



Features Printables from
**The Emotional Eating
Recovery Kit**

THE
FOOD
FREEDOM
FORMULA

Here's How ANY Woman Can FINALLY Break OUT and
Break FREE Of Their Diet and Break THROUGH To New
Levels Self-Confidence, Self-Worth and Self-Love

A Woman's Guide To Food Freedom

(Without the guilt, restriction, and overwhelm!)

If you still struggle with:

- Constantly thinking about, counting, or measuring food...
- Feeling guilty before, during, or after you eat...
- Feeling guilty even when you aren't eating...
- Always feeling like you're hungry, deprived, or craving something....
- Constantly bingeing or mindlessly eating the things you don't really want to eat...
- Constantly labeling what you eat as 'good' or 'bad', 'right' or 'wrong'....
- Constantly flip-flopping ways of eating and haven't found what 'fits' for you...
- Feeling ashamed of the way you eat...or eat differently in front of others than you do when you're alone...
- Your view of yourself on a day-to-day (or minute-to-minute) basis based on what you ate...
- Food comprising one of the biggest sources of stress in your life....

Despite:

- Trying every plan and program under the sun...
- Reading every book you can get your hands on...
- Committing to coaches or training programs or accountability buddies...
- Following the advice of the experts to the Tee...
- Investing time, energy, and money on countless solutions...
- Putting your heart and soul into losing weight and controlling what you eat...

And you truly want to:

- Break free of the vicious on-the-wagon, off-the-wagon cycle that keeps you stuck...
- Enjoy your life and not obsess over what you do or don't eat...
- Accept and love and appreciate your own body....
- Simplify the food conundrum and clear up all the confusion...
- End the diet and weight loss madness once and for all...
- Finally feel like you are in control of what you eat (as opposed to food controlling YOU!)...

Then this special report was created just for YOU! In fact this very well could be the most important thing you've ever read!

Paying Too High A Price For Success That Never Comes

If I asked you right now, "What *one thing* determines the level of success you'll achieve when it comes to weight loss?" how would you answer?

- Your motivation?
- Your willpower?
- Your accountability?
- Your discipline?
- Your food plan?
- Your workout?
- Your metabolism?
- Your genetics?
- Your schedule?
- Your support system?
- Your finances?
- Your commitment level?
- Your persistence?
- Your willingness to comply with strict guidelines 24 hours a day, 365 days a year?

What if I told you it was none of the above?

What if I told you that your food plan, your metabolism, your willpower, your motivation, and your persistence do NOT determine how far you'll go?

Don't get me wrong, these traits are important – but in my work with thousands of women that desperately wanted to lose weight or reshape their body, I've found that these qualities are almost NEVER the deciding factor in how successful they are.

Why? Because these traits merely determine your *potential* for success. They do not guarantee that you'll be successful – let alone HOW successful you'll be.

You know it's true. The fact is there are millions of women who possess most or all of these traits yet fail at everything they try. And there are millions more who have all these qualities but never eek out more than meager or temporary results.

My point is that your *potential* for success and your *actual* success are really two very different things. You can't weigh potential. Potential can't make your jeans slip on effortlessly, give you a body that you truly accept and love, or guarantee permanent results.

Only *actual* success can do those things.

Now, ask yourself this...

Does Your Current Level of Success Equal Your Potential?

Are the actual results you're achieving in your weight loss- its consistency and predictability and actual progress- equal to its potential? Do you believe that your current level of results and progress are all that you're capable of?

If you can honestly answer "YES!" to those questions-- if you know in your heart that you have already achieved everything you're capable of achieving - then please stop reading this special report right now. There's nothing here that will help you.

But if you're like most women ... if your answer to these questions is an unqualified "NO!"...if you are fully aware that you have only achieved a tiny fraction of the success you're capable of -- then this report is going to be your saving grace and your new B.F.F.

Because by the time you've finished reading, I'm going to give you an "Ah-Ha!" moment that will explain why you've not realized your potential results and success - and that will instantly eliminate every obstacle that's currently standing in your way.

In a single flash of insight, you will understand the "why" behind every failed attempt you've ever experienced.

You will understand precisely why you're working harder but have less to show for it.

Specifically I'm going to show you *one simple change* in you how think about and execute your weight loss efforts that will remove the obstacles that are holding you back now-- and how that change will open up the floodgates of results and progress and actual weight loss for you.

Because this change will take place in your mind, it will require no effort on your part. You will "get it" in seconds. It will eliminate your frustration and cause you to actually enjoy the process as you go. And it will bring you more results and success faster and with less effort than you now believe possible.

I know -- you're skeptical. You've heard thousands of big promises from books and coaches and experts over the years. And you know first-hand that most of them failed to fully deliver.

That's good. Skepticism is a sure sign of intelligence. But please hear me out before you decide. If I can deliver on even one-tenth of my promise to you, the time you spend reading this report will be the best investment you've ever made.

And the benefits will continue showing up for you not just today, tomorrow or next week; but forever.

So if you're ready for your life to change radically for the better, please read on. Let's dive right in, shall we?

Now let me ask you this:

Have you ever wondered why you aren't seeing the same weight loss success as some of the other women you see around you?

Has your frustration level reached high enough levels to begin doubting whether or not there's something wrong with you?

Have you ever asked yourself, your partner, or a close friend?"

... Why am I not getting the results I want?

... What am I doing wrong?

... What's wrong with me?

... Will it ever work for me?

And do you every find yourself wondering...

“Why Has Losing Weight Become So HARD?”

Truth is, if you've ever asked yourself any of these nagging questions, you are NOT alone!

My inbox gets flooded every day of the week with emails from women struggling to stay consistent and motivated while trying to lose weight and see actual results.

They're confused, frustrated, and depressed because they don't understand why everything they want to do for their body has suddenly become so complicated.

How about you? You're doing everything by the book; applying proven principles that the experts guarantee will explode your weight loss results and you're doing it every day of your life.

You spend more time thinking about food and losing weight than you do on most of the other elements of your life-- every day that passes constantly thinking about either what you're doing or thinking about what you're NOT doing.

It feels like a constant battle of give and take – every time you make progress or find momentum, an obstacle comes your way and sends you way off course.

And truth be told, until recently, I didn't have the answer for you or for the thousands of women who write me, begging me for help. I did my best, referring them to articles or posts I've written over the years. But deep down inside, I feared there was something missing. And that "something" was a set of guidelines that stand true and effective wherever your program or plan takes you.

But as I dug in, I quickly realized that creating such a roadmap is a tall, TALL order. And finding the answer took me much more time, research and effort than all my articles, posts, and training combined.

But now after seven long months (that when I officially stepped away from the Fitness Industry full time), I can honestly say that I've found the answer for you.

And because it's already helping so many women—and also because no one else is teaching this—I've decided to lay it all out for you in this report.

How Do I Know So Much About *Your* Struggles?

I've been on both sides of the food tracks.

I've been on the 'losing game' side of it both as a 'real gal' just trying to lose weight and have a body she wasn't ashamed of...AND as a fitness professional trying to keep up my healthy lifestyle and help others do the same thing. It's the side where food was a major stressor, a big-time energy sucker, and something I felt powerless to control.

And I've seen things from the side I'm on now which I consider to be the 'winning game' side of the tracks. Again both as a 'real gal' and as a fitness professional. It's the only side that's finally enabled me to start feeling like I influence the food I eat as opposed to food completely influencing my life.

Ya see, on the first side I got really good at mastering the games of:

- Motivation
- Willpower
- Accountability
- Discipline

Yup I mastered them alright. But it was at the expense of my enjoyment of food and enjoyment of my life!

Essentially I got really good at outsmarting myself.

But ya know what resulted?

I had to outsmart or manipulate myself or my hunger every single day!

Every single day that I wanted to feel in 'control' of my eating that is.

But do you know how hard that is? Do you know how much effort and energy that took every single day? Do you know how much resistance I had to overcome and how many ledges I had to talk myself off of every single day?

It exhausted me.

It consumed my life.

It consumed all of my inner-thoughts.

If a friend called me to have dinner, my first thoughts would be:

"Shit do they have a salad there that would fill me up?"

Then one of my voices would chime in and say

"Well if I'm really 'good' all week and do extra cardio sessions at the gym, then I can earn my 'cheat meal' and feel really good about it!"

Looking back at the umpteen times this happened or the bazillion different types of situations just like this one that occurred in my life every single day, you know what I now realize?

I was missing out on my life!

Instead of getting excited about connecting with people I love, I was getting STRESSED about what to eat when I was with them.

Instead of engaging and focusing in on the conversations or connections at hand, I was focusing on what I would or would not eat....and if I should get dessert or not!

And instead of actually sitting down and gifting myself the experience of a delicious meal cooked to my liking in a fun environment with beautiful people, I was feeling guilty or anxious or pensive....about food!

So yea, I had the whole motivation thing and the discipline and willpower in check and in my back pocket.

And I had the rockin' body, the toned tushy, and the 'healthy lifestyle' that I always dreamed of having and went on to teach others to grab a hold of.

But you know what else I had?

A very toxic relationship with food-- as in actually produced toxicity and threat cascades in my body.

And that had nothing to do with what I was eating or how much of it I let myself consume.

It had everything to do with my relationship with food and my experience of life in relation to my relationship with food.

Food was the boss of me.

So that rockin body, that toned tushy, and that 'healthy lifestyle' I *thought* I had didn't really become a part of me.

24 hours a day, 365 days a year, the life and body I worked so hard for was actually at the mercy of food.

So no, what to eat and how to stick with it weren't the problem in the end. I learned the motivation and discipline game backwards and forwards.

The real struggle was the simple truth that if I wanted to win those 'games' every single day, it involved massive massive energy, grit, blood, sweat, and tears to maintain.

Because no matter how motivated or disciplined I got myself to be on a day to day basis, food still ruled my every move.

99% Of The Time, The Problems You Deal With And The Obstacles That Block Your Path Are NOT Your Real Constraints.

Diets and nutrition programs aren't the real 'culprit' when it comes to weight loss doom.

Food isn't why women struggle either.

Here's where women REALLY struggle:

1. They struggle with hunger because their food plan is not satisfying their food needs or there's a constant rumble in their empty tummies.
2. They struggle with cravings because their food plan is not satisfying their food desires or there's a constant yearning for the 'naughty' things.
3. They struggle with guilt or remorse post-meal because they aren't happy with the choices they made (truth be told usually due to # 1 and #2).
4. They struggle with motivation or willpower or discipline to get back on the 'wagon' or to stay the course with their current plan (usually due to # 1, 2, and 3).
5. They struggle to find something that actually works for them because of their 'track record' of previous failures and self-sabotage episodes (usually due to # 1, 2, 3, and 4).

Do you see the pattern here?

More importantly, do you see what the pattern is NOT?

It has nothing to do with the actual food...and it has EVERYTHING to do with how you feel about what you are or are not eating.

Putting This All In Perspective...

For those of you who aren't familiar with the kind of coaching methods and processes I use with the women I serve, allow me to bring you up to speed.

I believe that how we feel about ourselves and our lives at any given moment in time is a reflection of the following 3 things:

- **Self-Image:** How you feel about yourself. How you talk to yourself. How you talk about yourself.
- **Body-Image:** How your body looks, moves, and feels...and what you say about how it looks, moves, and feels.
- **Self-Esteem:** How well you make promises. How well you keep promises. How much you know, like, and trust yourself.

And no one is more important or pulls more weight than the next. All 3 are *force multipliers* of one another. You impact one, it directly impacts the others.

Truth is, when my self-image and body-image is sky high, you better believe that my habits, actions, choices, and behaviors are also condoning 'the good life'.

And you better believe that I am walking around feeling like a confident, powerful, and beautiful version of myself.

But how do you think my actions and choices and habits are when I'm feeling lousy about something in my personal life or dissatisfied with my body or pissed off at myself for *dropping the ball* on something?

Yup, you guessed it.

I make poor choices! Choices that take me further and further away from what I truly want and desire-- choices that pull me off track.

And when I witness myself making poor choices or feeling dissatisfied with myself, my body, or my life, I am NOT feeling like my most confident, powerful, or beautiful self.

When this happens, you can hands-down guarantee that (what I call) *Bitches* will show up inside your mind and impact your every move.

A *Bitch* is any voice in your head that keeps you from feeling like your most confident, powerful, and beautiful self.

We all have inner-bitches that show up whenever our self-image, self-esteem, or body image is shrunk or diminished, and when they show up, they will either attempt to either keep us diminished....or push us deeper into *Shrinkery*.

Here's the thing about the Bitches though. They tend to mix up or embellish the facts of what's REALLY happening, and when we have *Bitch goggles* on, we are seeing our lives through their perception.

And their perception at any given moment is a reflection of your....yep....you guessed it:

- Your Self-Image
- Your Self-Esteem
- Your Body-Image

Whenever you are wearing *your inner-Bitch goggles*, your **Habits, Action, Choices, and Knowledge** will also be a direct reflection of that perspective. And that is where food comes in.

Food isn't the problem. Food isn't the reason for your struggle.

It's your perception of food.

It's your perception of food at any given time.

It's your perception of food at any given time given your current self-image, body-image, or self-esteem.

It's your perception of food at any given time given your perception of your **Habits, Actions, Choices, and Knowledge** up until that point.

And that is why I decided to write this long over-due report.

I truly believe -- as in deep down in my heart of hearts-- that our relationship with food is what dictates what we eat and how we feel about food in relation to our bodies....and our bodies in relation to our lives.

If you're constantly stressing, thinking, or spending energy on food (and it's way more energy than you would *like* to be spending), I believe that the simple solution is to change your *relationship* with food.

**If you read the section about the Bitches, and it struck a chord with you, I wrote an entire book dedicated to that subject specifically called [How To Ditch the Bitch: Winning the Inner Game of Transformation](#). Check out a [free sample of the book right here...](#)



Why Changing Your Relationship With Food Is the Fastest & Easiest Way to Change Your Body for Good (and How to Do It)

You're going to have a little chuckle when you reach the *punch line* of this special report on the finding your own freedom from food.

You won't just see the simplicity of something that you're most likely making a lot harder than it needs to be, you'll also see the sophistication in its simplicity

"Simplicity is the ultimate sophistication" – Leonardo Da Vinci

Why is food such a topic of struggle for so many?

What about food is not only such a big conundrum to many-- as in how to actually eat in a way that's enjoyable and fun and still gets you to 'goals'-- but really quite an emotional thing for many as well.

Women specifically.

I believe it's because it has little to do with the actual food itself, it's the relationship that exists between the eater-in-question and the food.

When I say *relationship*, here's what I mean:

Originally the word relationship was defined as "*connection or correspondence*" and "*the act of telling*".

So what's YOUR *relationship* with food?

What is your *connection* to food?

How do you *correspond* with food?

What are you *telling yourself* about the food you eat?

What are you telling yourself about YOURSELF in relation to the food you (do or don't) eat.

And more importantly, is food adding and contributing to and nourishing your life?

Or is stressful and energy-intensive and robbing you of your enjoyment and experience of life?

Here's what experience has taught me about my relationship(s) with food.

In My Younger Years:

I saw food as something that filled a hole in my stomach or made me not feel hungry anymore.

I knew I liked certain types of foods (sugary mostly) and that there were certain foods that I "didn't like" (veggies mostly). So I didn't eat them.

As I Became A Teenager:

I saw food as a tracking device or ruler of measurement of whether or not I was being 'good' or 'bad'. Every morsel of food was being watched like a hawk.

I saw food as a shameful thing, and for most of my life I didn't feel comfortable eating in front of others. Whether it was my fear of being judged about what I was eating based on how I felt my body appeared (another area of shame), or if it was a food-thing directly, meal times were a big stressor for me when I wasn't around my family or close friends. I avoided eating in front of others as much as possible.

I used food as a substitution for boredom. Food and TV were my extracurricular activities of choice. I wasn't into sports and physical activities at that time.

I used food as a 'numbing' device. When I started battling depression, sugar always cheered me right up. It was my go-to drug.

I used food as my security blanket. It was predictable. I knew how it made me feel...and that predictability felt 'safe' to my brain.

And the Beat Played On Into Adulthood:

When I felt sad, pissed off, or bored....I would immediately turn to and fall under the spell of food.

When I was by myself or around others, I would judge every morsel of food that went in anyone's mouth.

That's right.

Whether it was me condemning the food choices in my mind, or secretly wishing sudden weight gain upon them because they seemed to be able eat whatever the hell they wanted to, no morsel of food went unjudged.

And that's how I lived my life.

That is all BEFORE I got into the fitness industry.

I brought that into my career with me, and truth-be-told, who knows how many women I imparted those beliefs upon.

But that was before I decided to stop judging myself unfairly and unkindly for the food that I was or wasn't eating.

Why You Need To Learn How to Ride a Bike Again

If someone struggles to *know, like, and trust* their body, you better believe this goes hand and hand with their struggle with food.

In my opinion, it can't just be about changing your body and changing the way you eat...

You MUST change your relationship with food...and change your relationship with your body.

It would do you a major disservice if I perpetuated the lie that *changing the way you eat* and *changing your body* are enough to *change the relationship* you have with your body or with food.

The way you see yourself and your body in relation to your life (and the way you see food in relation to your body) --THAT governs all of your future actions pertaining to both.

I learned to ride a bike when I was 12. (Yes I know, I was a late bloomer, and yes I was the last of my friends to learn).

Learning to ride a bike is a **skill set**—one that I needed to acquire that skill before I could ride.

Looking at a bike or watching other people ride their bikes did NOT teach me to ride mine or remove my fears about my ability to ride (or my chances of falling).

I had to actually experience it. I couldn't just know about it...I had to KNOW about it.

And I would say the same thing about food too. Eating and the 'way' you eat (why you eat, how you feel while you eat) are LEARNED behaviors.

If you're still struggling with food (and by struggling I mean spending way more time and energy on it than you wish, feeling like it controls YOU more than you influence IT, or simply find it to be a major barrier or constriction in your life) then I believe you simply haven't yet changed your *relationship with food* so that it **serves your life**.

You can stick with the latest diet or a cleanse you saw on Dr. Oz and feel uber-happy with your results, but if you haven't changed your relationship with food, you will continue to have the relationship with food that you had when you started or have now.

- If you are CONSTANTLY thinking about, counting, or measuring food...
- If you feel guilty before, during, or after you're eating....
- If you feel guilty even when you aren't eating...
- If you're always feeling like you're hungry, deprived, or craving something....
- If you're constantly bingeing or mindlessly eating the things you don't really want to eat...
- If you're constantly labeling what you eat as 'good' or 'bad', 'right' or 'wrong'....
- If you're constantly flip-flopping ways of eating and haven't found what 'fits' for you...
- If you're ashamed of the way you eat....or eat differently in front of others than you do when you're alone....
- If you're view of yourself on a day-to-day (or minute-to-minute) basis changes based on what you ate...
- If food is a major source of stress in your life....

Then THAT is your currently relationship with food.

It's not a 'good' or 'bad' thing-- it's just a thing!

**But if you don't change your relationship with food (and with your body),
you'll continue down the same path.**

Whatever food you use to fill-in-the-blanks of said *relationship*, that's just the details.

Like I mentioned earlier, this proved to be true time and time again with my own efforts.

When I was overweight and not uber-pleased with my body (understatement of the century), I had a relationship with food and my body that didn't serve me.

I didn't care what I shoved down my throat, and I didn't really think of the consequences of what I ate (hello depression!).

Then I went and blamed my body and my lack of willpower as the reasons I wasn't happy with my life.

Fast forward to my 20's when I went through my own process of losing weight and turning it into a career.

What I ate changed, but my *relationship with food* DIDN'T!

Looking back I now see that I was judging myself for everything I did or didn't eat.

Food was a MAJOR stressor in my life. And it got worse when I got into the fitness industry.

I became an even BIGGER judger of myself based on food...and you better believe I was judging YOU too!

Yep! You read that correctly...

I wasn't just the 'Food Police' when it came to myself and my clients...I became a total food BITCH!

I became SO judgmental with myself around food, I grew into this OBSESSION over counting and measuring and weighing...and then JUDGING myself on those quantifiables.

Who cares if I was lean and fit and healthy? I STILL had this really ugly relationship with food!

And it made my life so much harder than it needed to be...and I wasn't enjoying it! I zapped the fun right out of it.

Changing Your Relationship With Food is Stupidly Simple.

Yes I believe changing your relationship with food is as simple as 1, 2, 3.

In fact, recently I reached out to a group of past and current clients and asked them what kept them struggling when it came to losing weight.-- specifically when it came to food choices.

And the patterns were very evident

In fact, the solutions to all of the struggles they shared with me had nothing to do with the food itself, but in their *relationship with food*.

But before I share with you the stupidly simple solution to changing your relationship with food, I must give you a little head's up:

1. You might chuckle or have a "doh" moment as you slap your forehead and ask yourself "Why didn't anyone ever tell me that?"
2. You might feel a little confused that the message I plan to share with you has NOTHING to do with food plans, metabolism, or keeping yourself motivated to stay the course. For what I plan to share with you will have a dramatic cascade effect to all the downstream things that you believe are keeping you inside of your struggle.
3. You might feel a bit perturbed or pissed off (perhaps even at me) when you hear what I have to share with you. After all if the food side of things has been perplexing you for as long as it did me (or if it became as COMPLEX as it did for me), you might feel a little slighted that you were never shown the simplicity that I plan to share with you.
4. You might wonder if it's really THAT simple. And I assure you that it truly is. But please don't just take my word for it. Don't take everything I say at face value. Use it and incorporate it into your own life and actually experience the game-changer that it is when it comes to finally simplifying and solving the oftentimes frustrating food conundrum.

Alright. Without further ado, here are the 2 Fundamental Truths that exist when it comes to changing your relationship with food.

The 2 Fundamental Truths to Food Freedom

Truth # 1: Know The Truth About Why You Are Eating.

Here's my truth.

Sometimes I eat because my stomach is growling and I feel like I'm at the point that I could eat my own arm.

Sometimes I eat because I simply feel like it—because I fancy a piece of chocolate or a good steak or broccoli cooked in coconut oil.

Neither one is a 'good' or 'bad' thing. But if you really want to change your relationship with food (as in, not feel like it controls your life or leaves you feeling powerless to it), it's really friggen' important that you create an awareness of it every time you eat.

Why is this so important?

Allow me to explain.

Have you ever had one of those evenings where you're curled up on the couch watching a movie and enjoying yourself, and then BAM!—all of a sudden you look down and you've consumed way more of that bag of potato chips than you actually intended to eat?

Or perhaps you felt really good about your food choices all day, and then suddenly something came over you and you found yourself face-deep in a package of oreos or tub of Ben and Jerry's?

Yep. That's happened to me more times than I can count.

Here's why it's so important to know the truth when it comes to WHY you are eating if you really want to change your relationship with food.

Those two scenarios that I mentioned above—both would most likely create a cascade of guilt or post-consumption remorse. After all no one likes to stray from whatever plan or restrictions they've placed upon themselves.

But when you think about it, most of the situations like these that occur don't happen intentionally.

No one walks to the freezer and whips out a carton of ice cream and says *"Yes! I think tonight I will binge eat an entire carton of ice cream and savor every last bite. After all, you only live once!"*

Nope, not even close.

Usually it's a case of *"yep, I'm going to just eat one bite—okay maybe two—and then put the rest of it away."*

So what inevitably happens when you eat way more than you originally intended?

If you're like most women, you send yourself into a guilt spiral.

"Why did I do that?"

"What's wrong with me?"

"Why didn't I just stop after two bites?"

And it goes on and on and on.

Often times that alone is the trigger for days or weeks or months on end of staying 'off the wagon'.

When I asked a group of women what they thought happened in between bite 2 and the last bite of the carton (or their personal treat of choice) – as in, why they thought they ate more than they originally planned – almost every women said that they felt like they 'needed' it. They felt like it was more of a matter of cravings or feeling the compulsion to keep going after the second bite.

In other words, they acted as if the ice cream had more control over them than they had of it.

But when I asked them in hindsight if they *actually* needed it, all of them sort of chuckled and essentially replied with *"No, I just really wanted it."*

Here's where this changes everything.

I'm not saying that knowing the truth as to why you are eating is THE thing that will change what you are actually eating.

But it will change everything that happens from that point on.

When I asked this same group of ladies what they experienced and how they felt during and after the extra ice cream consumption, every single one of them told me they felt awful—guilty, weak-willed, defeated, hopeless.

Not a single one of them actually enjoyed the ice cream.

How 'worth it' do you think that ice cream actually was to them?

This experience of themselves in relation to the food they were eating did **not** make them feel powerful, confident, or beautiful.

In fact it was quite the opposite.

Their food choices completely impacted their self-image, self-esteem, and body-image.

And as we talked about earlier, your habits, actions, choices, and knowledge at any given time are always going to be a reflection of how you FEEL about yourself and your body at any given time.

Not only did that food choice impact how they felt about themselves, but it also shaped their future actions as well.

Here's where it gets really interesting:

How they were feeling at that moment had NOTHING to do with the ice cream (or their particular treat of choice).

It had EVERYTHING to do with their *relationship* with that ice cream before, during, and after...which in turn shaped *how they felt about themselves* in relation to that ice cream.

More importantly, because it wasn't intentional or planned to eat the quantity at hand, it impacted their self-esteem, self-image, and body-image.

The women went on to tell me that in their minds, ice cream was 'bad' or 'naughty' or something they 'shouldn't' eat a lot of.

But their opinions reflect their relationship with ice cream itself.

Why is ice cream bad?

Who says it's naughty?

Who says I shouldn't have it?

THEY said it. That was their relationship with ice cream.

And they had a very good reason to think so. If every time you were around ice cream you experienced yourself binge eat the entire tub...and then proceeded to feel like crap afterwards, wouldn't you have that same relationship with it? I surely would.

So here's where knowing the truth about why you are eating comes into play.

If you always know that truth before you eat, then you will always practice intentional eating.

Here's the truth's that I'm referring to:

#1 : Why Are You Eating? Is It Because You Require It Or Desire It?

Require- Are you eating because you are physically hungry or your body is demanding it, requiring it, or feels like it needs it?

Desire- Are you eating because you want it, fancy it, or think you would enjoy it?

Neither one is good or bad. I believe every woman should have the right to eat something if she feels like it and enjoy it. But chances are you aren't even enjoying it if you have a relationship with food that doesn't serve you. (And you'll see in the next section why this physiologically can keep you fat!)

#2: Why Are You Eating? Is It Because You Are Reacting Or Responding To Food?

Responding- Are you **proactively** or intentionally eating and consciously making that choice before you act?

Reacting - Are you **reactively** or emotionally eating without really thinking about it? Or perhaps unconsciously making that food choice—more out of habit or knee-jerk reflex without even noticing or being aware of it?

SIDENOTE

One of the reasons that I went (and still go on) food 'experiments' is because I struggled to stick with that 'one way' of eating that I knew I could stick with for the duration.

You name it-- paleo, vegan, south beach, low carb, high carb, gluten free-- seriously name it, and I tried it.

But one of the more important experiments I played with was something called Intermittent Fasting. If you've never heard of it, it's a protocol for eating that incorporates a period of fasting (no food at all) for anywhere from 14-48 hours. I've played around with it on many occasions and would usually throw in fasts anywhere from 16-24 hours long.

The reason I'm sharing this with you though is because it's the one thing that taught me the difference between true hunger...and just conditioned hunger.

Keep in mind that whenever we 'feel' hungry, that feeling is simply based on our perception of hunger. Intermittent fasting didn't allow me to rely on my perception of hunger-- it taught me what true hunger felt like-- and in turn made me realize how many times I was eating and I wasn't even really hungry.

For anyone who struggles with the "I'm always hungry" struggle, I highly recommend taking a look at Intermittent Fasting (IF). There are a zillion ways to experiment with IF, and you can learn more about it simply by typing it into Google. But if you really want to a science-backed smorgasbord of information on the topic, [Eat Stop Eat by Brad Pilon](#) is the holy grail of all things IF.

Truth #2 : Know *How You Are Eating*.

There's a wide array of possible emotions that one could feel before, during, or after they eat.

- Happy
- Enjoyment
- Pleasure
- Guilt
- Shame
- Doom & gloom
- Depression
- Anxiety
- Stress
- Weak-willed

Just to name a few...

But how you feel while you eat is just as (if not more) important than WHAT you eat.

For your enjoyment of life AND for your weight loss goals.

Did you know that every time you think self-deprecating, mean, or guilt-ridden thoughts when it comes to yourself around food, your nervous system experiences those feelings as a form of "threat" to your brain?

When your brain thinks that there is some sort of stressful event going on, it triggers your body's stress response to protect you.

But this response impacts and has a knock-on effect on EVERY system in your body INCLUDING a hormonal cascade that triggers stress hormones like cortisol and adrenaline (the ones that have been deemed "fat storage" hormones by the weight loss industry).

Truth is those are simply stress hormones. (And YES guilt is perceived as a form of stress to your brain.)

If you struggle with your weight or your body, your relationship with food is most likely contributing to your weight loss woes MORE than actual food and exercise.

When you eat, your body has the ability to actually utilize it or store it. But order for proper digestion and metabolism to occur, your body has to sense the optimal environment to do so. It needs to feel safe.

If you just ate a piece of cake, but five minutes later you also noticed a grizzly bear heading right towards you, which response do you think your brain is going to pay attention to?

Digesting that delicious cake...or getting you out of harm's way and into safety?

You see the brain can be easily deceived. When it experiences threat, it triggers your threat response – whether it's responding to a grizzly bear or responding to your perception of that cake's impact on your waist line.

Either way, what it does or does not do with that cake once inside your body is determined by how your body feels while that cake is in play.

If you're feeling guilt and despair or self-sabotage, your brain experiences that as stress or threat, and it triggers the threat response (fat-storage hormones) to protect you from harm.

But this doesn't just happen while you are eating. Imagine how many times you think about food or experience food every single day.

Does it evoke happy thoughts (and happy hormones)?

Or does your relationship with food serve as a threat to your brain? Does food feel like a threat to you more often than not?

If you answered yes to the second question, your relationship with food is a bigger perpetrator than the food itself.

You're not eating and working out 24/7, but your brain IS working 24/7. It's always detecting your environment (and perceived environment) for danger or threat...and then creating the appropriate response.

If your response to food or your perception of yourself in relation to food is one of guilt, despair, or shame, that is experienced as a threat to your brain.

No doubt you've heard the phrase "You are what you eat", right?

But I believe that it's actually (quite literally) a case of "You are HOW you eat".

Bringing It All Around Full Circle

Imagine how your relationship with food would change if you simply asked yourself the truth when it came to what you are eating?

Instead of tweaking what you **are** or **are not** eating, imagine if you simply focused on **why** you are eating and **how you are feeling** while you are eating?

Imagine the knock-on effect this would have on your food choices?

Imagine how your relationship with food would change if you simply focused on these two fundamental truths?

I warned you it was stupidly simple.

But don't confuse simple with trivial.

Because the truth is, most women won't use the advice I'm giving in this report.

Most will go back to the normal ball and chains of tracking food intake vigilantly and spending time and energy thinking about **what** they are eating.

And yes, this will bring you results for the duration of time that you can eek out the motivation and willpower you need to stay the course.

But it will eventually fail you.

Not because you're weak-willed or prone to self-sabotage...but because you are human...and there's only so much restriction and self-nitpicking one can take.

Focus on these 2 fundamental truths however...and WOW!

Not only will this have a trickle effect and a positive cascade that will impact your ability to eat **what** you want to eat, but it will also ensure that you're no longer a slave to food – that you're no longer confined by the rigidity (or leniency) of your food plan.

If you focus on either or both of these fundamental truths, the rest will just fall into place.

Only this time, you won't have to constantly monitor and spend energy thinking about all of 'the rest' of it.

You can just sit back and actually enjoy your life, your body, and your experience of food.

Because then you'll have a relationship with food that actually **serves you**.

Like I said though, don't just take my word for it. Go out and experience it for yourself.

It might take everything in your power to STOP focusing on calories or tracking other food metrics (especially if you've been living your life this way for a very long time).

But once you start to harness the power of these 2 fundamental truths I've shared with you, it will feel like all of a sudden your food woes will just magically disappear.

It will seem like magic, but you and I both know there's nothing magical about it.

It's simply a matter of using what we know about the human brain and the human body AND what we know about how life seems to 'work out' when food is calling the shots...and using it to our advantage to break free from that vicious cycle.

You have the solution at your fingertips. I encourage you to actually use it. Go put it into action in YOUR life.

How To Start Living These Truths Right Away

Here's what usually happens to most women when they read something new or gain access to a new chunk of knowledge:

You become hyper-aware of everything or every instance in your life that you are living in contradiction to the new school of thought.

It makes sense too.

The human brain is wired to look for ways it can predict or respond better when it comes to all incoming variables in your life.

How's it do that?

First it starts with awareness.

I remember back in the day when I first read up on the low-carb way of living, the first thing that happened to me was I became hyper-aware of all the carbs I was eating.

"Holy crap! Even the veggies I'm eating have carbs! No wonder I'm so fat!"

From that point on, every time I sat down to eat, I was hyper-aware of carb intake.

And because the book I read made carbs seem like the enemy, how do you think I felt every time a gram of carbohydrate happened to touch my lips?

Yup! My own inner-bitches would come out and remind me of what I was supposed to be remembering on my own.

"Don't you know that carbs are 'bad' for you Leanne? Don't you remember reading that book last week and deciding that carbs were never allowed in your life again until you were 'skinny enough'? Pshhh! There you go again....self-sabotaging yourself!"

My hyper-awareness turned into me becoming my own biggest hyper-critical BITCH!

So not only did I have a disordered relationship with my food and my body, but now I was also giving my self-image and my self-esteem a slap across the face every time I ate something that had more than a few grams of carbs.

This is exactly what I DON'T want you to do with the information in this report.

Here's a better solution:

Pick one of the 2 truths I shared with you here (whichever one resonated with you the most when you read it), and start *noticing* it show up in your life.

Notice: from the latin "to be known".

Notice it. Create an awareness of it. And (yes) take an account of every time you aren't acting in a way that enables you to show up as your most confident, powerful, and beautiful self.

But notice I didn't say judge yourself accordingly.

Nowhere on this page did I suggest you put these occurrences in a box labeled 'good' or 'bad', 'right' or 'wrong'.

Simply notice it, take account of it, and let the power of your brain do the rest of the work in the background.

You'll be amazed at how much this completely impacts your food choices and the experience of your life when it comes to eating.

At this point, you have a couple choices:

You can put this down, say *"hmmm, that was really interesting."*, and then do nothing with it.

Or you can go take this information and run with it. Run with it and completely change your relationship with food and end the food struggle once and for all.

I sincerely hope you take the latter option.

You deserve it.

You deserve to live your life, love your life, and feel **powerful, confident, and beautiful** for as much of it as possible.

Yours in food freedom,

A handwritten signature in black ink that reads "Ronnie Ellinger". The signature is written in a cursive, flowing style with a prominent loop at the end of the last name.

Am I
Intentionally
Eating?

YES

NO

Require

Desire

"Screw It"

"I Didn't
Notice"

BodyTalk

BodyTalk

BodyTalk

BodyTalk



HUNGER Vs CRAVINGS

Hunger

Craving

React

Respond

React

Respond

BodyTalk

BodyTalk

BodyTalk

BodyTalk



Is What You're Doing Working?

Yes

No

Are you Happy?

Do you want to keep doing what you're currently doing?

YES



NO



YES

NO

Do you want to be happy?

Are you ready to try a new approach?

YES

NO

Keep doing whatever you are doing.

YES

NO

Keep doing whatever you are doing.

Change Something.

Change Something.

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