

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

Live

How to EAT [Made Simple]

Here's What We'll Be Covering

★ (Re)Learn:

A new way of thinking (Plus the why-behind-the-what).

A new strategy (because the old one is NOT working for you)

★ (Re)Con:

Exploration as it relates to YOUR life and circumstances so you can gain the awarenesses you need moving forward

★ (Re)Do:

Try Out This NEW Recipe (once you try it you won't go back)

(PLUS) BioHack Your Body

What We Learned...

- ★ The 'weight loss' mentality (eat less, move more)
- ★ How to count, measure, weigh food
- ★ How to diet, restrict, deprive, micro-manage, obsess
- ★ How to ignore our bodies in favor of 'weight loss'
- ★ That there are 'good' foods and 'bad' foods
(right/wrong)(should/shouldn't)
- ★ A skewed version of healthy (carbs = bad, fat = bad, calories = bad, food = bad, little food = good)
- ★ That learning how to control yourself is the solution

What We Never Learned (or Forgot)

- ★ The 'self care' mentality (stress less, influence YOU)
- ★ How listen to our bodies, listen to our bellies, get to know ourselves
- ★ How to enjoy food, experience pleasure, let food just be food
- ★ How to care for our feelings, rather than "eat our feelings"
- ★ That oftentimes that typical 'weight loss' methods are the OPPOSITE of healthy to the brain and nervous system.
- ★ That foods don't need a label. That there are no 'good' foods and 'bad' foods (right/wrong)(should/shouldn't)
- ★ An accurate version of healthy (based on what your brain considers healthy)
- ★ How to influence YOU around food

This Master Class 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.

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

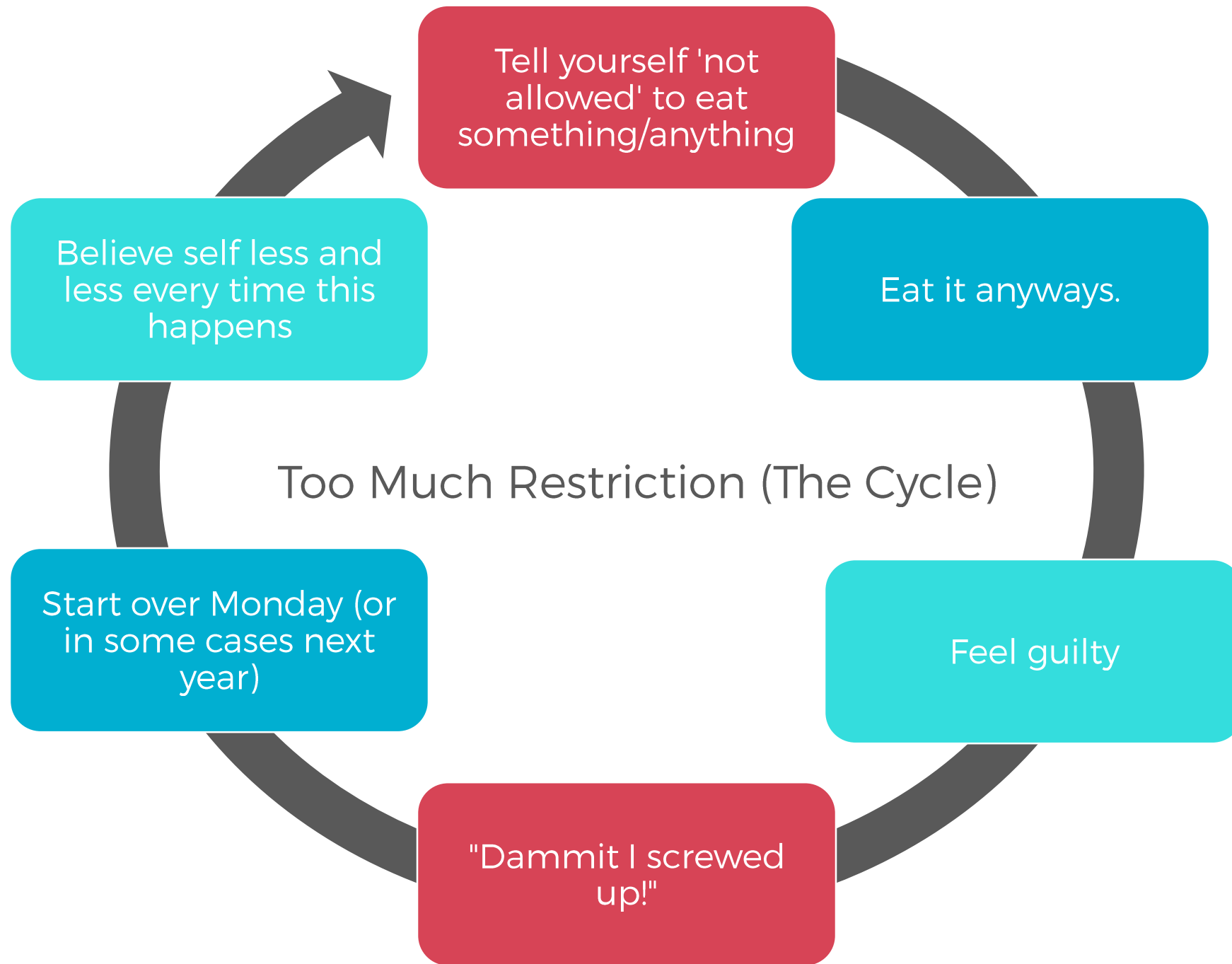
When women try to “control” what they eat, one of the following almost certainly takes place...

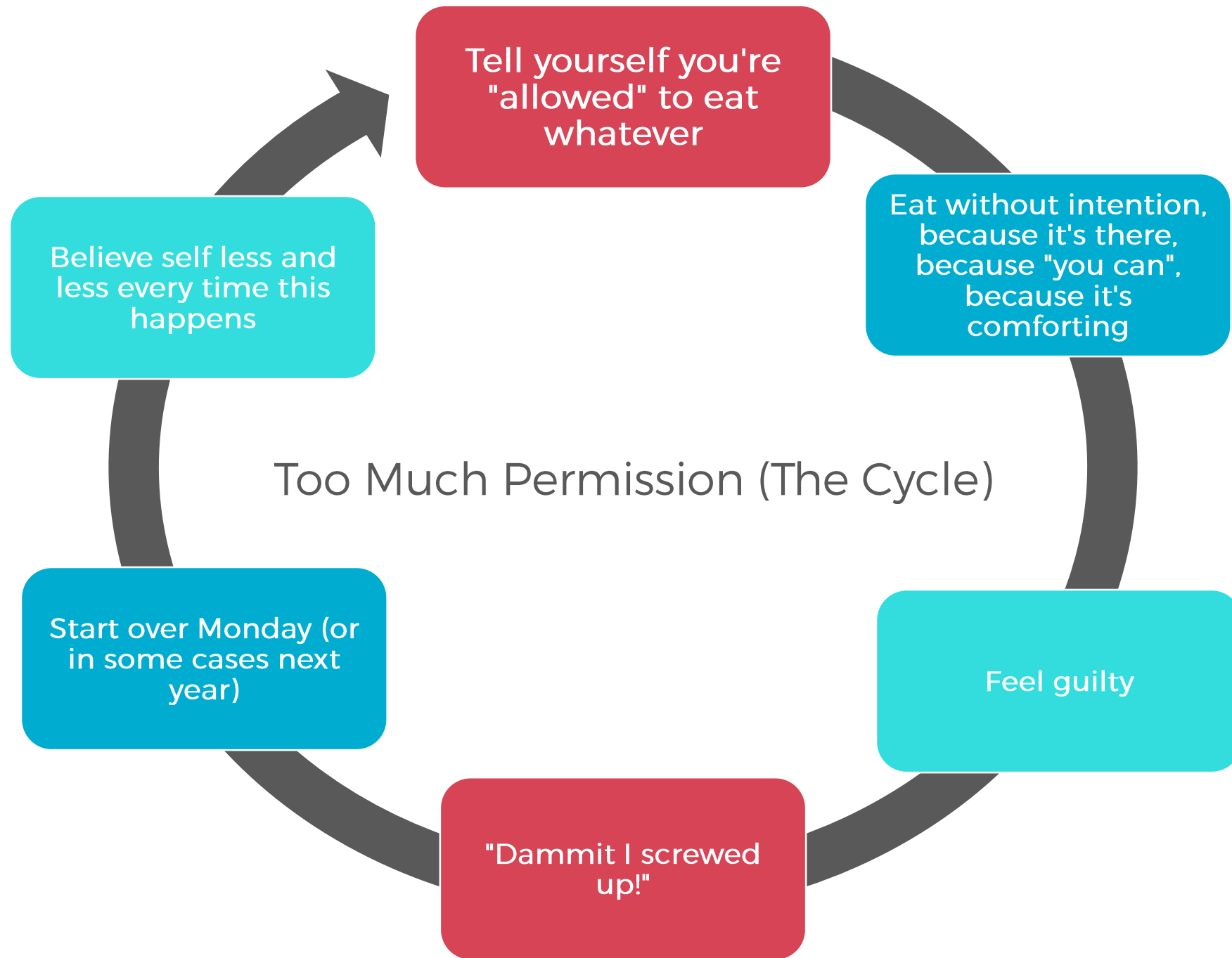


Too much restriction



Too much permission





The SIMPLE Solution

★ (Re)Learn:

★ (Re)Do:

You don't know what you don't know. And you can't see what you can't see. That's why you need NEW awarenesses and insight. You need NEW food goggles.

Step 1: (Re)learn How To Eat

- ★ Not how to count food.
- ★ Not how to measure.
- ★ Not how to portion control.
- ★ How to use food as food and eat with **freedom** and **choice** and **pleasure**. (Because if loving warm chocolate chip cookies is wrong, we don't want you to be right.) 😊

The Weight of the Weight

THAT is the weight that is truly weighing you down and KEEPING you on that up and down rollercoaster, keeping you either "all in" or "all out", and leaving you to deal with that dreaded "Bounceback Effect"

But There IS Something Else..

YOU are not a widget.

Everyone is DIFFERENT:

- ★ If you want LASTING transformation:
- ★ You MUST create a path to self-care that works FOR YOU
- ★ It's got to take into account YOUR life, YOUR desires, YOUR preferences
- ★ Because if it doesn't, you'll always be FORCING it – trying to fit yourself into some impossible and unsustainable box. It's not practical and it won't work long-term
- ★ You've got to find out what this looks like for YOU (that's why we do experiments)

YOUR Winning Game Plan:

- ★ It must work FOR you and be created BY you
- ★ Or else it WILL be short-lived

That being said...

Would you like to know how to do that?

First Thought: I'll Show You Mine...

(How I Eat, Play, Love, & Live...)

- ★ EAT: I went and got 'right' with food. I got 'right' with my emotional (over)eating, and I learned how to feed my body what it needs so that it is happy (all year long).
- ★ THIS makes my 'job' of keeping it lean-ish, fit-(ish), and pain-free super-simple and super-doable (and fun!)

BIG Takeaway:

No one could give me a 'blueprint' to go figure out how to eat. I needed to give myself permission to EXPERIMENT. I needed to stop IGNORING my body and using food as a major DISCONNECT and figure out how to connect to my body THROUGH food. I needed to create MY version of food freedom where food is just food (not the enemy).

So How Are We Going To Approach Things Differently? (Here's where the magic happens)

PART 1: (Re)Learn:

- ★ (Re) Learn How to Eat.
- ★ Learn it like it is a skill– like learning the tuba or how to speak Spanish is a skill.
- ★ Ignore what you think you know...and try THIS on ☺

How Are We Going To Approach Things Differently:

PART 2: (Re)Do:

- ★ Try it on, integrate it into your life and your desires
- ★ Practice it! Simply be MINDFUL for 7 days (to start)
- ★ You get good at whatever you practice. If you 'fall off' with this new way of thinking, all you have to do is give it more AIR (attention, intention, repetition)
- ★ That's it! It truly is 'just' a mindset and a brainset to walk around with every single day!

Okay, You Ready?

The 3 Magic Questions:

The 3 'Magic' Questions:

- ★ 1. The Why?
 - ★ 2. The How?
 - ★ 3. The What?
-
- ★ Instead of focusing on the food itself, the workout itself, or the plan/program/parameters, we are going to focus on making YOU a better/stronger/more powerful version of YOU every single day...
 - ★ So that NO MATTER WHAT HAPPENS, you feel like YOU are the influencer in your life – rather than reacting to your life!

The 3 'Magic' Questions (Cliffs Notes Version)

Why Am I Eating?

★ Is it Because I Need It? Require It?

★ Is it Because I Want It? Desire It?

**Getting to know your body and understanding the difference between hunger vs. "I just want to eat"

How Do I Want To Feel? (before, during, after)

★ Will this make me feel Good/Positive/Happy?

★ Will this make me feel Bad/Negative/Unhappy?

**Coming from a place of how you want to FEEL...and then moving in the direction that would bring you closer to THAT

The 3 'Magic' Questions (Cliffs Notes Version)

What Am I Eating?

- ★ Is this friendly to my Nervous System? Is it real? Would my body even recognize it?
- ★ Do I like it? Does it make me feel good?

**Focusing on being mindful of what you are putting in your body and if your brain considers it to be 'healthy'

Why Is THIS So Magical?

RIGHT NOW:

- ★ Your current focus is on 'weight loss' rather than self-care...and it's keeping you STUCK in a cycle of REPAIR vs. CARE
- ★ Your current self-care plan is hard, stressful, complicated, or overwhelming
- ★ Most weight loss approaches are about restricting, cutting back, or eliminating altogether...
- ★ OR they are about doing MORE, working HARDER, or pushing yourself to go FURTHER or FASTER

Which Means That:

- ★ **On a brain level:** You are NOT operating from the parasympathetic (or relaxed) branch of your nervous system
- ★ **On a mind level:** You are NOT operating from the parasympathetic (or relaxed) branch of your nervous system
- ★ **On a body level:** You are NOT operating from the parasympathetic (or relaxed) branch of your nervous system

AND SO:

- ★ If we were having a strictly 'weight loss' conversation, you **MUST** be primarily operating from your Parasympathetic Nervous system for weight loss/optimal metabolism & digestion to take place

Because:

- ★ Stress has a response
- ★ Relaxation has a response

STRESS is what's REALLY 'Fattening':

- ★ "Fat Storage" hormones
- ★ Leaves you in the 'sympathetic' branch of your nervous system
- ★ Stress has a physiological response (heartrate, tense muscles, compressed joints, blood pressure, etc)
- ★ Stress is no fun! (No feel-good hormones PLUS further elevates stress hormones)

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
- ★ 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
- ★ 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!

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...

REMEMBER: What Your Problem Is NOT:

- ★ You don't have a food 'problem'
- ★ You don't have a motivation 'problem'
- ★ You are not a 'self-sabotage'

It's the *Weight of the Weight* that KEEPS us stuck.

NEW GOGGLES:

The 3 'Magic' Questions Covers **ALL** Of It:

WHY

- ★ 1. Require?
- ★ 2. Desire?

HOW

- ★ Good/Positive/Happy?
- ★ Bad/Negative/Unhappy?

WHAT:

- ★ 1. Friendly to Nervous System?
- ★ 2. Like it/Makes me feel good?

WHY Are You Eating?

- ★ **WHY:** Why are you eating? Is it because you require food and you are truly hungry? Or is it because you desire it, fancy it, or are craving it? Neither one is 'good' or 'bad', 'right' or 'wrong'. You simply want to be mindful of WHY you are feeding yourself.
- ★ **What this does for you:** It forces you to become MINDFUL about food. It forces you to get to know your body – to get to know hunger – to get to know cravings. And it forces you to STOP mindlessly eating and to start paying attention to what you are 'feeding' (your body or your feelings)

HOW Are Your Eating? (AKA How Are You FEELING?)

- ★ **How are you eating?** Ask yourself: “How do I want to feel?” Do you tend to feel guilt, shame, blame, or comparison before, during, or after you eat (and in turn being bathed in stress hormones) instead? Is how you are eating stressing you out or costing you lots of time and energy? How you are feeling before, during, or after you eat isn't ‘good’ or ‘bad’, ‘right’ or ‘wrong’. You simply want to be mindful of HOW you are feeding yourself, and you can do that by simply asking yourself “How Do I WANT to feel?”
- ★ **What This Does For You:** It forces you to think about how you want to feel BEFORE you eat something...and then act in a way that would bring you closer to THAT. It forces you to lead with how you want to FEEL – rather than simply letting your default habits take over (and we know how those make you feel)

WHAT Are You Eating?

- ★ **WHAT:** What are you eating? Is it real? Does your body recognize it, and it is able to process it? Does it make you feel good? Does it [serve you/nourish you/feed you]? No foods are 'good' or 'bad', 'right' or 'wrong'. You simply want to be mindful of WHAT you are feeding yourself.
- ★ **What This Does For You:** It forces you to think about the REAL definition of 'healthy' and how it will impact you. PLUS it forces you to focus on what you CAN eat, what you DO like, what you DO prefer...and not about what you CAN'T eat or DON'T like.

The 3 'Magic' Questions Covers **ALL** Of It:

Because if you're here right now (and you're struggling), currently you aren't being MINDFUL about why and how you are eating....

And old, engrained habits are running the show...

And your life is left to the discretion of the laws of Cause & Effect...

Am I
Intentionally
Eating?

HUNGER
Vs
CRAVINGS

In A Nutshell, We Invite You To Try This On Instead...

Instead of “Eating Less”...

- ★ Eat less **fake ‘stuff’**. Eat less **mindlessly**. Eat less **reactively**.
- ★ Eat more **real ‘stuff’** (healthy to your nervous system). Eat more **mindfully**. Eat more **responsibly**.

If This Is ALL You Do Over the Next 7 Days...

The (Re)Do:

- ★ Try this mindset/mindfulness on, integrate it into your life and your desires
- ★ Practice it! Simply be MINDFUL for 7 days (to start)
- ★ You get good at whatever you practice. If you 'fall off' with this new way of thinking, all you have to do is give it more AIR (attention, intention, repetition)
- ★ That's it! It truly is 'just' a mindset and a brainset to walk around with every single day!

To Sum It Up:

If You Ditch Your Current Counting, Measuring, Weighing, and Obsessing...

- ★ And simply try on this mindset/mindfulness for 7 days (to start), it will change everything
- ★ All you need to do is remember the 3 Magic Questions
- ★ Instead of focusing on FOOD, you are going to focus on becoming a more POWERFUL version of YOU
- ★ That's it!

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. If you can focus on who you are 'being' around food ... that's where the solution lives" (It's time for a new food story!)

Take Action:

- ★ **Grab It:** Your Workbook
- ★ **Explore It:** The questions and exploration in the workbook. Find YOUR version of food freedom
- ★ **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:** Cheat Sheet





Dive On In!