



THE MIND GAMES OF WEIGHT LOSS



INTRODUCTION

When was the last time you had a negative thought about yourself?

If it was yesterday, this morning, or just ten minutes ago - you are in good company. Studies tell us that the majority of people confess to having negative thoughts about themselves or their circumstances, at least five times a day.

Think of that! Every day, we willingly guide, and embrace unwanted negative thoughts into our minds. They are thoughts that whisper and sometimes shout repetitive, subjective and misguided judgements.

These self-induced character assassinations devalue who we are, what we are capable of and assesses negatively and subjectively, the current condition of our life. They are self-generated invalidations that become so realistic, that we convert their spurious lies and fears into truths.

And...it's even worse when we are trying to lose weight!

Whatever the reason for these negative comments, they all end up devaluing our self-worth. We generate and regurgitate, worn-out internal scripts that deserve no place in our life.

Scripts that include stock phrases such as: *Why can't I stick to the diet? I always fail – what's the point? I'm so weak, I'm fat, I'm ugly, If only I was like..., Who is ever going to love someone like me?"*

You may be asking....

"Why can it feel like a constant battle when I'm trying to lose weight?"

Well, I'm glad you asked!

At a base level, losing weight seems simple – right?

EAT LESS = LOSE WEIGHT = HAPPINESS: RIGHT?

After all, it is common knowledge now that we should be eating less sugar, reducing the intake of processed food, drinking two litres of water a day and eat as many vegetables as we can.

Even so, the struggle to lose weight, continues for many. Why is that? In the world of dietary science, the weight loss equation may appear easy. However, what dieticians seem to have forgotten; is that there are other three very important factors in play. They are:

- Genetics
- The conscious mind
- The subconscious mind

The mixture of these three components, along with dietary principles, will determine how much weight you'll lose and how fast.

This small e-Book is designed to highlight what you can do to make changes to:

- The reasons for dieting
- How you see your body image
- Your mindset during dieting
- How you view willpower

Throughout the e-Book you will come across '*Dietary Diamonds*'. These diamonds are important insights to remember when trying to lose weight.

Watch out for this



symbol.

My sincere hope is that by the end of this short e-Book, you will have enough information to realise your dietary goals and better still – see yourself in a wonderful new way.

I wish you luck!

Steve

NOT ALL GENES ARE BORN EQUAL



First, a little science about weight loss. When you look at yourself in the mirror, what do you see? Do you see a dress size, pounds and ounces or kilograms or perhaps a body-image label invented by society?

The real truth about that image looking right back at you, is that you are beautifully unique. There is not another living soul like you on this planet.

The secret to your beautiful uniqueness does not lie in the way you look or what you do in life, it sits within your DNA. Inside your DNA molecules are the instructions you need to live, develop, thrive and reproduce. Your DNA code is specific only to you.

The whole genome, (*give or take a few thousand*) contains 3 billion bases and approximately 20,000 genes. That is a lot of information and it is shared throughout the body, through a network of neural pathways.

Your DNA is packed tightly into chromosomes and sits in the nucleus of cells. It is here, in each cell, that DNA does its best work by sending various messages from our thoughts and emotions via proteins: the worker ants of our bodies. Interesting physiology lesson – but so what?



PEOPLE DON'T GIVE-UP DIETS - THEY JUST NEVER STARTED!

This is not an intentional play on words. Indeed, what you communicate in your head at the beginning and during a diet, matters. It's important, because whatever you think in your mind – your body will respond to.

Infact, if you say to yourself at the start of a weight-loss regime, "*This dieting is going to be hard*" your internal communication network informs the body that '*this diet is going to be hard, difficult and no fun*'. And so, the body responds, to your command.

Generally, in life, what happens when you feel something is going to be difficult? Well, you don't look forward to it. Your energy and motivation drop; the body feels the reduction in energy and guess what... it craves more food. (*Hunger Pangs*).

This whole cycle started the moment you told yourself and your body that the diet was going to be tough.



LOSING WEIGHT SUCCESSFULLY STARTS IN THE SUBCONSCIOUS MIND!



Worldwide, the main reasons people want to lose weight are:

- Body Image and Self-Confidence
- Improved Health
- Increased Energy

The second two, are often a product of a visit to the Doctor, a health scare or some well-meaning and consistent nagging from family members. However, the main reason (*body image and self-confidence*), is wrapped around how we see and judge ourselves. That's right – JUDGE!

When you look in the mirror, do you think you are doing so alone or with a blank canvas. Hell no! You've unconsciously invited a whole line of people into your viewing studio. People and things such as:

- Beauty models
- Celebrities
- Friends
- Colleagues
- Societal prejudices
- Social media pages
- Magazine articles

You are judging yourself unconsciously, against the subliminal norms of the world around you.



If social media did not exist, and all you had to compare yourself to is your immediate social circle and nothing else, your insecurities would be significantly reduced.

The underlying issue is that often we feel we must conform to the world around us.

We must 'fit in' and in that way, we will be accepted. And herein, lies the problem: your subconscious mind (*I know... it's the second time it's been mentioned. We'll get to the subconscious very soon...I promise*).

Because you are comparing and contrasting, with mythical public beings, the very smart and intelligent part of you, knows your comparisons are unfair and unrealistic. And once again, before you even begin trying to lose weight, your brilliant mind is working in the background against you; because it's thinking, 'What's the point, I'll never be like x, y or z.'

THE REASONS PEOPLE FAIL TO LOSE WEIGHT



Classically, there are four reasons people stop dieting. They are:

- Belief systems
- Emotional hijacks
- Lack of sleep
- Hunger

These four reasons are perennial issues for people, but it is the first two, which most experts have failed to share fully.



YOUR BODY IS THE SUBCONSCIOUS MIND

Belief systems are formed in your subconscious mind and they start from an early age. These belief systems are linked to your perception, to how you think and to how you feel. Indeed, the subconscious mind was first programmed in your early years by parents, teachers, friends and authority figures. Later in life, you add to these programmes and like a computer program, there is good code and others which act as viruses.

We have also a conscious mind. The difference between the subconscious mind, cannot be starker. The conscious mind is slow in comparison to the subconscious mind, which operates at lightning speeds. (*If a door slams unexpectedly at night, it is the subconscious that makes you jump*).

The conscious mind is judgemental – the subconscious is not.

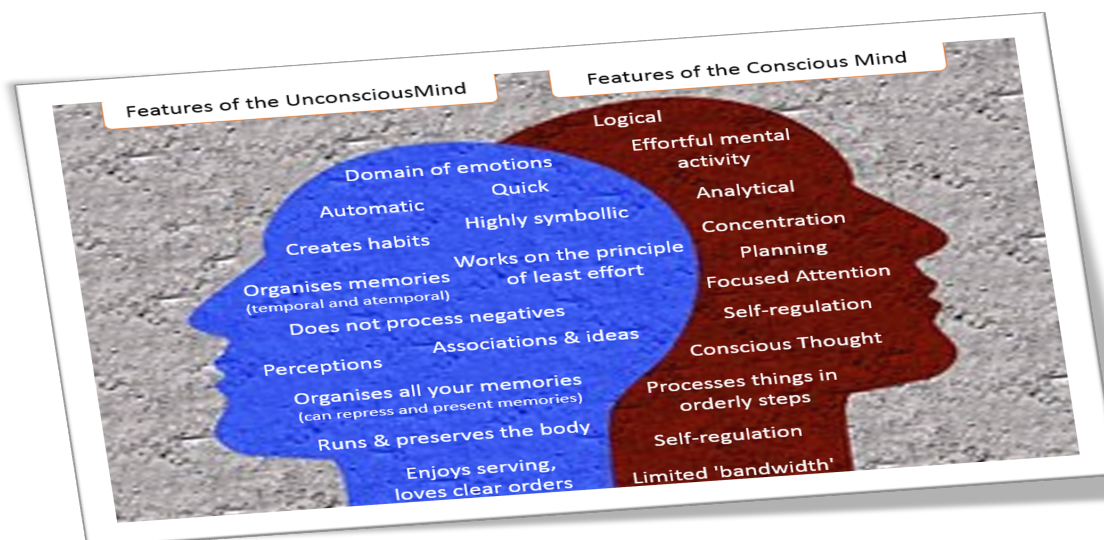


1. HABITS AND BELIEF SYSTEMS LIVE IN THE SUBCONSCIOUS MIND.
2. WILLPOWER LIVES IN THE CONSCIOUS MIND.
3. TO LOSE WEIGHT YOU MUST CHANGE BELIEF SYSTEMS AND HABITS IN THE SUBCONSCIOUS MIND.
4. THIS IS WHY WILLPOWER WILL NOT HELP IN WEIGHT LOSS.

Within the subconscious mind, lies the key to not only unlocking how you view weight loss but also, how you can make weight-loss goals stick.

Or as Dr. Bruce Lipton, world-famous biologist and thought leader on belief systems explains, *"Your beliefs act like filters on a camera, changing how you see the world. And your biology adapts to those beliefs. When we truly recognise that our beliefs are that powerful, we hold the key to freedom."*

TO LOSE WEIGHT – YOU CANNOT BE IN TWO MINDS



Now might be a good time to make a couple of things, absolutely clear when it comes to losing weight easily and effectively. To do that, I thought I would have you answer some questions, to help.

They are straight-forward YES/NO responses and so, be as honest as you can.

QUESTION	YES/NO
Have you had a body image concern for a long period of time?	
Does your body image sometimes, negatively impact your confidence?	
Do you find yourself comparing yourself negatively with others' abilities?	
Does the goal of losing weight sometimes make you feel down or sad?	
Do you find yourself comparing yourself negatively with how others look?	
Do other people's comments about your weight, sometimes hurt you?	
If you lost weight and kept it off, would you feel more confident and happier?	
Do you feel you have more potential than you show sometimes?	

If your answers were predominantly 'YES' then it seems clear that your subconscious mind needs a reboot. It needs a reboot because the beautiful unique you, mentioned at the start of this e-Book, has some faulty programming.

Over time, it seems likely, that you and others have programmed your subconscious mind for failure, unfair self-imagery and belief systems that work against you. These are the very reasons people struggle with keeping to a diet and losing weight.



YOU HAVE TOTAL POWER TO REPROGRAMME YOUR
SUBCONSCIOUS MIND!

Remember, there are many subconscious belief systems, designed to make you fail. For example:

- You should look like a size zero, magazine model
- The perfect weight is...
- If you eat less, you will lose weight
- There is a perfect diet for everyone
- If you can't lose weight – you are weak
- You need to be a certain weight to fit in
- A person you know, is the perfect weight/perfect looks etc...
- Your size determines your beauty/intelligence/what is achieved in life
- You need to be a certain size to be liked or to love myself

All the above are lies!

You can make a change to the way you view dieting and weight-loss in a very short period of time. Your success is not dependent on what the outside world thinks: success, lies in the innate strength and spirit with which you were born.

What you have learned and applied to inhibit your thinking and doing – can be unlearned. And it is your subconscious mind with which you can do it!



WHAT CAN I DO TO REPROGRAMME MY SUBCONSCIOUS MIND?

CHECK-OUT YOUR ENVIRONMENT

Remember that your subconscious mind is absorbing information constantly and drawing conclusions and forming beliefs based on that information. If your daily environment is filled with negativity and strife, imagine what kinds of messages are being absorbed into your mind.

Limit the negativity to which you are exposed and avoid spending too much time with 'toxic' people. Seek out positive information to read and watch, and spend most of your time with positive, successful people.

VISUALISATION

Your subconscious mind responds well to pictures. Visualization is a great way to programme your mind with positive, empowering images.

Spend 10–15 minutes a day visualizing positive scenes that feature you and your life experiences. As you do this consistently, you end up redrawing the negative

pictures stored from your past experiences, fears, worries, doubts and negative belief systems.

To boost the power of visualization even further, be sure to emit strong, positive emotions while you picture these wonderful things in your mind. You can literally visualise yourself losing weight; *the mind-body connection is really that strong!*

BINAURAL BEATS

The use of audio recordings that deliberately alter the frequency of your brainwaves, is another way to alter your subconscious programming. Your brainwaves fall into a specific frequency depending on what you're doing at any given time:

- Gamma when you're engaged in certain motor functions
- Beta when you're fully conscious and actively concentrating
- Alpha when you're relaxed
- Theta when you're drowsy or lightly sleeping
- Delta when you're in deep sleep

"Binaural beats" result when two tones are played at differing frequencies, triggering your brainwaves to follow a different pattern. For example, if you wanted to shift from stressed to relaxed you would listen to an audio that triggers the alpha state.

Research has shown that your subconscious mind is more receptive to new information when you're very relaxed, such as in the alpha or theta states.

HYPNOSIS

Hypnosis can be effective in much the same way as brain entrainment programmes, except without the use of brainwave-altering frequencies.

Instead, the hypnotists (*like myself*) gradually guide you into a more relaxed and receptive state and delivers empowering, positive messages to your subconscious mind.

Self-hypnosis is another popular option — you simply use pre-recorded audio programmes instead of a live hypnosis session. You can even record your own selfhypnosis affirmations and scripts, so you'll hear your own voice reciting positive

affirmations while you're in a relaxed state. There are plenty of guided hypnosis meditations for weight loss on YouTube.

MEDITATION

Meditation and mindfulness are ancient methods of relaxed contemplation and inner healing. With practice, you can fully access your subconscious mind and understand fully, what belief systems are holding you back and why. Thereafter, you can rewrite faulty internal scripts and enjoy a new way of thinking, believing and feeling.



Because this is an e-Book, I can highlight for you only the principal methods of reprogramming for success, the subconscious mind. For some, I recognise that you may need more information, guidance and support and if you do, like many before you; please feel free to contact me.

If you don't, then may I wish you all the very best. The key, as I have mentioned, is retraining the subconscious mind. When you have succeeded, as surely you will, and if you feel you wish to – please share your success with my online community and me.

As a last word, please remember, that not a single soul of the human race is born, in order to fail. As individuals we are destined for greatness – if only we would glimpse it and believe it

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