

EAT. PLAY. LOVE.  
YOUR BODY. YOUR LIFE. YOUR RULES

*Live*

**[Emotional (Over)Eating Recovery]**

**[MasterClass!]**

This MasterClass is all about  
food! (and eating)

The Theme Throughout:  
**FOOD FREEDOM!**

# Let's face it. You don't feel good when you:

- ★ Feel like food is running your life
- ★ Constantly think about food, dream about food, or spend energy on food
- ★ Feel like your whole life revolves around food or dieting
- ★ Feel really out of 'control' when it comes to eating
- ★ Eat way more than you want to eat...or don't eat WHAT you truly want to eat.
- ★ Feel like food is that "one thing" keeping you from reaching your goals.
- ★ Feel like you are in more of a "food prison" than "food freedom"

# Control vs. Influence:

- ★ One of the most common things I hear from women is “I wish I could control myself around food.”
- ★ THAT is a ‘losing game’...because you can’t possibly control every thing or variable in your life.
- ★ But you CAN influence you...to whatever degree you CHOOSE to influence it.
- ★ How do you do that? Stop trying to CONTROL food...and start INFLUENCING you, your environment, and your circumstances.

# Here's Why This Is SO Much Simpler and Easier:

- ★ You won't have to rely on willpower or motivation to get yourself to eat the way you want to eat to reach your goals.
- ★ No longer will food feel like 'the enemy'
- ★ You'll have a clear black or white viewpoint of what's REALLY going on.
- ★ You'll know how to listen to your body...and tune in to what it REALLY wants.
- ★ You'll finally be able to ditch all the guilt, shame, blame, comparison, and perfectionism that usually comes alongside food.
- ★ You'll be living in a world of choice and permission and freedom....instead of restriction or imprisonment.

# The Downside of Trying To Control WHAT You Eat...

When women try to “control” what they eat, one of the following almost certainly takes place...

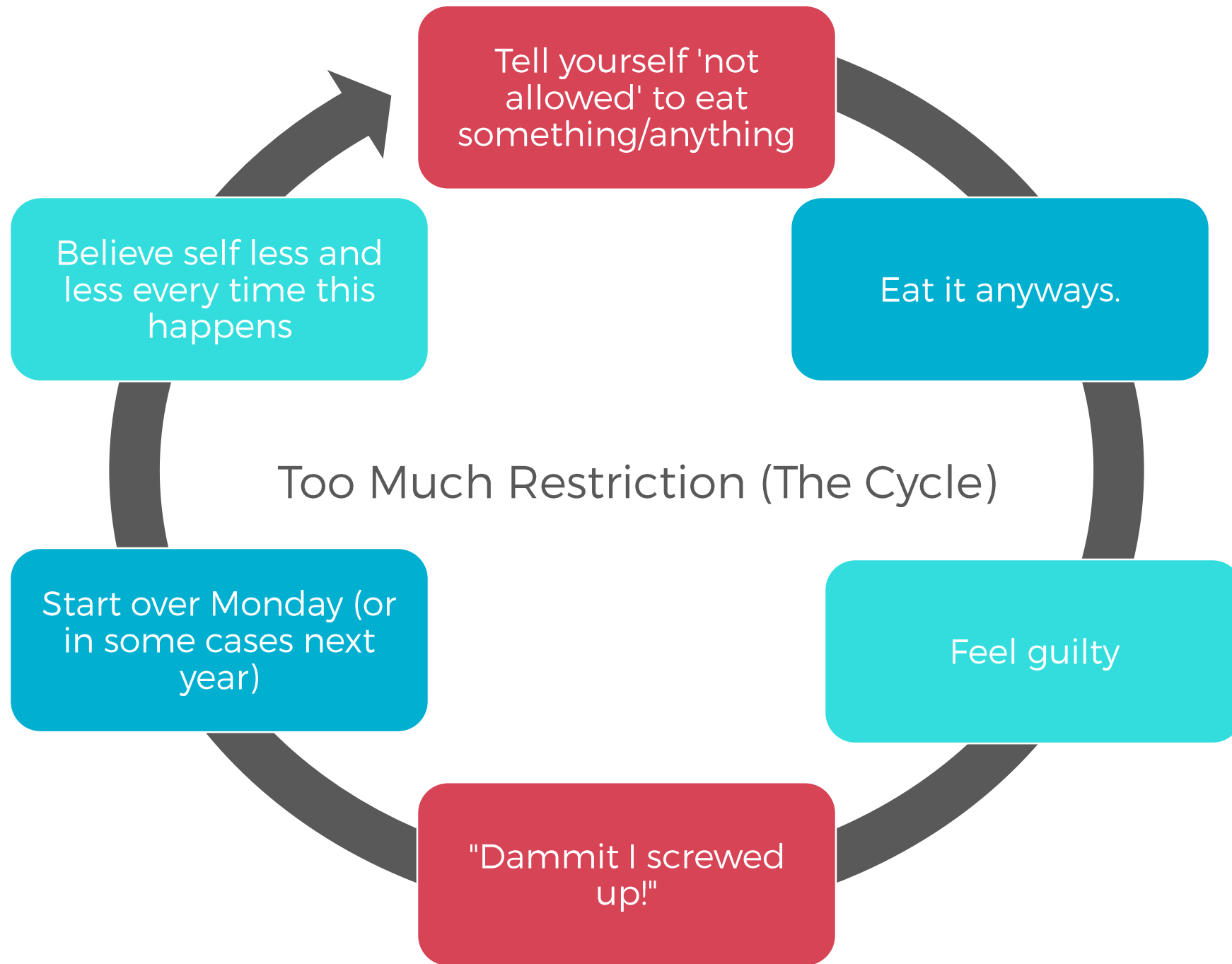


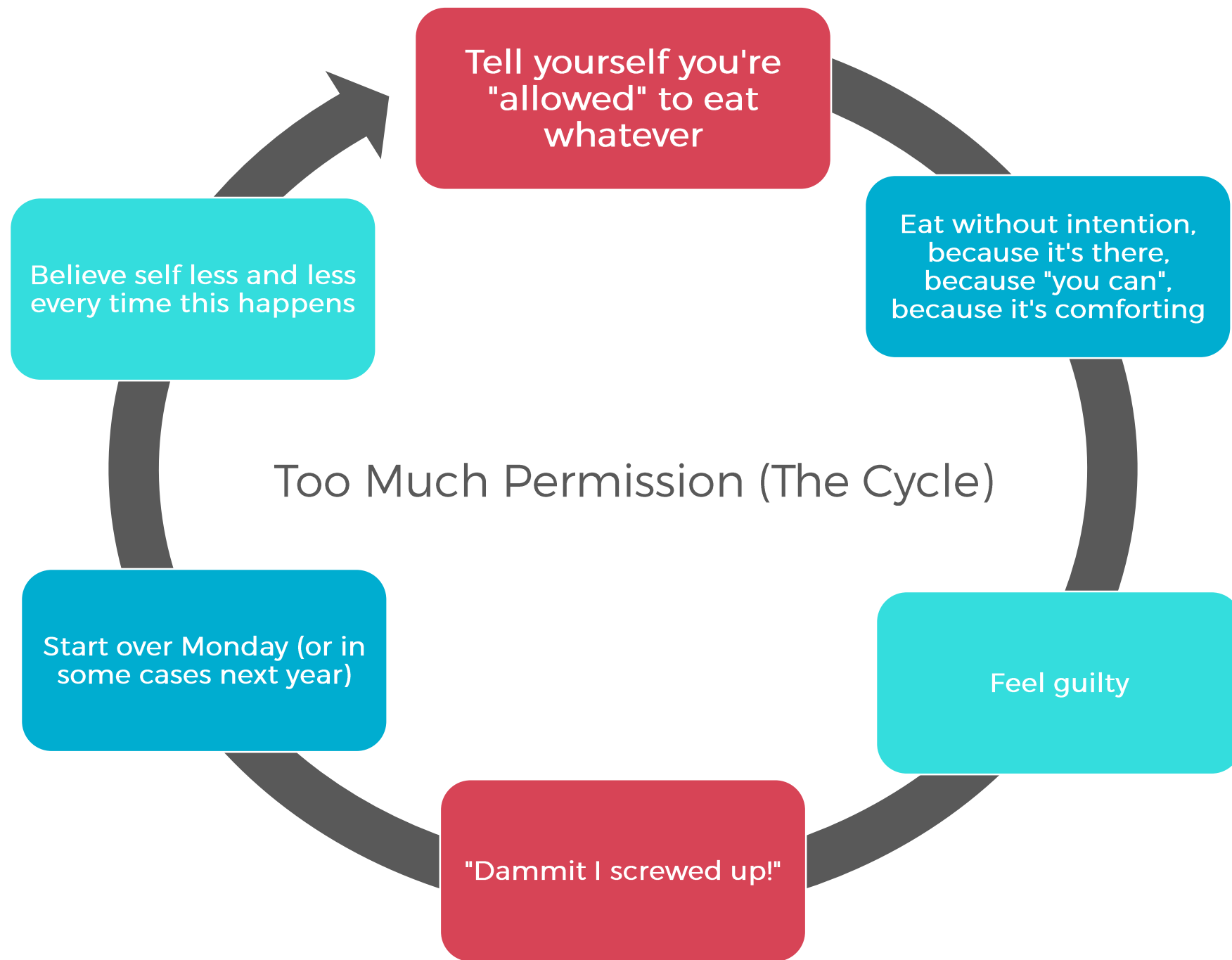
*Too much restriction*



*Too much permission*







# Stress Matters!

Stress/Guilt/Overwhelm/Feel Like Crap =  
Threat (Stress) Response



# Stress Has A Response...

- ★ Physical response
- ★ Chemical/hormonal response
- ★ Psycho-emotive/feelings/emotional response
- ★ Disconnection/rejection response
- ★ Metabolism/digestion response

# Relax!

Your body also has a 'Relaxation Response' when things are going well...

Or when you simply feel good during any experience.



# The Relaxation Response:

- ★ Physical response
- ★ Chemical/hormonal response
- ★ Psycho-emotive/feelings/emotional response
- ★ Connection/disconnection/rejection...acceptance  
/belonging response
- ★ Metabolism/digestion response

General Theme?

**STRESS IS FATTENING!**

HOW you eat is way more important  
than WHAT you eat!

So what's the solution?

# INTENTION

...it's EVERYTHING!



# New Pair of Goggles:

What I'm About To Share (The Meat & Potatoes)

- ★ How to end your SLAVERY to diets so that you NEVER go hungry, NEVER have to count calories, and NEVER need to use persuasion to get yourself to eat a certain way.
- ★ How to rewire your 'food brain' to conquer food addictions, binge-eating, and uncontrollable cravings for good -- EVEN if you're 'addicted' to chocolate or french fries, tend to "eat your feelings", or are a chronic mindless or stress eater -- without giving up your favorite foods or ignoring your food desires altogether
- ★ My personal 3 Step Solution to never tracking, counting, weighing, or measuring again -- so you can be in charge of your eating and stop feeling out of control with food.

# Meet Food Again:

Instead of focusing on:

- ★ What you're eating – whether it's a carb, a fat, or has enough protein. Whether it's “good” food, “bad” or whether you “should” or “shouldn't” eat it
- ★ How much it weighs, how many calories, points, grams, servings, etc it has
- ★ Controlling, restricting, micro-managing, depriving, starving, maintaining willpower, or OBSESSING over food

\*\*In turn all of the above still cause you to focus on FOOD itself...

# Just to Reiterate...

- ★ Food is not the problem (it's not the chocolate chip cookie, it's who you are **being** and how you're feeling with the cookie)
- ★ The plan isn't the problem: it's who you are **being** and how you're **feeling** when you're using it.
- ★ So we MUST design all of this for YOU. Make allowances for you. And ditch the shame, blame, guilt, and comparison around who you are, who you have and haven't been, and your relationship with your body and food (because let's face it, we all have our 'shtix' and our own brand of 'crazy')

# Focus on WHO You Are Being...

- ★ Why are you eating?
- ★ How are you eating
  
- ★ Then focus on WHAT you are eating...

\*\*In turn you're not controlling, micro-managing, obsessing over food...YOU'RE influencing YOU. You're focusing on the WAY you're eating – rather than food itself.

# What Your Problem is NOT:

AGAIN: You don't have a food problem. It's 'who you be' in the face of food that isn't serving you. Food will always be around...so who do you want to be the rest of your life around food?

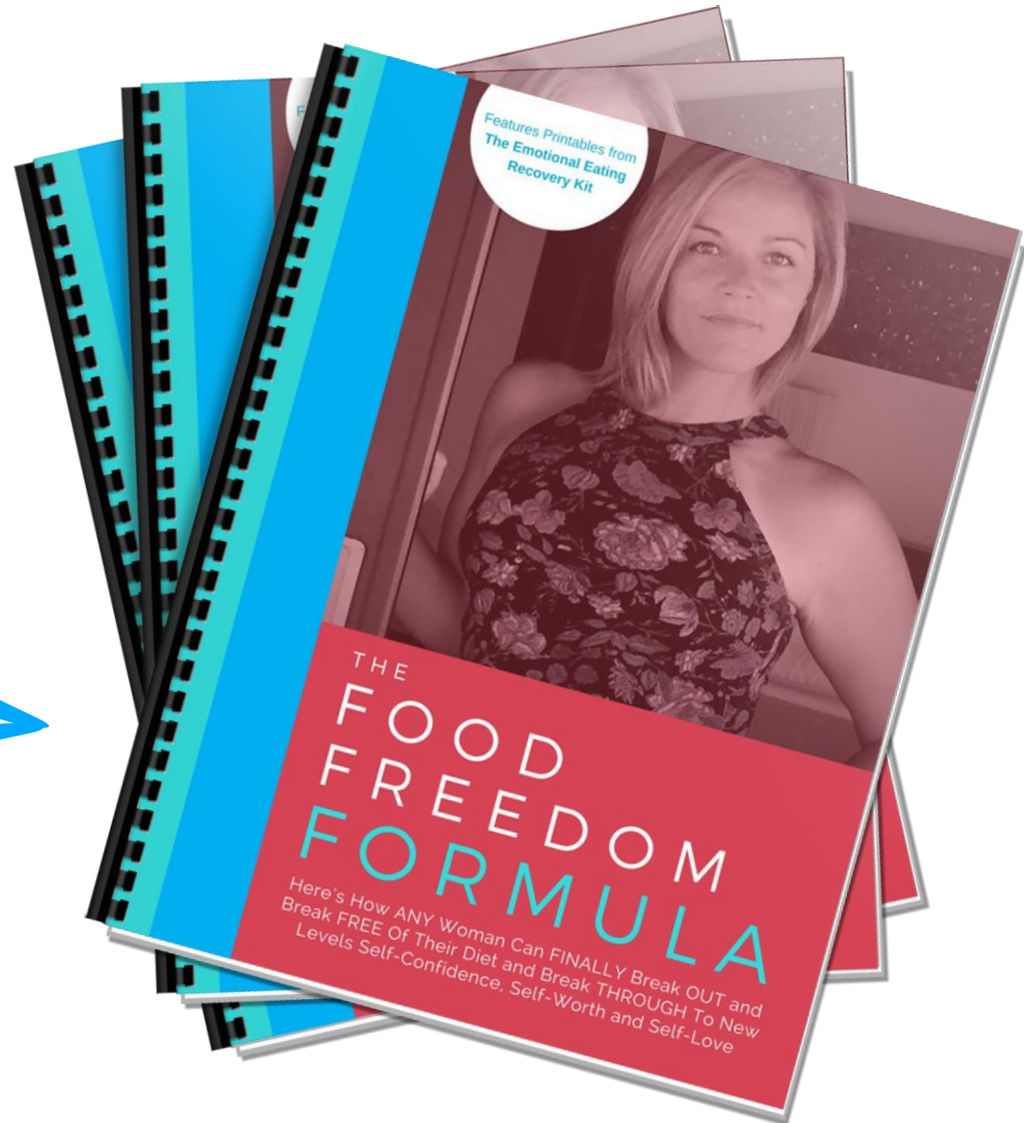
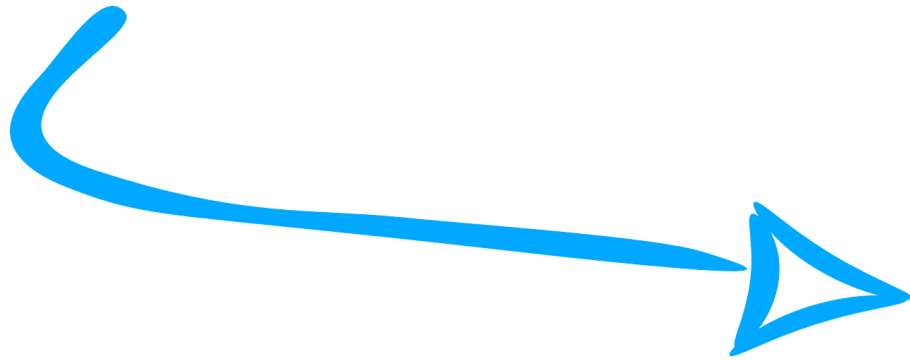
You can decide that TODAY.

# The Simple Solution?

1. The WHY
2. The HOW
3. Then, focus on the WHAT

Am I  
Intentionally  
Eating?

Want To Read More?





HUNGER  
Vs  
CRAVINGS

Want To Read More?



# Final Thoughts:

- ★ Control WHAT you eat = Food Prison
- ★ Influence HOW you eat (who you are) = Food Freedom
- ★ Guilt, shame, blame, comparison, and perfectionism (any black/white) around food are FATTENING-- remember: stress matters!
- ★ OLD GOGGLES: Counting, measuring, monitoring, obsessing over FOOD
- ★ NEW GOGGLES: Influencing YOU and who you are around food...and in turn your EATING (not food itself)
- ★ Start thinking: Food is not the problem. It's who I'm 'being' around food that I struggle with...and that's where the solution lives" (It's time for a new food story!)

# Take Action:

- ★ **Grab It:** Your Workbook
- ★ **Read It:** Food Freedom Formula + How To Stop Sugar Cravings In Their Tracks
- ★ **Try On:** How can you start integrating this into YOUR life? (HINT: Start Simple: The 3 Magic Questions) Just try it on for 7 days and see what happens!
- ★ **BONUS:** 7 Day 'Tracker'



*Thank You For Watching!*