



You become whatever you feed.

One evening an old Cherokee Indian told his grandson about a battle that goes on inside people. He said, 'My son, the battle is between two 'wolves' inside us all. One is Evil. It is anger, envy, jealousy, sorrow, regret, greed, arrogance, self-pity, guilt, resentment, inferiority, lies, false pride, superiority, and ego. The other is good. It is joy, peace, love, hope, serenity, humility, kindness, benevolence, empathy, generosity, truth, compassion and faith.' The grandson thought about it for a minute and then asked his grandfather: 'Which wolf wins? The old Cherokee simply replied...

"The One You Feed."

The voice of your **inner-critic**, **internal naysayer**, or **Judgy McJudgerson** that makes you **question** yourself, **judge** yourself, **second-guess** yourself, or **reject** yourself.

The voice that tells you that you aren't **enough**. Good **enough**, smart **enough**, pretty **enough**, skinny **enough**, **enough**...PERIOD!

The voices of **shame**, **blame**, **guilt**, **comparison**, or **perfectionism** that dim your **light**, rob you of your **happiness**, or steal your **smiles**.

YOUR
*Inner-
Bitch*



Bitch Detector:

1. I tend to nitpick and criticize myself and focus on all the things I DON'T like/love/feel good about. I'm always noticing what's 'wrong' with me, where I have 'messed up', where I AM 'messed up', or who I'm being simply doesn't feel "good enough".

ALWAYS

SOMETIMES

NEVER

2. I feel like I can't figure out what I need to do, what works for me, or MY ideal 'recipe' for taking care of myself -- physically, mentally, and emotionally.

ALWAYS

SOMETIMES

NEVER

3. I don't fully trust myself or show up confidently when I make commitments and promises to myself. I'm great at following through on commitments I made to (and for) OTHERS, but when it comes to myself, I often make promises to myself that I don't keep (or don't want to keep).

ALWAYS

SOMETIMES

NEVER

4. If I wasn't measuring or valuing myself based on how much I weigh, how much money's in the bank, the 'status' of my to-do list, my relationship status, or anything outside of me... I wouldn't know who the hell I was.

ALWAYS

SOMETIMES

NEVER

5. I use other people's opinions and feelings about me as a gauge of how I feel about myself, and I tend to care MORE about what someone else [says/thinks/feels] about me than I do myself. I live to please, perform, and serve others, and how I feel about myself usually takes a backseat.

ALWAYS

SOMETIMES

NEVER

6. I'm always noticing what's 'wrong' with me, where I have 'messed up', where I AM 'messed up', or who I'm being simply doesn't feel "good enough". If you looked at me through my eyes, what you saw would not be pretty, would not look much like love.

ALWAYS

SOMETIMES

NEVER

Which Bitch?

The Self-Image (Self-Love) Bitches:

1. Self Acceptance Bitches
2. Self Care
3. Self Esteem
4. Self Worth
5. Self Endorsement
6. General Self-Image Bitchery

The Self-Image Bitches

Self-Acceptance Bitches:

The voices of rejection, criticism, and harsh judgments. The voices keeping you focusing on your PAST, keeping you focusing on the PROBLEMS, and keeping you focusing on what you CANNOT control, and keeps you from living in 'the now', focusing on SOLUTIONS, and focusing on what you CAN influence right now. The voice that is looking for what's 'wrong' with you, TELLING you what's 'wrong' with you, or ASKING you what's wrong with you...instead of seeing who you ARE being, what you ARE, doing, and how 'well' you ARE doing.

Self-Care Bitches:

The voices telling you to simply "eat less, move more" if you want to get healthy. The voices telling you that you need to do MORE, work HARDER, or take things up a NOTCH in your life, your body, or your commitments, when in reality you're tired, overwhelmed, feeling anything-but-healthy, and couldn't possibly squeeze more in. The voices telling you to favor WEIGHT LOSS over taking care of yourself. The voices that ignore that you need to take care of yourself Physically, Mentally, and Social/Emotionally, but that you can't use someone else's recipe -- you need your own.

Self-Esteem Bitches:

The voices that tell you "yea right, you're not gonna do it" or "You won't follow through on this." or "I don't REALLY believe you (or in you)". The voice that doesn't believe a word you say when you make promises or commitments to yourself, and in turn you believe yourself less and less every time you do go to commit to something new.

Self-Worth Bitches:

The voices that tell you that if you don't lose the weight, make more money, get married, become a 'success', or fill-in-the-blank, that you're worth LESS or "not enough". The voice that (even if you are 'achieving'), it's never enough. There's always a proverbial 'carrot' dangling before your eyes telling you that you are (or will be) amazing, happy, successful, loveable...when you DO this, LOOK like that, or BECOME that.

Self-Endorsement Bitches

The voice that needs approval or pleasing to (and for) everyone else, but rarely checks in with herself and says "what do I think? What do I want? What do I think is the best way/path/solution? What would make ME feel good about ME?" The voice that doesn't have her OWN back and is always looking for that validation or belief from someone (or something) else.

The Self-Image Bitches

General Self-Image Bitchery:

The voices of your inner-critic, internal naysayer, or Judgy McJudgerson that makes you question yourself, judge yourself, second-guess yourself, or reject yourself.

The voices that tells you that you aren't enough. Good enough, smart enough, pretty enough, skinny enough, enough...PERIOD!

The voices of shame, blame, guilt, comparison, or perfectionism that dim your light, rob you of your happiness, or steal your smiles.



Bitch Detector:

1. I tend to flip-flop from one program to the next and try to "keep my eye on the pulse" of what 3 else is out there.

ALWAYS

SOMETIMES

NEVER

2. I tend to be my own worse enemy when it comes to getting in my own way, and I struggle with motivation and willpower.

ALWAYS

SOMETIMES

NEVER

3. I tend to see myself through a "fat lens" and frequently walk around feeling ugly, insecure, or UN-beautiful.

ALWAYS

SOMETIMES

NEVER

4. When I start a new diet or exercise problem, I assume that I will end up straying from it eventually.

ALWAYS

SOMETIMES

NEVER

5. I get self-conscious of my body when it comes to participating in activities, dancing, being seen in a bathing suit, or trying new things.

ALWAYS

SOMETIMES

NEVER

6. I'm constantly thinking about food or feel powerless to control myself around food. Food is a stressful and emotional 'thing'.

ALWAYS

SOMETIMES

NEVER



Bitch Detector:

7. I over-commit myself to tactics or plans that aren't practical long term.

ALWAYS

SOMETIMES

NEVER

8. I feel frustrated that the scale isn't moving fast enough, the inches aren't coming off fast enough, or the reflection in the mirror isn't changing fast enough.

ALWAYS

SOMETIMES

NEVER

9. When I look in the mirror, I find that my eyes focus in on all the things that I DON'T love about my body.

ALWAYS

SOMETIMES

NEVER

10. I let myself off the hook or make deals with myself in order to give myself permission to go off track (or make myself feel better AFTER).

ALWAYS

SOMETIMES

NEVER

Which Bitch?

The Health (Self-Care) Bitches:

1. Flip-Flop Bitches
2. Self-Esteem Bitches
3. Fat Bitches
4. Never-Gonna Bitches
5. Body Bitches
6. Food Bitches
7. Ludacris Bitches
8. Results Bitches
9. Mirror Bitches
10. Deal-Making Bitches

The Health Bitches

Flip-Flop Bitches:

The voice in your head that keeps you from locking yourself down or committing to any one thing. She turns you into a constant "dabbler". She causes you to flip-flop from one plan, thought-process, "fix", or guru to the next. You're never fully invested in your current commitment because you're already thinking about or researching the next one.

Self-Esteem Bitches:

The voice that keeps you from knowing, liking, and trusting yourself, your plan, or your abilities. She keeps you reliant on a 3rd-party to do anything. Whether it's Pinterest, a buddy, or your trainer, you always "need" someone or something else to back you up and keep you in line. The voice that keeps you from really getting inspired, so you always have to talk yourself into staying "in it" or getting back "in the zone".

Fat Bitches:

The voice in your head that names your fat, shames your fat, and blames your fat. She causes you to see yourself, your body, and your life through a "fat lens" that appears to make you feel ugly, insecure, or weak. When she is around, you BECOME your extra 5 pounds, your un-buttonable jeans, or that cupcake you ate last night. She keeps you from feeling powerful, confident, beautiful, happy, and free.

Never-Gonna Bitches:

The voice that makes you think that this time is going to be just like all the other (self-proclaimed) failures in your life. The voice that convinces you that "this is just how you are" or "this is just what you do". She keeps you from REALLY making decisions and commitments and causes you to "self-sabotage" your efforts from the beginning.

Body Bitches

The voices that try to ruin your experience of life in the body you have. She constantly reminds you that you don't like the way your body looks, feels, and moves, and that your body is keeping you from doing the things you love. You can't play sports, dance, or try anything new that might draw attention to you-- not with that body. No one's ever going to [hire/like/love] you-- not with that body. She tries to make you think that your body is what's keeping you from REALLY loving your life.

The Health Bitches

Food Bitches:

The voice that thinks that food is 'bad' or 'wrong' or that YOU are powerless to control yourself around it.. She comes out when you are hungry, hangry, or crazed with cravings and keeps you obsessing over every food morsel or in endless anticipation for your next meal, The voice that makes you feel like food is the one calling the shots in YOUR life.

Ludacris Bitches:

The voice inside of you that sets you up on impractical, impossible programs and plans that even the most disciplined and motivated person couldn't possibly stick to. The details and practicalities of the plan don't fit into your current lifestyle and you must overhaul your current life to make it fit.

Results Bitches:

The voice that tells you that the scale isn't moving fast enough. The inches aren't melting off fast enough. Your perception that the mirror isn't changing, your body doesn't feel any different, and you aren't making any progress.

Mirror Bitches:

The voice always looking for what's "wrong" with your body. The voice that focuses your eyes in on everything you DON'T love in the mirror and completely ignores what you DO. She tells you that your body is something to be ashamed of, something to cover up, or "the thing" that's really holding you back. in your life."

Deal-Making Bitches

The voice that tries to to get you to give into short-term gratification traps. She tells you to "start over tomorrow" or "just have one". She is a master at coming up with excuses for why you should or shouldn't do something. She reminds you how "good you'll feel" if you just do this or just skip that, but conveniently also makes you forget how guilty you'll feel the whole time if you do.

Which Bitch?

The Food Bitches:

1. General Food Bitches
2. Control Bitches
3. Reactive Bitches
4. All-Or-Nothing Bitches
5. Rule-Maker Bitches
6. Binging Bitches
7. 'Diet Mentality' Bitches

The Food Bitches

General Food Bitches:

The voice that guiltys you, shames you, blames you, or compares you before, during, or after you eat..

Control Bitches:

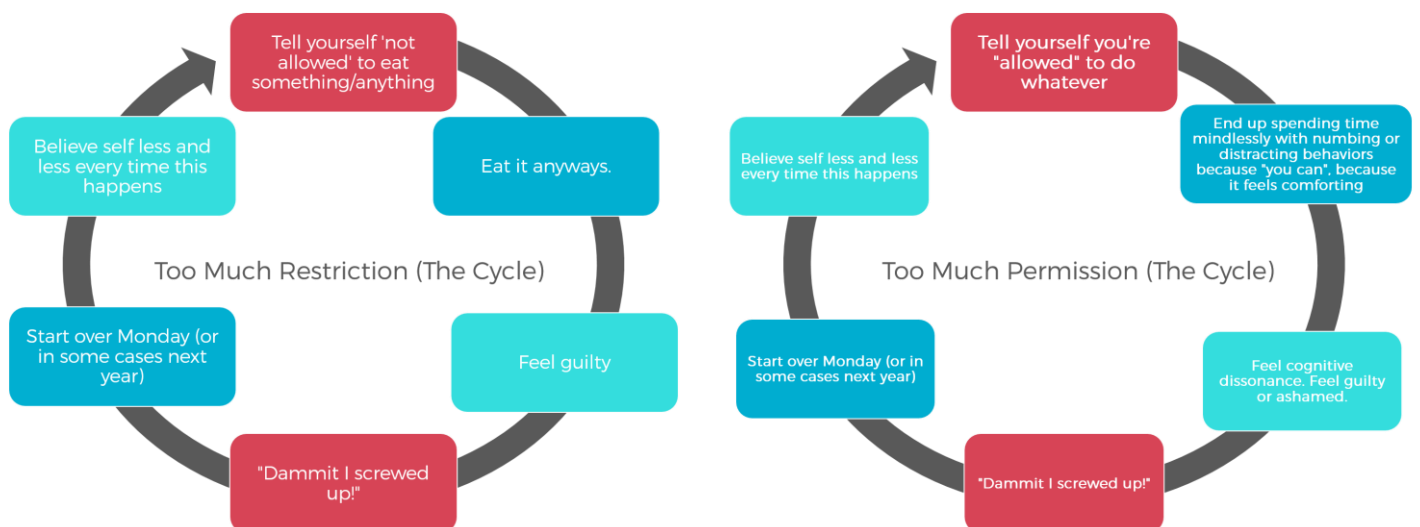
The voice that causes you to look at food as something to control, resist, micro-manage, restrict, deprive, punish, or glutton yourself. The voice that makes you believe you always need to count, weigh, measure, micromanage, or OBSESS over what, how much, or when you eat.

Reactive Bitches:

The voice that says "eat that, it will make you feel better", or simply eats without consciously choosing the foods that will serve you. Acting like food owns YOU more than you own IT. She reacts to food or tells you what to eat based on what you're currently FEELING (or not feeling).

All-Or-Nothing Bitches:

The voice that thinks that there's such thing as 'perfect', and if you 'mess up' one time, the game is over. That you're either in or you're out. You're on or you're off.



The Food Bitches

Rule-Maker Bitches:

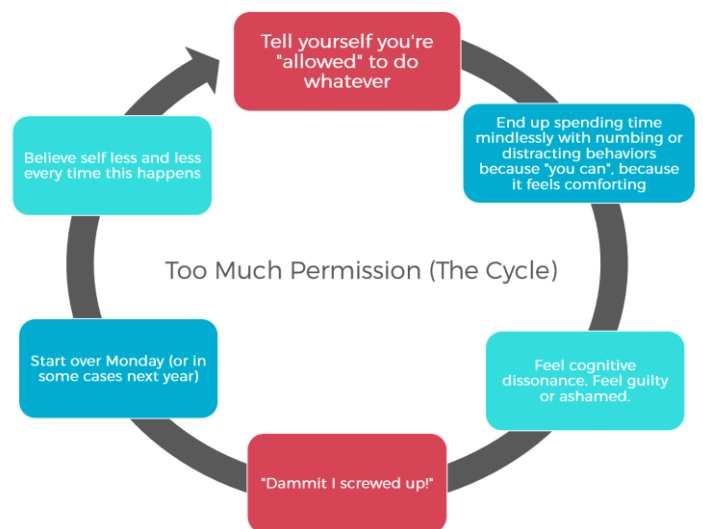
The voice that places hard-and-fast rules or labels on food such as "good/bad", "wrong/right", "can/can't", "should/shouldn't", "healthy/unhealthy", and in turn always causes a source of judgment upon what or how much you eat.

Binging Bitches:

The hard-engrained social emotional or stressed out brains that cause you to Mindlessly eat, Stress eat, or Eat out of emotion.

'Diet Mentality' Bitches:

Short-term thinking, short-term satisfaction, long-term pain (and regression). The repair mentality.





Bitch Detector:

1. My body is something that I need to push, punish, persuade, micro-manage, and control. I feel like my body owns ME...more than I own it. And my body and emotions are the one making all the decisions for me.

ALWAYS

SOMETIMES

NEVER

2. I tend to focus on short-term fixes, how to 'repair' my body, or give into short-term 'weight loss' traps at the expense of my health or my happiness.

ALWAYS

SOMETIMES

NEVER

3. I tend to see myself through a "fat lens" and frequently walk around feeling ugly, insecure, or UN-beautiful.

ALWAYS

SOMETIMES

NEVER

4. No matter what I do, I see my body through an 'ugly lens. Or even if I don't feel outright ugly, I certainly don't feel beautiful. .

ALWAYS

SOMETIMES

NEVER

5. My body/metabolism is broken. I've messed it up, slowed it down, or abused it, and it's beyond recognition. I may be able to do some 'damage control, but in general it's a lost cause.

ALWAYS

SOMETIMES

NEVER

6. I constantly compare my body to someone or something else -- whether that's an actual person I know or a picture or 'idea' of what I deem beautiful or 'perfect'

ALWAYS

SOMETIMES

NEVER



Bitch Detector:

7 When I look in the mirror, I find that my eyes focus in on all the things that I DON'T love about my body.

ALWAYS

SOMETIMES

NEVER

8 . I'm always in pain, feeling weighed down by my body, feeling heavy in my body, or fear that I can't do the things I need to do to take care of it (like typical definitions of "working out" or "exercise" are too much of a risk for the 'state' that my body is in.

ALWAYS

SOMETIMES

NEVER

9. My body is something that I'm always going to be at war with, resisting, fighting, or feeling the need to punish or control.

ALWAYS

SOMETIMES

NEVER

Which Bitch?

The **Body** Bitches:

1. Control Bitches
2. Repair Bitches
3. Fat Bitches
4. Ugly Bitches
5. Broken Bitches
6. Comparison Bitches
7. Mirror Bitches
8. Pain Bitches
9. Warrior (At-War) Bitches

The Body Bitches

Control Bitches:

The voice that tells you that you're body is the 'problem', and in turn you need to control it, restrict it, punish it, micro-manage it, or obsess over it.

Repair Bitches:

The voice that tells you what to do based on short-term gratification, without thinking about what would serve you in the long-run. She's makes decisions reactively rather than calmly, intentionally, and mindfully responding.

Fat Bitches:

The voice in your head that names your fat, shames your fat, and blames your fat . She causes you to see yourself, your body, and your life through a "fat lens" that appears to makes you feel ugly, insecure, or weak. When she is around, you BECOME your extra 5 pounds, your un-buttonable jeans, or that cupcake you ate last night. She keeps you from feeling powerful, confident, beautiful., happy, and free.

Ugly Bitches:

The voice that calls you ugly, looks for 'ugly', or simply overlooks all the reasons you're BEAUTIFUL! No matter what you do, she sees your body through an 'ugly lens. Or even she's not outright calling you ugly, She's certainly not calling you beautiful.

Broken Bitches

The voice that tells you that you or your body or your metabolism are 'broken'. That you've messed it up, slowed it down, or abused it, and it's beyond recognition or repair. That you may be able to do some 'damage control, but in general it's a lost cause.

The Body Bitches

Comparison Bitches:

Instead of appreciating your body for what it is, the voice that's always comparing your body to someone or something else -- whether that's an actual person you know or a picture or 'idea' of what you deem beautiful or 'perfect'

Mirror Bitches:

The voice always looking for what's "wrong" with your body. The voice that focuses your eyes in on everything you DON'T love in the mirror and completely ignores what you DO. She tells you that your body is something to be ashamed of, something to cover up, or "the thing" that's really holding you back. in your life.

Pain Bitches:

The voice that tells you that your pain is an IDENTITY-- that it's something you're stuck with and that you're powerless to it's wrath. You just have to live with the pain as it is.

Warrior (At-War) Bitches:

The voice that tells you that you're always going to need to fight, resist, or wage 'war' against your body.