you have done or experienced in the past and I want you to know that you have the CHOICE to leave the past in the past and begin creating a new future, a new you, starting now.

Stop TRYING to lose weight

Many people have tried different weight loss programs and methods without success. You might have even thought (before you started this program) that it's "worth a try" or there is "no harm in trying". This is the moment, the time you need to make a decision. Are you ready to take action, lose weight and change your life, or are you **just trying** so that you can justify your existing circumstances to yourself by saying "at least I tried". Let me ask you a question, if you were moving at 6:00am on Saturday and you asked a friend to come over and help you load the truck and they said "well I've got a lot going on but I'll try" do you think they are going to show

up to help you? Chances are they won't be there, but you'll say to yourself "they are a good friend, because they **tried**".

Stop trying! Make a commitment to make whatever changes you need to make starting right now. This means a commitment to re-prioritize and do whatever is necessary in order to move yourself toward you goal and ensure your success!

Here are some ideas that will help you... If you eat fast food a lot, start packing healthy meals and snacks and taking them with you! It's faster than fast food and better for you if it's already in your bag, backpack, briefcase etc... Make it the night before if you are short on time and put a reminder on your front door, steering wheel or wherever you need to, in order to remember to take it with you! It's amazing at first how your unconscious will try to maintain old patterns.

Pain or Pleasure

We all make decisions based on one simple question. Will the decision we are about to make lead us **toward pleasure or avoid pain**. If you see a piece of Chocolate and decide to eat it, there is only one reason you make that decision, you believe it will give you pleasure. If you are very hungry then it may give you the pleasure of helping eliminate your hunger. If you are not really hungry then you may decide to eat it to get the pleasure of the texture and flavour from the Chocolate.

We are all constantly making decisions based on the pain and pleasure evaluation, even unconsciously. Think about it, why do you get up and go to work every day? It may be because you get total and complete satisfaction from your job, but for most people I'd be that the pain of not getting a paycheck is the real reason you do it. Think about other decisions you have made. Were those decisions not made to get pleasure or avoid pain?

Now you might be thinking that losing the weight you want to lose, having more energy, being more healthy and feeling better would give you much more pleasure than the piece of Chocolate. This is true. The problem is that the Chocolate is here now, in your face, close and provides immediate pleasure vs the pleasure of having lost the weight which is way out there in the distant future and may still seem a little hard to bring into focus.

How do you really feel about losing weight?

When you look at someone who is thin or in great shape, how do you feel? Do you get feelings of resentment, jealousy or disgust? What do you say to yourself inside your own mind when you see a person like this? Take a moment and think about it and be honest with yourself, what do you really think of thin people?

If you have negative feelings towards these people then let me ask you a question, do you think that your unconscious mind will ever let you become something you resent, are jealous of, or feel disgust towards? The answer is NO! If you allow yourself to continue to think this way, you are creating an unconscious roadblock to your own weight loss success.

The solution is to begin looking at thin and fit people with love, kindness and a “good for you attitude”. Begin by saying to yourself, “I’d like to look like that” or “soon people will look at me and wonder how I lost all the weight” or simply “I can do it!”

By embracing a positive attitude and internal dialog (the way you talk to yourself) you will begin to let your unconscious mind know that losing the weight is something you would like to do, something you’d like to experience. Once you make this change, your conscious and unconscious will begin to work with you and move you forward towards your weight loss goals.

Over the next days, weeks and months, adopt this new attitude. Here's a tool that can help, get an elastic band or hair band and put it around your wrist. When you notice yourself thinking negative things about thin, fit people, flick the elastic against your wrist. Then say something positive about the person or how you desire to be thinner, fitter and more vibrant and as you do, massage the spot where you flicked the elastic. This will re-enforce to your unconscious that you want positive, motivating thoughts about thin people. Essentially, you are giving yourself pain when you have thoughts that are not conducive to your weight loss goals and pleasure when you have thoughts that lead you in the right direction.

Train your Brain Exercise #1

Your coach will now provide you with a powerful Hypnosis experience to help you see, feel and hear what things will be like in the future when you have achieved your weight loss goal. The audio track for this is Begin To Be Thin Hypnosis – Daily Session. You can listen to this session daily or how ever often you'd like.

Homework:

Until your next session, begin eating more slowly. Set your knife and fork down in between bites and focus on enjoying each mouthful. Listen to the Hypnosis Session on a regular basis.

Welcome to Part 2

Review

- 1) Are you still TRYING to lose weight? What changes have you already made that re-enforce your new commitment to become healthier?
- 2) Are you allowing yourself to feel good and think positive thoughts when you see people who are thin and healthy?
- 3) Are you eating slowly and focusing on your food?
- 4) Are you listening to the Begin To Be Thin Hypnosis Session regularly?

Noticing Change:

It's important to notice and acknowledge even small changes as you move through this program. What have you noticed that is different since our last session? Have you had different thoughts regarding losing weight, the people you have been seeing or the effect your power word can have? Write down changes you notice now:

Get Focused

Now that you'll be thinking positive thoughts and wishing all those "thin people" well, **you are now free to surround yourself with images, words and reminders of your desire to achieve your weight loss goals.** Whether you want to put a smiley face on your fridge that reminds you to feel happy because you're taking steps every day to become more healthy, or a photo of someone who is the weight you desire to be. Surround yourself with symbols and images that will remind you several times throughout the day that you are making changes in your life, you are making better decisions, you are on a new path to a better, healthier and more vibrant you! This will help re-enforce your desire to lose weight and keep your mind focused on goal!

Choosing a POWER WORD

Now it's time to create your own personal power word. This is a word that you can use at any time to access power, strength and focus in an instant. It will be a word that you use whenever you need to feel strong and resourceful. Choose a word for this purpose now. It should not be a common word. It should not be a word that you use every day. It should be unique and something that is easy to remember.

The POWER word I have chosen is: _____

Throughout this program we will be using your POWER WORD to re-enforce your new learning's. Say your power word to yourself or out loud when you make good decisions, when you feel good or when you notice a positive change. The more you use it the more powerful and useful it will become.

Train your Brain Exercise #2

The **circle of power** allows you to anchor your power word to a resourceful state of mind and body. In this exercise you will be imagining that there is a circle of power on the floor in front of you.

- 1) Standing outside of the circle, think of a resourceful state of mind and body that you want to achieve. Say it out loud.
- 2) Now step into the circle and remember a time when you were in that particular state of mind. Remember everything you could see, hear and feel at that time and when you are at the peak of that experience, say your “power word”
- 3) Step back out of the circle
- 4) Now repeat step 1 and 3 a couple more times
- 5) Think of a time in the future when this state will be useful for you
- 6) Step into the circle and imagine the success of the future event as you say your “power word”

Homework

I want you to use your POWER WORD whenever you make good decisions and choices to re-enforce it and give it even more power. Then say it whenever you have a food craving or want to snack out of boredom and notice how it changes the way you feel.

New Clothes

Have you ever bought new clothes because your old clothes were getting tight due to weight gain? It seems like a simple decision, but it says a lot about the way you are really thinking about your weight and where it's heading. When you choose to buy new clothes instead of losing the weight to have your existing clothes fit you well, you are creating an unconscious agreement with yourself in your own mind that you intend to stay this size or get even bigger! You have to decide now that this is unacceptable! People don't buy larger clothes to get them through a couple weeks of slimming down! **People buy new clothes to be more comfortable with their excessive weight!** Only you can decide that this is unacceptable for you.

Some people even buy clothes a size bigger than they need just "in case" they get a little bigger. This is a cycle that leads to making yourself more comfortable with weight gain. What you should be doing is making yourself uncomfortable so that you're desire to lose the weight will increase!

An alternative is to continue to wear your clothing that feels a little tight and to notice just how uncomfortable it makes you, think about that discomfort each time you eat out of boredom, or for comfort or pleasure. Is the comfort or pleasure that comes from eating an unhealthy snack better than the comfort you would feel if your clothes fit really well, is it better than hearing people tell you how good you look? Is it better than knowing you are becoming a more healthy vibrant person?

Your Secret Weapon: Your Imagination

One of the most powerful weight loss tools you have at your disposal is your imagination. It has been proven that when will and imagination come into conflict, imagination wins every time.

The challenge for many people is that they use their imagination to imagine how good something will taste, to make perfect pictures of cakes, chips, pop, ice cream and other snacks. It is important to note that this process is very fast and generally takes place just below the level of conscious awareness.

Think about the steps you go through in your mind to create a craving. Don't you have to see a picture of what you want to eat in your mind, then imagine what it will taste like and they say something to yourself like "that would be good", or "I have to have it!" or "just one won't hurt"... etc... this is a process that you go through called "How I create a craving". It's like a little computer program that you run in your mind in order to generate the feelings and desires of having a craving.

By becoming aware of the steps involved in the process, you can now begin to make changes or interrupt the processes that don't support your goal to lose weight, or serve you in a positive way. Use your imagination in new ways to imagine yourself feeling good, being healthy, saying no thank you and moving toward your ultimate goal!

Train your Brain Exercise #3

Your imagination is one of the most powerful tools you have for making positive changes in your life. In this exercise, we're going to teach you how to use your imagination to control your urge to eat, while increasing and intensifying the pleasure of changing your body and achieving your weight loss goal. We can also make anything you crave (even Chocolate) much less desirable so that it is much easier for you to take control of such cravings.

This exercise is designed to show you how you can create or eliminate the urge to eat at any time by using your imagination effectively. When we use your imagination we use visualizations, sounds and feelings within our body. Your coach will assist you in accessing these senses, notice how your mind and body respond.

Step 1: Close your eyes and imagine for a moments that you have a juicy ripe lemon sitting in front of you. Notice the colour of the lemon, the texture of the skin and the tangy smell.

Step 2: Imagine that beside the lemon is a knife. Take the knife and cut the lemon in half. Now open your mouth and stick out your tongue, lift the lemon so that it is sitting just above your tongue, notice the single drop of juice that dangles from the bottom of the sour lemon, now squeeze the lemon and allow the juice to drip onto your tongue...notice how your body reacts to the juice hitting your tastebuds...

Step 3: Open your eyes. How did you react to that experience? Did you notice any physical reactions? Do you have more saliva in your mouth, could you imagine how the lemon juice tasted as it hit your tongue?

Step 4: Close your eyes and imagine that sitting in front of you is a piece of the most delicious apple pie ever... notice the perfect brownness of the pastry, the aroma of the baked apples... notice if there is cinnamon in the pie... imagine that it is the perfect temperature... now take your fork and break off a piece of the pie, notice how flaky the pastry is as you lift the piece up to your mouth and allow the flavour to dance on your tastebuds...

Step 5: Keep your eyes closed and as you do, imagine that before you can take your very next bite, a cat jumps up on the table and coughs up a huge disgusting hairball all over your piece of pie.... Notice the colour and texture of the hairball... do you want another bite of pie?

This exercise illustrates how much control you have over your physical cravings by using your imagination in ways that lead you toward your weight loss goals. In the past your imagination may have been your worst enemy, from this day on it can be your biggest asset to losing weight!!

Take a step in the right direction

One of the keys to losing weight is increasing your Basal Metabolic rate. This is the rate at which you burn calories when you're not exercising. One of the most effective ways to begin to do this is by increasing your overall daily level of activity, which will reduce fat and increase lean muscle, thereby increasing the BMR. A simple way to do this is to begin to increase the number of steps you take each day. Take a moment to think about how you could increase the total number of steps you take in a day. You might park a little further away (it's easier to find a parking space and less crowded), take a relaxing walk during lunch or after work, walk to a coffee shop that is a little further away, you could walk in place for 2 minutes at your desk, what else can you do to increase the number of steps? If you want to measure how many

steps you are taking in a day, then get a good pedometer that will literally count each step you take. It can be fun to log your process.

What are some other ways you can begin to slowly increase your physical activity?

We'll be covering more on choosing exercise activities later in the program, but for now just take those extra steps each day.

Homework

Between now and the next section, use your imagination to see how you can change the way you respond to seeing different foods. Notice how you can use this new skill to change the way various foods make you feel.

Use your **POWER WORD** whenever you make good decisions and choices to re-enforce it and give it even more power. Then say it whenever you have a food craving or want to snack out of boredom and notice how it changes the way you feel.

Welcome to Part 3

Review

- 1) Are you using your POWER WORD? You should be saying this word out loud or to yourself when you make a good decision, feel good or notice any positive change.
- 2) Are you using your imagination to visualize yourself more clearly at your desired weight while making foods you crave smaller and less significant
- 3) Are you looking at thin healthy people in positive ways and reaffirming your goal to have the body you desire
- 4) Are you using your power word to access the resources you need when you need them?
- 5) Are you taking more steps ever day by parking further away, walking when you have the choice or doing other exercise to increase your metabolic rate

Noticing Change:

What have you noticed that is different since our last session? Write down changes you notice now:

Train your Brain Exercise #4 - Leverage

This exercise is designed to help you get leverage on yourself, so that you will associate more pain to being overweight than you do to doing the things that are necessary for you to achieve your weight loss goal. The purpose of this exercise is to magnify the negative elements that being overweight brings into your life, you may find the first part of this exercise uncomfortable.

It may make you sad, angry, frustrated or upset in some other way, feel what you need to feel in order to know that you need to make changes in your life starting RIGHT NOW! The second part of the exercise is designed to magnify the pleasure and benefits of losing weight, achieving your weight loss goal and becoming a healthier, more vibrant you!

Benefits of losing weight

Take a few moments and think about all the benefits of losing weight. Write 5 ways that you will benefit below:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Read each benefit out loud, followed by your POWER WORD!

Now take a few moments and think about what you will lose out on or what could happen if you don't lose the weight. Write 5 ways that not losing weight will cost you below:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Read each item out loud followed by "I deserve better"

If you had to choose the most important reason why **you have to lose the weight now**, what would it be? Please write it below:

Weight Loss Agreement & Personal Contract

Beginning today **I choose** to make better decisions regarding how, when and what I eat. I take responsibility for my behaviours, my health and my body. I know that nobody but me is responsible for the actions I take and the decisions **I** make regarding food.

I have the power to decide **what I** eat, nobody can force me to eat anything that I do not want to eat or that isn't good for me. **I have the power** to choose **when I** eat, nobody can make me eat when I am not hungry.

I have the right to eat slowly and focus on the food I am eating so that **I can enjoy** and appreciate every single bite. **It is my choice** how I will exercise and move my body, so that I can fully and completely enjoy myself while doing so.

From this day forth, **I accept** full responsibility myself for achieving my weight loss goals and am willing accept all of the rewards, praise, good feelings and health benefits of doing so. **I choose** to take action and make new decisions in new ways so that I will begin to lose weight and achieve my goals, now.

Signed : _____ Date: _____

Are you Truly Hungry?

Many people eat simply because they are bored, lonely or feeling miserable. Essentially they want to change the way they feel by eating. The problem is that nothing you eat and no amount of food will change the way you feel for very long. Many people find that after eating to change their feelings, they actually end up feeling worse because they regret eating what they just ate!

Ask yourself this question before you start eating...

“Am I eating because I am hungry or do I want to change how I am feeling?”

If you develop the new habit of eating only when you are actually hungry you begin to teach your body to stop giving you false hunger signals. So when you are hungry eat, but make sure that you take your time! Over the next week begin to take your eating more seriously. Turn off the TV and don't read while your eating. I want you to **give your food your full, undivided attention**. Slow down by **putting your knife and fork down in between eat bite** and **take the time** to really focus on the texture and flavour of each mouthful. Keep doing this until you develop the habit of eating more slowly and begin paying attention to your body and notice when you feel full.

Eating more slowly allows you to reconnect with your body and notice when you are feeling full. **When you feel full, stop eating!** I don't care if there is ½ a plate of food in front of you, save it for later or do whatever you want with it, but don't eat it if your no longer hungry!

Remember **food will not change the way you feel**, we'll give you other techniques and exercises that you can use to achieve this goal without taking in the extra calories or fat!

False Hunger Triggers

Take inventory of the automatic triggers that cause you to eat when you are not really hungry. Some of the most common triggers include:

Social Gatherings

It is common for people to eat when socializing. The challenge is that we are eating mostly unconsciously simply because we are not focusing on the food, but rather on the social activity. Become more aware of what and how much you eat when socializing and take control.

Boredom

Lots of people eat when they are bored! It's up to you to decide that food isn't entertainment! Remember if your eating to change the way you feel then you need to find an alternative!

Watching TV

If you eat when watching TV then either stop or limit your portion. Since your not focused on your food, this is a time to literally “Watch what you eat!”. Choose healthy foods and use portion control so when it’s gone...your done.

Junk Food Convenience

Many people eat junk food “because it’s there!”. Don’t fall into this trap. Eliminate junk food from your house and you won’t give that imagination of yours a chance to imagine just how good those potato chips will taste.....

Take a few minutes to **identify 3 false hunger triggers** that occur in **your life** and choose an alterative behaviour that you can choose to do the next time you find yourself in that particular situation.

False Hunger Trigger #1

What do you normally do in this situation?

What would you rather do?

What can you do to ensure you respond in this new way?

False Hunger Trigger #2

What do you normally do in this situation?

What would you rather do?

What can you do to ensure you respond in this new way?

False Hunger Trigger #3

What do you normally do in this situation?

What would you rather do?

What can you do to ensure you respond in this new way?

Stop Gorging and Binge Eating

The best way to avoid binge eating is to simply eat **what you want, but only when you are hungry**. If you are not hungry, don't eat it! By eating what you want you aren't denying yourself the foods you love. It is denying yourself that causes people to eventually "crack under the pressure" and then binge eat!

To avoid Gorging (eating too much too fast) pay attention to **your level of hunger** and don't allow yourself to get so hungry that you need a quick fix. If a scale went from starving to overstuffed you should keep yourself between pleasantly full (not overstuffed!) and mildly hungry. When you feel mild hunger, eat slowly and focus on your food, then stop eating when you feel full.



Train your Brain Exercise #5

This exercise allows you to become aware of your timeline and future pace your weight loss in a positive way.

Step 1: If you were to point in the direction of your future, what direction would you point? This is different for everyone, some people see their future in front of them, others to the right or left, or even up to the left or right etc.. it can be any direction that feel right for you. Point in that direction now.

Step 2: If you were to point in the direction of your past, what direction would you point? Is your past behind you, in front of you, to the right, left? Point in the direction of your past now.

Step 3: Now look in the direction of your future and notice a time in the coming days weeks or months that you have achieved your weight loss goal. Imagine that as you close your eyes that you float up above your timeline and along it to that future time so that you can look at yourself at that time. Notice what is different about how you look, how you feel and any changes in your attitude. Take a moment and float down into yourself and feel your body at this new weight, see how good you look as you look at yourself in the mirror and notice how all of these changes have effected your life for the better. Say your power word now!

Step 4: Now float back up above your timeline and begin moving backwards, noticing as you do what actions did you take along the way to lead to achieving your weight loss goal. Notice the ways in which you have taken action, made new choices and eaten differently. Notice how you have been moving your body and using your power word and all the tools you have learned along the way. Float all the way back to now, at your own time and pace.

Step 5: Open your eyes and write below something you can do today, within the week and within the month that will lead you towards making the future you have seen, felt and heard a reality!

Today I will: _____

Within the week I will: _____

This month I will: _____

Part 4

Progress report

- 1) Are you eating when you are honestly hungry?
- 2) Are you eating slowly?
- 3) Are you giving the food your eating your undivided attention and enjoying every bite?
- 4) Are you noticing when you are full and stopping when you are no longer hungry?
- 5) Have you looked at food you like but don't want to eat and changed the color, pushed it away and made it smaller in your mind or imagined it covered with something you don't like to reduce the desire?
- 6) Are you trying to remember to use these new tools or are you USING THEM?

Noticing Change:

What have you noticed that is different since our last session? Write down changes you notice now:

“Although others can support and believe in you, losing weight isn’t something that someone else can do for you, ultimately it is a gift that you decide to give to yourself through the choices you make and the actions you take. Nobody else is responsible for giving you this gift. It is a gift that you deserve, from yourself to yourself!”

What don't you want?

The answers I get when I ask someone “what do you want” have been very interesting. Someone once came in to my office to see me about weight loss and when I asked them “what is it that you want to achieve” they said, “I don't want to be fat and tired anymore”. Interesting. They had explained what they didn't want and not what they did want. I then asked them if just showing them how to feel really energized would meet their outcome and they said no because they “didn't want to be fat either”. It's really important to get very clear about what you actually want, because you just might get it.

It has been my experience that people get much better results by stating their desires in terms of what they want, rather than what they don't want. This allows the unconscious and conscious mind to sync up and begin moving you towards your outcome more effectively.

Better questions, better answers!

We all have internal dialog and the way we talk to ourselves can have a huge affect on what we decide to do and not do. When we are faced with a decision we ask ourselves internally “should I do this” or “why do I do this” or “why can't I stop doing this?” and for many people, internal dialog can get down right insulting. People have told me that they say things to themselves like “your so stupid” or “I'm such a moron”, maybe not the best things to be saying to ourselves if we want to feel good and make changes in our lives.

When we ask ourselves “why?” as in “why can't I lose weight” we might get answers like “Because food tastes so good” or “because you have no willpower” etc..

The unconscious mind always answers our questions and if you want better answers all you need to do is ask better quality questions and state them in a positive way.

Instead of asking “Why can’t I lose weight” and getting answers like “because you eat donuts and don’t exercise”, you could ask “How can I lose weight” which might get you answers like “you can go for a walk, make more healthy food choices or find other ways to change your moods”.

If you want to ask questions that empower you even more you can use a structure like...

“How can I lose weight and enjoy the process?”

When your unconscious mind answers a question like the last one, it’s going to come up with ways to lose weight that you can enjoy. Isn’t that more powerful than “why can’t I lose weight?”. You can always trust your unconscious mind to come up with answers for you even if you’re not consciously aware of what the answers are. So trust your unconscious, after all if you can’t trust your unconscious mind, whose unconscious mind can you trust.

If internal dialog isn’t direct communication with your unconscious mind, then who, exactly are you talking to?

The truth about fat and calories

Reading food labels and trying to make sense of the information has become like trying to find your way out of a labyrinth. Serving sizes are small so other numbers appear small to including grams of fat and calories. Have you ever looked at a label and thought to yourself “oh good it’s only 100 calories” but then further investigation revealed that that 100 calories was for a serving size of 5 potato chips (being a bit facetious), but sometimes this isn’t far off the truth.

So here is the secret not so secret formula that can help you make a truly informed decision regarding what you choose to, and not to eat.

You will need a couple of number off a label for this calculation, including the grams of fat per serving and calories per serving.

Each gram of fat contains 9 calories, therefore, to calculate the number of calories that are derived from fat we take the Grams of fat per serving * 9 and then divide it by the calories per serving.

Grams of fat per serving * 9 = Calories from fat

Calories from fat / Calories per serving * 100 = % of Calories from fat

Use this formula on some food products you have at home that you believe are low fat foods. The percentage of calories from fat may surprise you.

Personally, when I am actively managing my weight, I don’t eat foods that have a higher calorie from fat content of 30%. However, this is a personal guideline and you should choose what level is acceptable to you.

You can now make more informed choices regarding what foods you purchase and what foods you choose to consume using a formula that works on everything from potato chips to pasta. One last word on this, watch that the percentages your looking at on food labels isn't based on % of daily recommended values, this can be a little misleading if you just glance at a label.

Burning it off

Ever wondered how much activity it would take to burn off a Blueberry Muffin, French fries or other foods? Have a look at the tables below to get an idea of just how much activity it takes to burn it off. Values are approximate and for information purposes only.

Someone who weights 170lb

Food	Walk 5kph	Jog 10kph	Cycle 20kph	Swim	Weight Training
Ice Cream – 2 scoops	41	14	16	15	17
Meat Pie 175g	108	37	43	38	45
Chocolate Biscuit	23	8	9	8	10
Cream Biscuit	23	8	9	8	10
Donut Plain 70g	57	20	23	20	24
Lamington 50g	39	13	15	14	16
Cheesecake 60g	45	16	18	16	19
Chocolate Cake 60g	51	18	20	18	21
Mud Cake 100g	80	28	32	28	33
Muffin 60g	39	13	15	14	16
Chocolate 30g	36	13	15	13	15
Chocolate Bar 60g	60	21	24	21	25
Corn Chips 100g	111	39	44	40	47
Potato Crisps 50g	57	20	23	20	24
Hot Chips 150g	68	24	27	24	29
French Fries (med)	75	26	30	27	32
Hamburger Plain	91	32	36	32	38
Hot Dog	64	22	25	23	27
Pizza – 2 Slices	157	54	63	56	66
Cola – 1 Can	35	12	14	13	15

Someone who weights 220lb

Food	Walk 5kph	Jog 10kph	Cycle 20kph	Swim	Weight Training
Ice Cream – 2 scoops	31	11	12	11	13
Meat Pie 175g	81	28	32	29	34
Chocolate Biscuit	17	6	7	6	7
Cream Biscuit	17	6	7	6	7
Donut Plain 70g	43	15	17	15	18
Lamington 50g	29	10	12	10	12
Cheesecake 60g	34	12	14	12	14
Chocolate Cake 60g	38	13	15	14	16
Mud Cake 100g	60	21	24	21	25
Muffin 60g	29	10	12	10	12
Chocolate 30g	27	9	11	10	11
Chocolate Bar 60g	45	16	18	16	19
Corn Chips 100g	84	29	33	30	35
Potato Crisps 50g	43	15	17	15	18
Hot Chips 150g	51	18	20	18	21
French Fries (med)	56	20	22	20	24
Hamburger Plain	68	24	27	24	29
Hot Dog	48	17	19	17	20
Pizza – 2 Slices	118	41	47	42	49
Cola – 1 Can	26	9	11	9	11

Someone who weighs 280lb

Food	Walk 5kph	Jog 10kph	Cycle 20kph	Swim	Weight Training
Ice Cream – 2 scoops	25	9	10	9	10
Meat Pie 175g	65	22	26	23	27
Chocolate Biscuit	14	5	5	5	6
Cream Biscuit	14	5	5	5	6
Donut Plain 70g	34	12	14	12	14
Lamington 50g	23	8	9	8	10
Cheesecake 60g	27	9	11	10	11
Chocolate Cake 60g	31	11	12	11	13
Mud Cake 100g	48	17	19	17	20
Muffin 60g	23	8	9	8	10
Chocolate 30g	22	8	9	8	9
Chocolate Bar 60g	36	13	14	13	15
Corn Chips 100g	67	23	27	24	28
Potato Crisps 50g	34	12	14	12	14
Hot Chips 150g	41	14	16	15	17
French Fries (med)	45	16	18	16	19
Hamburger Plain	55	19	22	19	23
Hot Dog	38	13	15	14	16
Pizza – 2 Slices	94	33	38	33	40
Cola – 1 Can	21	7	8	8	9

Remember you're burning calories every hour even when your not doing any specific exercise, but the tables give you an idea of the amount of activity it takes to burn common foods that we consume.

Train your Brain Exercise #6

The following exercise is called Anchoring. By doing the exercise repeatedly you can teach your brain how to take you into resourceful states quickly and easily. Read all the steps before beginning the exercise.

Step 1: Think of a time when you felt strong and in control of things. Notice what you could see at the time, notice all the sounds you could hear at the time. Notice how you were holding your body and any sensations or feelings you had at the time. When you are at the peak of the experience, using your right hand, squeeze your thumb and middle finger together and hold it there while you continue to see, hear and feel the experience for a few moments. Now release your fingers.

Step 2: Do step 1 two more times, allowing yourself to go deeper into the experience each time and squeezing your thumb and middle finger together at the peak of the experience.

Step 3: Now think of a pink elephant. Or something else completely unrelated to what you just did.

Step 4: Now squeeze your thumb and middle finger together again and notice what comes to mind, notice how the changes in the way you feel... you feel more resourceful when you do this don't you? Now you can fire this anchor when you need to feel strong and in control.

Step 5: Now think of a time when you couldn't stop yourself from eating something really good, a time when you had to have it. See what you saw, hear what you heard, feel what you felt at the time. Now squeeze your left hand thumb and middle finger together at the peak of the experience, and then release.

Step 6: Do step 5 two more times.

Step 7: Think about which cartoon character you liked better, Mickey Mouse or Goofy.... (this gets your mind off the exercise for a moment)

Step 8: Squeeze your left hand thumb and middle finger together to fire the anchor of when you had to have something

Step 9: Squeeze your right hand thumb and middle finger together to fire the anchor of when your were resourceful and in control.

Step 10: Release your LEFT thumb and middle finger WHILE continuing to squeeze your right hand thumb and middle finger, hold for as long as you desire as you enjoy those feelings of being in control and powerful.

Step 11: Think of the smell of fresh flowers, what kind of flowers are you thinking of?

Step 12: Squeeze your left thumb and middle finger together to fire the anchor again and notice what is different. Notice how you feel more in control and powerful.

Anchoring state is a powerful way to bring resources and strengths from a past experience to other current or future experiences. Once an anchor is installed it can be re-enforced by setting it over and over again. Generally speaking the more you do it, the stronger it becomes. You can create all kinds of anchors for yourself and fire them off whenever you need them by using steps 1-4 in this exercise.

Part 5

Progress Report

- 1) Are you stating things in terms of what you want rather than what you don't want?
- 2) Are you asking yourself better questions in order to generated better responses from your unconscious mind?
- 3) Are you using the Fat Formula to calculate the fat from calories content of foods you eat?
- 4) Do you think about how much activity it would take to burn off certain foods?
- 5) Have you created some powerful anchors that you can utilize to access powerful states?

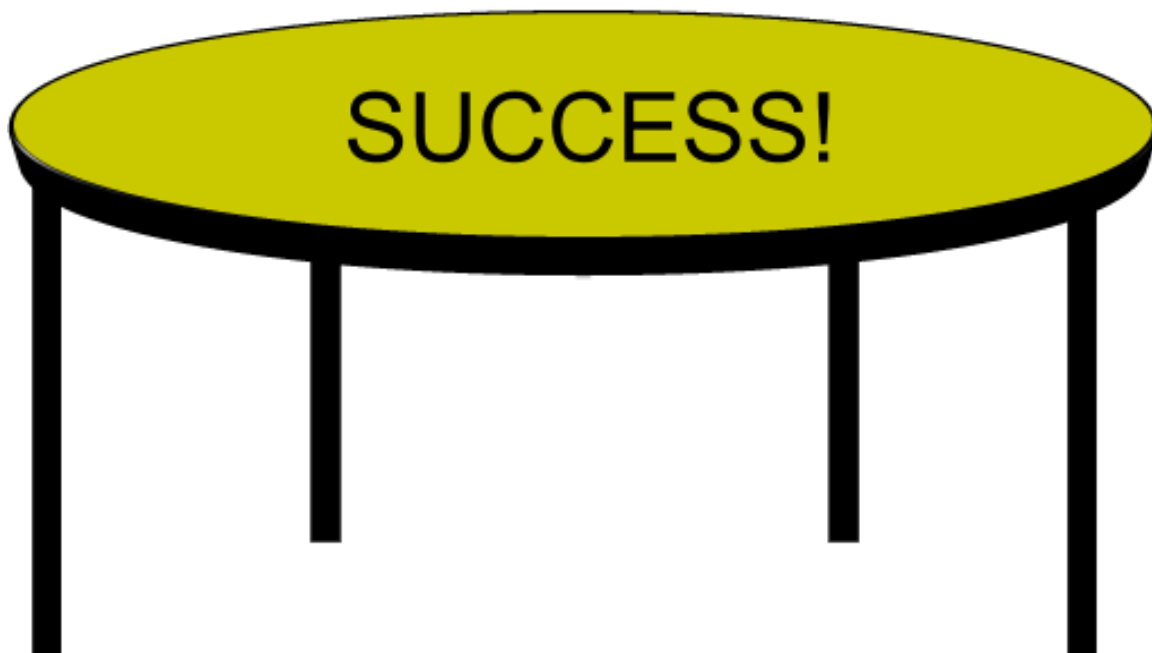
Noticing Change:

What have you noticed that is different since our last session? Write down changes you notice now:

Pillars of Weight Loss Success

I want you to know that you deserve to achieve your weight loss goals as much as you deserve to feel the sun on your face or breath the air that surrounds you. Below is a drawing of a round table, this is the table of weight loss success. The table has four legs, but you can add as many more legs as you wish. Each leg provides the table of success with support. Take a few moments and think of the reasons you deserve to be successful in your lose weight. Here are some samples of what some other people have come up with in the past. “I am honest”, “I am a loving person”, “I care about myself”, “I love my family”, “I am a good mom/dad”, “I am trustworthy”. You can label the legs of the table with whatever will support you in your goals.

Once you have labeled the diagram look at the reasons you have written, these are **just some** of the reasons that you deserve to lose the weight you desire and I can assure you that there isn't one person who has achieved their weight loss goals that had reasons for success that were more important to them than yours are to you.



Train your Brain Exercise #7

Energy Tapping refers to the stimulation of energy meridian points on the body by tapping them with your finger tips. This is based on the premise that there are thousands of energy meridian lines that run throughout our body and these energy meridians can be stimulated to allow energy to flow more freely throughout the body. It is believed by many people that energy congestion in the meridians causes dis-ease and that clearing energy blockages assists the body in healing. This is the same basis of acupressure and acupuncture but without needles or discomfort.

For the purposes of this program, we are going to show you how to use Energy Tapping to destroy food cravings and help you to get you mind and body synchronized so that both are moving you in the direction of a healthy new weight.

Step 1: Notice on a scale of 1 to 10 (10 being the highest) what intensity the issue your tapping on is for you.

Step 2: Think of the issue you are tapping for then begin to tap the Karate Chop point on your right or left hand. As you tap it say “even through (issue) I deeply and completely accept myself”, repeat this 3 times.

Step 3: Using two fingers, move to tapping on point number 2 (7-10 taps) as you state the issue you are tapping for example: “this craving”

Step 4: Begin to move through the points on the tapping chart repeating the (issue) statement as you go.

Step 5: When you get to the fingers, tap each finger except the ring finger (you'll hit this meridian on point 12)

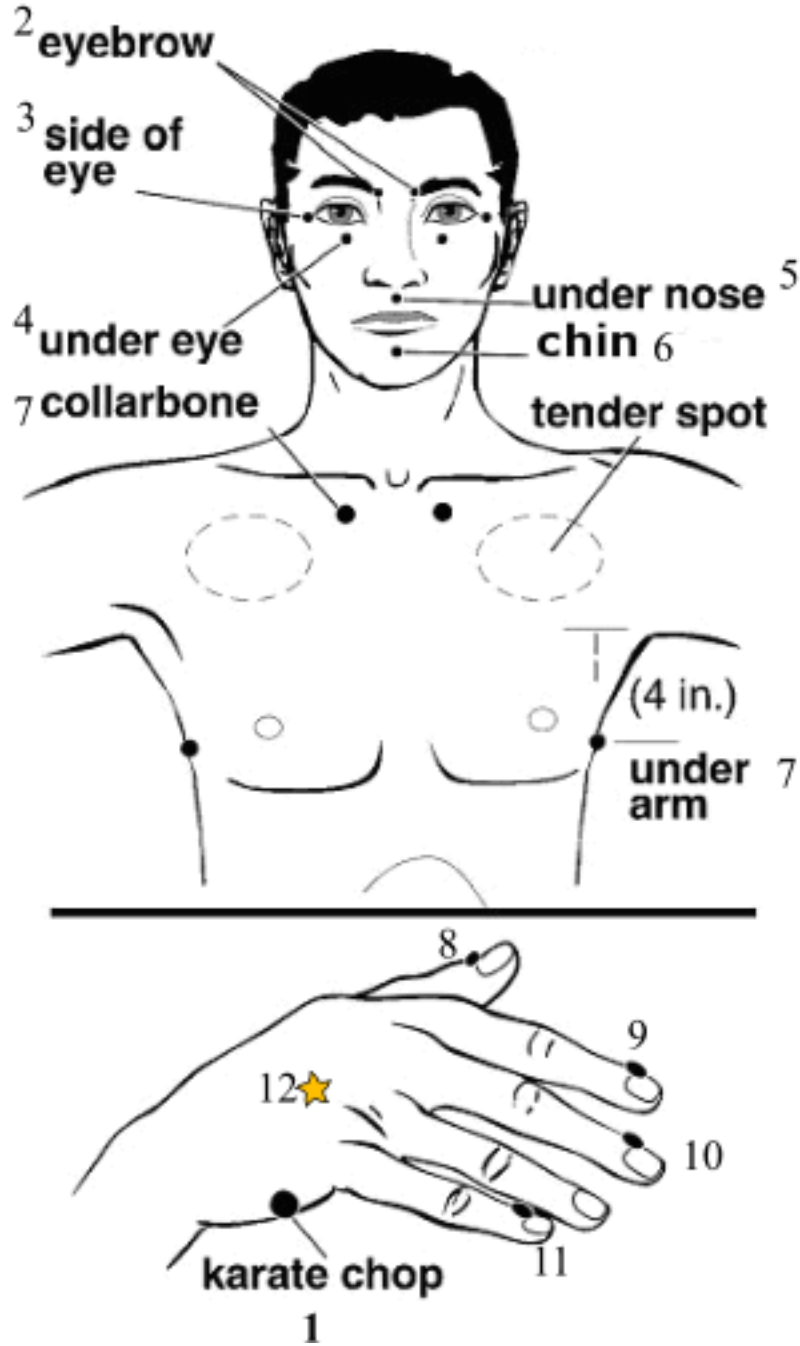
Step 6: As you tap point 12 there are a few extra steps. Open and close your eyes. Look down hard to the right. Look down hard to the left. Roll your eyes left to right. Roll your eyes right to left. Hum a tune (happy birthday), count to 5, hum a tune again.

Step 7: Sit back or stand still and feel the pleasant energy vibration.

Step 8: Notice the on a scale of 1 to 10 how you intense the feelings are now. You will most likely notice that the level of intensity has dropped. If by chance the level has increased, then there may be another underlying issue that you need to tap for before being able to decrease this one, think about issues that are related or somehow affect the original issue you are tapping for and then tap on that.

If you have any difficulty reducing the intensity of a particular issue, then you might find working with a local Energy Tapping Practitioner to be helpful in uncovering underlying issues that may need tapping. Be sure to view my Energy Tapping Video Tutorial that's part of this course.

Tapping Points



About Exercise

Always consult your physician before beginning any exercise program

If you are not exercising on a regular basis, there is only one reason why. You associate more pain than pleasure to exercising. You need to find ways to make exercising more fun, more exciting and more interesting!

Nobody wants to do exercise that isn't enjoyable. After all if you hate what you do for exercise then eventually you won't want to do it! So make sure you choose an activity that is one you can enjoy. If you're thinking of using a treadmill or walking outside then you have the choice of listening (or in the case of the treadmill reading) to something interesting that you find enjoyable.

If you like to read then walk to an audio book

If you like to learn then listen to educational recordings while you are exercising

If you like to laugh then listen to comedy

Are you motivated by music? Then choose great music to listen to

You have a choice in how you view exercise, you can think of it as something you **have to do**, or something you **get to do**! I choose to think of it as "My Time", time when I get to listen to what I want, learn what I want and think about what I want while I just happen to be exercising. This allows me to easily associate more pleasure than pain to exercising and I actually enjoy "my time".

One of the most important elements of your exercise program is ensuring that you are exercising aerobically rather than using sporadic bursts of intensity. The goal is to raise your heart level for sustained period of time rather than working intensely for a short period of time. Sports that use sporadic bursts of energy include activities like Racquetball, Tennis and Baseball.

Aerobic exercise consists of elevating your heart rate to the level where your body burns fat for a period of at least 20 minutes.

When it comes to choosing an exercise activity you should keep in mind that you will want to be exercising 4-5 times each week for a minimum period of approximately 40 minutes. The first 10 minutes should be a warm up. The next 20 minutes should consist of you moving your body in a way that gets your heart rate up to 70-75% of your maximum heart rate. The last 10 minutes will be a cool down.

A good guideline for calculating your exercising heart rate is to use $180 - \text{YOUR AGE}$. For example, if your age is 43 then you would take $180 - 43 = 137$ as a target heart rate. You should check with your doctor so that your level of fitness, weight and any previous health challenges can be accounted for. Your doctor will be able to tell you what elevated aerobic exercise heart rate is right for you at this time.

Remember to choose an exercise that you can enjoy, think of this time as YOUR TIME and remember that every time you exercise, it will get easier and more comfortable. Studies have shown that people who exercise on a regular basis for a period of 6 months typically adopt exercise as a part of their regular activities for the rest of their lives. It becomes a new pattern, a welcome pattern of behaviour that makes us feel good.

Part 6

Progress Report

- 1) Are you using Energy Tapping to eliminate food cravings?
- 2) Are you still eating slowly and noticing when you are full?
- 3) Are you still responding differently in situations that cause false hunger triggers?
- 4) Have you chosen an exercise? Are you exercising aerobically 3-4 times each week?
- 5) Are you honoring your weight loss contract?

Noticing Change:

What have you noticed that is different since our last session? Write down changes you notice now:

Accessing Powerful States

Ask yourself a question, do you control your state of mind, or does your state of mind control you? Taking control of your state of mind is one of the most powerful things you can learn to do and you're about to discover a powerful way to change your state of mind instantly. But, first let me ask you a question. How does a person look physically when they are depressed or feeling down? Think about it, how does a person who is feeling depressed hold their head? Are their shoulders back? Are they slouched over or standing up tall? Are they smiling or frowning? When you see someone who is holding their body like this, what state do you automatically associate to their body?

Now imagine you see someone who is completely happy and content. How do they look physically? How do they hold their head? Are their shoulders back or down? Are they slouched or standing or sitting up tall? Are they smiling or frowning?

We instinctively know the mood people are in by the way they hold their body. This is because the thoughts and feelings we have are reflected in our physiology automatically. There is a direct link between the way you think and the way you move or hold your body! The challenge is that most people let their thoughts change their physiology without realizing the relationship between the two. That relationship is a loop, in other words if you change one, you change the other.... It isn't just one way... if you change the way you think... the body changes...but if you change the way you hold your body...your thoughts change too.

This means that you can take control of your mental state at any moment simply by changing the way you are moving or holding your body.

Train your Brain Exercise #8

In this Train your Brain exercise, you'll be learning about how to change your state of mind by changing the position of your body.

- 1) Sit up nice and straight, hold your shoulders back, put a great big smile on your face.... Now feel depressed...WITHOUT CHANGING YOUR PHYSIOLOGY. Is it possible?

- 2) Think of a time when you found out you didn't get something you wanted, think about a time when you had an expectation and it wasn't met...think about a time when you were sad... now notice how your physiology changes when you THINK about those things.

- 3) Now go back to sitting up straight, smiling.... Holding your shoulders back, think about winning the lottery or a time when you got something you really wanted.... What happens to your physiology?

Because our physiology and thoughts are directly connect to each other, when you change one, you change the other. If you're feeling down... change your body...and your mind will change too. Think of vacations, fantasize about winning the lottery or image yourself having a great experience and you will notice that your body will change with those thoughts. Take control, remember the power you have to change your state of mind by changing your body and use it to access more powerful, positive and joy filled states!

The Human Needs

Every human being has specific needs that must be met. One of these needs is typically a “primary need” while others will vary in degrees of importance depending on the person, their up-bringing and life experiences that created their beliefs and values.

The primary human needs are:

- 1) Certainty
- 2) Variety
- 3) Love and connection
- 4) Importance
- 5) Growth
- 6) Contribution

People have certain human needs that are important to them. They may not be aware of how these needs effect their decisions or actions or how they play a vital part in our relationships and our lives. Everyone has some core needs and it is when our most important core needs are not being met that we will take action either negative or positive to meet those needs.

Certainty

Certainty means knowing that things are stable, predictable and will not change unexpectedly. Do you find yourself comforted by the knowledge that food is always available to you? How do you feel if you about changing your diet? Do you feel the need to hang onto you existing eating habits? Does it bother you when things change? If change makes you uncomfortable then certainty may be one of your more important needs, look for more positive ways to fulfill the need for certainty. For example, although your body might change as you lose weight, your core values will stay the same.

Variety

Variety for some people is indeed the spice of life! They need to know that things are always changing or that their life isn't boring and predictable. People who need variety need surprises and will sometimes do things to make life unpredictable. Do you know someone who always creates drama to see how others will react?

Does variety play a roll in your relationship with food? Do you think about what you will be eating in advance or do you like making a decision at the last minute because then you'll never know what you'll be eating until just before you're eating it. What other ways can you get the variety you need while still being able to pre-think your food choice?

Love & Connection

Love and connection means fulfilling the desire to feel loved and/or connected to other people or yourself. People who have a high need for love and connection need to know that people care about them. They need a deep connection to themselves and others.

Does food allow you to feel in connection with yourself or give you a sense of comfort? Does eating in social settings help you create a bond and connection with other people? Does eating certain foods make you feel like you're being nice to yourself? If so, you may have a high need for Love and connection. In what other ways can you be nice to yourself without using food as the key ingredient?

Importance

Importance means knowing that what you do or say matters. People who need a deep sense of importance need their opinions to be respected and like to be the center of attention. They hate being ignored or put on the back burner.

People who need importance or attention may do crazy things to get it, they might be funny and joke around, they may give people advice (even when it's not needed), These people may drive a fancy car or strive for financial success so people will respect them. People can also get attention and importance by drawing attention in negative ways. If you are doing something negative that makes people pay attention to you then you might want to think about other ways you can create importance or significance to others.

Growth

Some people need to always be learning something, expanding their horizons, trying new things and expanding their awareness and life experience.... Some people have a strong desire to feel like they are growing and becoming more! In nature if something isn't growing then it's dying. How do you nurture your personal growth so you can feel good about yourself? How does personal growth contribute to having balance?

Contribution

A sense of contribution allows people to feel like they are making a difference, improving the world, or having a positive effect on people or things beyond themselves. They need to feel like they have something to teach, to give, to contribute. Contributing to others can help us feel more balanced and complete.

Cause and Effect

In this program, you have learned many tools to change your state of mind, change the way you think about food and empower yourself to make better choices and decisions.

When you think about your life, are you a person that is pro-active and makes things happen or are you constantly responding to the things that happen around you?

If you are proactive then you are on the CAUSE side of the “Cause and Effect equation”. This means that you make things happen, take action to get the outcomes you desire and probably feel pretty in control of your life.

If you are frequently responding to the events and circumstances of your life then chances are that you are on the EFFECT side of the Cause and Effect equation. Here’s an example. Is there someone that you spend time or perhaps a member of your family that can say a certain phrase to you in a certain way that will get you to respond in a big predictable way instantly? Does that person know that you will respond that way every time (certainty)? What would happen if you responded differently? How would responding differently change that other person’s behaviour? If their behaviour changes because you changed the way you respond then you have just moved from the EFFECT to the CAUSE side of the equation.

Are there other areas of your life where you can change the way you respond? How would making these changes help your move from being effected by everything to having an effect on the people and circumstances around you?

If you are not CAUSING things to happen in your life then you are at the EFFECT of things. Is being at the effect of things in your life where you want to be? If you are on the effect side, how is it working for you? Are you ready to CAUSE things to change for the better?

The Fool (note: God in this story is a general term, meant to be whatever God means to you)

There is a very old story about a fool who had no luck. When all his money was spent and his friends all gone the fool set out for the end of the world to ask god why he had no luck. After many days of walking the fool met a very skinny wolf. He asked the wolf, "please do not eat me, for I myself am thin and poor and am going to the end of the world to ask god why this should be". The wolf promised not to eat the fool if the fool would carry a question to god. For although the wolf was as fast and as strong as any of his brothers he was always hunger and wondered why this should be so.

The fool walked for many more days until he came to the edge of a forest. The trees of the forest where old and strong and healthy but there was one tree who's branches where small and who's leaves were shriveled and when the fool leaned up against that tree to rest, the tree spoke to him. It asked the fool to carry a question to god. Why should it be that all the other trees grew so big and strong but this tree struggled to grow at all.

So the fool promised to ask god the question on behalf of the tree and he walked for many more days until he came to a house in the middle of nowhere. But the light in

the house was on and seemed friendly so the fool knocked on the door and a beautiful woman opened the door to him and fed him and gave him a place to sleep for the night. In the morning, the fool wished that he could re-pay her kindness. She asked him to carry a question to god for her. For she didn't understand why she should be alone and lonely. So the fool promised and continued to walk. Who can say how many days the fool walked before he arrived at the end of the world and found God.

He asked God all of the questions and God promised him that he would have the luck he deserved and he gave him answers for the Woman, the Tree and the Wolf. Then the fool thanked God and turned his steps for home and after walking for many days he returned to the house with the Woman and told the beautiful Woman that God said she was lonely because she needed a husband. The woman looked at the fool and asked him to stay with her forever, but the fool said he could not stay because he was going to get all the luck he deserved.

So the fool walked on and on until he came to the tree at the edge of the forest. He explained to the tree that God said he couldn't grow because there was a treasure buried at the base of his roots and as soon as the treasure was dug up, the roots would get the nourishment they needed. The tree asked the fool to dig up the treasure at this very moment and the fool said that he could not stay because he was going to get all the luck he deserved.

The fool continued to walk for a few more days and then once again met the wolf. He told the wolf what God had said to him. You are hungry because you need food, but do not worry God will send you a fool to eat and I am going to get the luck I deserve.

A final word

Through this program, we have shared many tools with you that allow you to eliminate cravings, access positive states, get motivated and change your relationship with food. It is our wish for you that you continue to use these powerful tools to help you achieve and maintain your weight loss goals. We wish you a long, happy and healthy life..

You can do it!